# LUXEMBOURG INSTITUTE OF HEALTH

## DESIGN GUIDELINES

# Introduction

Luxembourg Institute of Health (LIH) is the leading public research center in Luxembourg for basic, pre-clinical and clinical research in biomedicine and public health. Our clinically-oriented biomedical research activities in Oncology, Infection & Immunity and Population Health encompass the generation of knowledge on the pathogenesis, diagnosis and treatment of diseases with large impacts on public health and the epidemiological surveillance of these diseases. With the mission to deliver scientific, economic and societal value for Luxembourg, LIH aims to translate knowledge into clinical applications impacting on healthcare systems while shaping personalized medicine.

# Logotype

LUXEMBOURG
INSTITUTE
OF **HEALTH**
RESEARCH DEDICATED TO LIFE

### Main Color Version

Exclusively use this version unless indicated otherwise.

# Versions

### Black & White Version

Use this version for mono-chrome prints or co-branding on posters or flyers.

### Black Version

Use this version for Copy, fax, light picture backgrounds or co-branding only.




### White Version

Use this version for dark picture backgrounds or co-branding only.

# Usage

### Exclusion zone

Exclusion zone is the white space around the logo and must remain free of any other text or graphic element.

### Minimum size

The width must be larger than or equal to 30mm.

# Not allowed

### Altering the type

You are not allowed to change the type.

### Free transform

You must always respect proportions when scaling.

### Subline

You are not allowed to remove the LIH subline.

### Colors

Always use one of the official versions of the logo.

### Picture backgrounds

Always use the version that offers best visibility.

### Color backgrounds

Always use the version that offers best visibility.

# Logotype Alternates

No subline

This version shall be used for sizes less than 30mm width or gadgets.

Vertical Version

This version is only allowed on gadgets, such as jackets, shirts, pens, etc.

# Main Typeface

Vista Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234657890 +”*ç%&/()=?`

Vista Sans Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234657890 +”*ç%&/()=?`

Vista Sans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**1234657890 +”*ç%&/()=?`**

# Secondary Typeface

Calibri Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234657890
+”*ç%&/()=?`

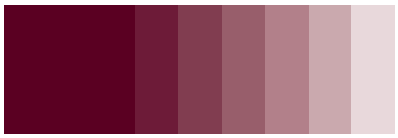
Calibri Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234657890
+”*ç%&/()=?`

Calibri Bold

**ABCDEFGHIJKLM**
**NOPQRSTUVWXYZ**
**abcdefghijklm**
**nopqrstuvwxyz**
**1234657890**
**+”*ç%&/()=?`**

# Color Space



Wine Red
- C 18 M 100 Y 42 K 69
- R 75 G 2 B 33
- PMS 7428C
- RAL 3005

Traffic Orange
- C 0 M 85 Y 85 K 0
- R 205 G 87 B 61
- PMS 7417C
- RAL 2009

Pastel Blue
- C 62 M 32Y 26 K 0
- R 135 G 156 B 174
- PMS 5415C
- RAL 5024

Black Grey
- C 0 M 0Y 0 K 100
- R 10 G 10 B 10
- PMS BLACK C
- RAL 9005

## Secondary Color Space

Light Green
- C 59 M 0 Y 30 K 0
- R 95 G 200 B 190
- PMS 570C
- RAL 6027



Zinc Yellow
- C 0 M 11 Y 80 K 0
- R 255 G 220 B 80
- PMS 113C
- RAL 1016

Silk Grey
- C 11 M 13 Y 16 K 332
- R 165 G 160 B 150
- PMS Warm Grey 6C
- RAL 7036

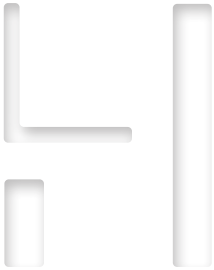
Brown Beige
- C 5 M 30 Y 38 K 12
- R 210 G 165 B 140
- PMS 480C
- RAL 1001

# Graphic Elements



### Stardust

This element can be used on all corporate and stationery applications. For example business cards, reports, e.t.c. Colors and blur effect may vary. Can also be used as a white overlay on illustrative pictures.



### Cut-Out

This element can be used on high-end corporate communication like annual reports or presentation brochures. It should be applied on a minimalist, preferably white, cover with a coloured second page inside.

# Paper

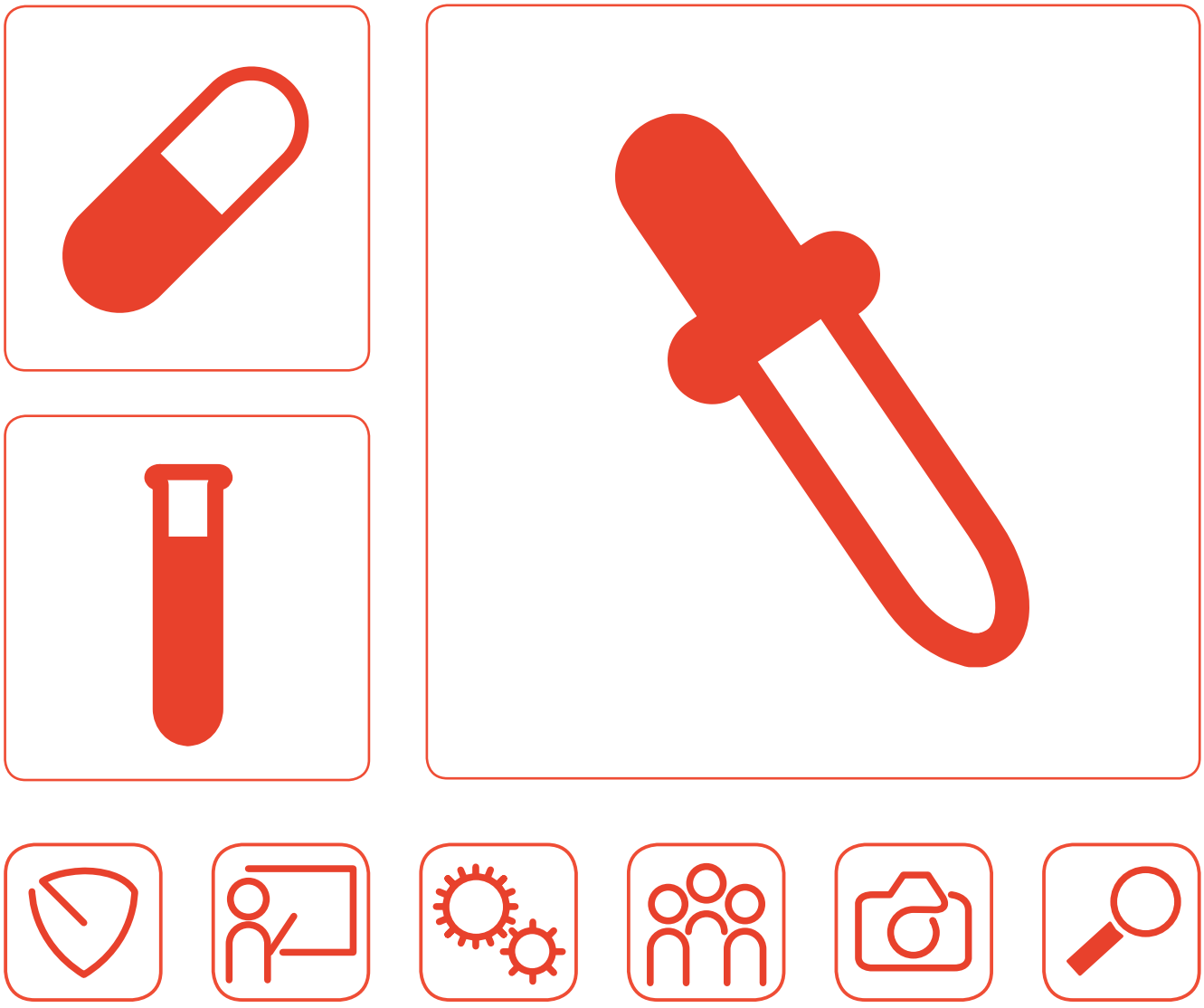
### Covers / Brochures

Depending on the supplier the paper used in printing is Balance Pure or Cocoon Offset/Digital.
For covers / brochures / flyers it should 250gr/m² upwards with a mat finish/coating.

### Inside pages

Depending on the supplier the paper used in printing is Balance Pure or Cocoon Offset/Digital.
Strength should be from 90 to 120gr/m² with or without coating

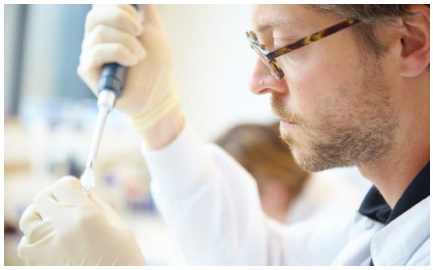
# Pictogrames



LIH Pictograms

All pictograms are based on linework and only contain fills if needed. Two tone pictograms are allowed. Second tone has to be 50% of the primary Tone.

# Picture Language



## LIH Pictures

Pictures should mostly consist of close-ups / details, and should feature some “depth-of-field” /blurred elements to illustrate the “closer look” scientists have to take on their subjects. People / hands in action should dominate the picture language. Color gradient can be applied.

**LUXEMBOURG INSTITUTE OF HEALTH**

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