IMPRS
for Quantitative Behaviour Ecology & Evolution
INTERNATIONAL MAX PLANCK RESEARCH SCHOOL

A **visual identity** is a set a of guidelines to help keep the look and feel of the visual collateral of the lab looking consistent across researchers, projects, and applications. This part of the guide in particular deals with the logo.

The QBEE logo is the foundation of the new IMPRS identity. It will be a symbol for who we are and what we do, a visual shorthand that people should instantly and positively associate with our group.

In order for a logo to be effective and immediately recognizable, we need to be careful not to apply it ways that undermine that recognizability. It should be given ample distance from other design elements—think of the white space around the logo as part of the logo itself.

This logo should also adhere to Max Planck Institute guidelines for use alongside Minerva. Use the dual lockup in situations where the association with MPI is emphasized.

The logo always should be presented as it is here unless you are using a pre-approved variant (like the bee alone for internal use). It should not be recolored, rotated, stretched, flipped, or placed over patterns.

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There are multiple colorways available. The full-color version should be considered the "truest" version and should be given priority whenever possible. It should only be used on white or near-white, and black or near-black, with the corresponding invert of white/black.

The grayscale/monochrome colorways are to be used when necessary. They should only be used on solid colors and preferably in situations where the full-color version was seen by the viewer first. If they do not look good on a particular color, do not put them there.

When the logo is one inch tall, the small text is approximately 7-point type, which is near the absolute lower limit of legibility for many people. Please consider this size to be the minimum size for the logo, and be aware that the inch does not include the recommended buffer of white space.

The colors for the logo are listed below. They can be used sparingly in other design elements in a given composition to tie things together, but too much will overwhelm the logo and serve to camouflage it on the page

1 inch
2.54 centimeters
72-point/pixel
minimum height

color

invert

white

MPG_blue_light

C=80 M=0 Y=0 K=0
(R=0 G=177 B=234)
(#00b1ea)

MPG_blue_dark
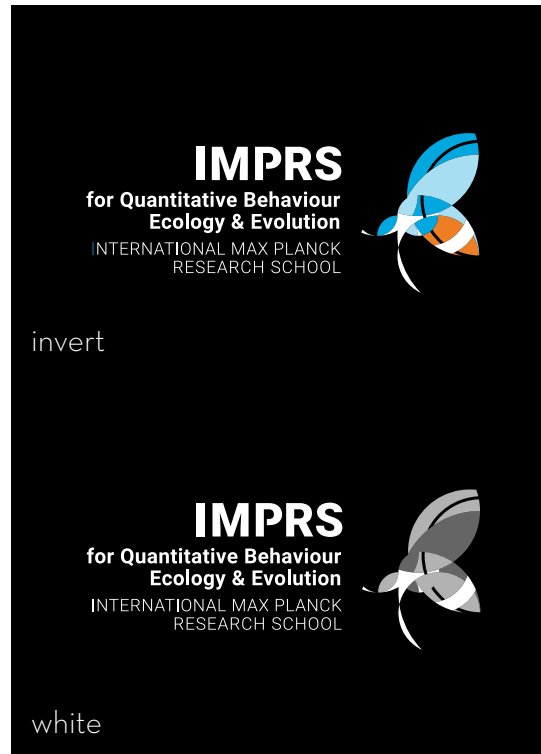
C=89 M=47 Y=25 K=51
(R=41 G=72 B=93)
(#29485d)

MPG_orange

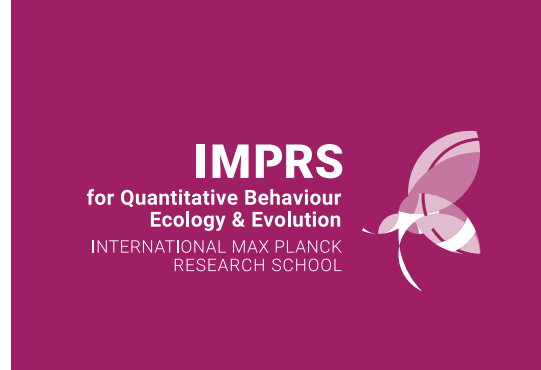C=0 M=60 Y=100 K=0
(R=239 G=124 B=0)
(#ef7c00)

There is often some confusion about when it comes to file types and image resolution. Here is what you need to know:

Raster images have a determinate size and are made of small dots called pixels.

Regular displays are 72dpi. A 72-pixel image will be one inch tall. Standard print resolution starts at 300dpi and can increase from there. Ergo, a 300-pixel tall image printed at 300dpi will be one inch tall when printed, and a 72-pixel one will almost certainly be useless.

Image files themselves are just collections of pixels, which are the smallest possible building block of an image. It is easiest to think of "high resolution" images as simply larger, meaning they contain more pixels. That said, certain image formats are more well-suited to different uses:

JPEGS are intended for screen and internet use, and are relatively old. They use a very lossy compression algorithm, meaning color and image fidelity are sacrificed upon save to try and achieve the smallest possible file size, but they are supported by almost everything. JPEGs are your safest last resort.

PNGs are newer and are also used for web/screen use. Their compression is better and they support transparency, which is very useful. Microsoft programs are happiest when you give them PNGs sized to the correct scale at 200dpi. Contrary to widespread popular belief, PNGs are not vector files.

TIFFs are uncompressed (though they can also be compressed) image files that are not intended for screen or web use (browsers cannot display them natively). They retain the highest quality and are best suited for detailed images that you intend to print, but they can be quite large.

Vector images are size-agnostic and are made of, well, math.

Each line and shape are saved as plots of discrete curves. They can be used at any size but are only good for certain things. They excel at geometric shapes, flat color, and text. They are very bad at replicating the fine-grained detail of photo pixels.

AI/EPS files are the base files in which many figures, logos, and other vector illustrations are constructed. They are source files, and generally not suitable for distribution, though they can be useful as placed images in layout programs for posters and the like. (.AI is Adobe-proprietary, .EPS is its generic cousin).

SVG files are vector files that are intended for display in web browsers, but can also be useful for placement in layout programs. Unfortunately, many websites and content management systems forbid you from using them.

PDF files are not image files, but rather a document format that can combine text, vector, and raster formats at different resolutions.

...so, which one do I use?

As with many things in life, many approaches will work out okay but some will have better results than others. Here is some general information and suggestions to make things look their best:

The files in the logo directory are named as follows:

<p align="center">QBEEminerva-white-1000w.png</p>

<p align="center">1   2   3   4</p>

1. description of defining deatures: Right now this may say "QBEE" for the standard logo, "minerva" for the dual logos with MPI, or "justBee" for the bee icon alone.

2. the color in the logo: "Color" is full color with black text/accents, "Invert" is color with white text/accents, "White" is the logo consisting entirely of white shades for use on colors or black.

3. size: these values are given in pixels. If you recall from the previous page, it is 72 pixels/inch on screen and 300 pixels/inch in print. When in doubt, drop one in to see how looks then grab a bigger one if need be. For, they roughly correspond to quarter-page print (600px), half-page print (1200px), and full-page print (2400px).

4. extension: refer to the previous page on what to look out for here.

So, for example, if you're making a poster in Powerpoint or Keynote and you need a logo, you would likely want a full-color, raster version large enough to print visibly. You never want to scale images up if you can avoid it, so find the logo size that is closest to your requirements and scale it down a little as needed. The less image work you ask of document layout or presentation programs, the better the result will be. So you might look for something like QBEE-color-1200w.png, which would give you a color logo with enough pixels to print approximately 10cm wide.