ASTRONAUTICA AD PACEM HOMINUMQUE PROGRESSUM
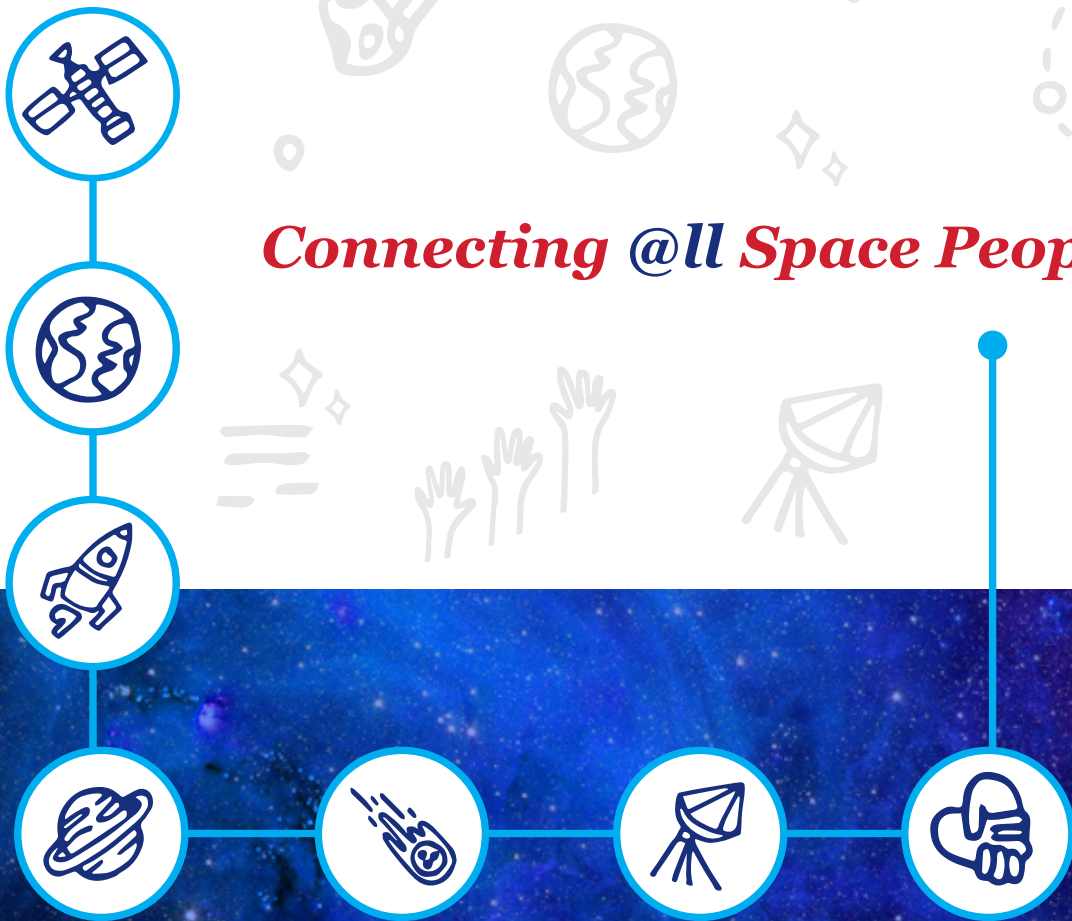
IAF

INTERNATIONAL ASTRONAUTICAL FEDERATION

IAF STYLE GUIDE

Connecting @ll Space People

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1.1   Introduction

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1.1   Introduction

1.1.1   Short description (50 words)

Founded in 1951, the International Astronautical Federation (IAF) is the world's leading space advocacy body with with over 400 members in 71 countries, including all leading space agencies, industries, research institutions, universities, societies, associations, institutes and museums worldwide.

1.1.2   Medium description (150 words)

Founded in 1951, the International Astronautical Federation (IAF) is the world's leading space advocacy body withwith over 400 members in 71 countries, including all leading space agencies, industries, research institutions, universities, societies, associations, institutes and museums worldwide.

Following its motto *"Connecting @ll Space People"* and its vision of "A space-faring world cooperating for the benefit of humanity", the Federation advances knowledge about space, supporting the development and application of space assets by promoting global cooperation.

1.1.3   Long description (250 words)

Founded in 1951, the International Astronautical Federation (IAF) is the world's leading space advocacy body with with over 400 members in 71 countries, including all leading space agencies, industries, research institutions, universities, societies, associations, institutes and museums worldwide.

Following its motto *"Connecting @ll Space People"* and its vision of "A space-faring world cooperating for the benefit of humanity", the Federation advances knowledge about space, supporting the development and application of space assets by promoting global cooperation.

As organizer of the annual International Astronautical Congress (IAC) – world's premier global space event – and other thematic events, the IAF actively encourages the development of space activities for peaceful purposes and supports the dissemination of scientific and technical information related to space.

1.1.4   IAF Mission

The IAF overall mission is stated in its logo: ASTRONAUTICA AD PACEM HOMINUMQUE PROGRESSUM meaning: Astronautics for peace and human development.

The IAF implements its mission by:

Promoting cooperation

- Through its events, committees and activities, the IAF provides a unique collaborative platform for experts from all space domains to exchange and cooperate globally

Advancing international development

- The IAF builds a future of cooperation, development and international friendship, bringing together experts from experienced and emerging space nations alike

Sharing knowledge

- The Federation has many well-established channels to disseminate information within its global network and the wider space community

Recognizing achievements

- The Federation's prestigious awards are presented annually to individuals and groups who have distinguished themselves in the global space community

Preparing the workforce of tomorrow

- The IAF through its many activities targeting students and young professionals nurtures new talents and promotes the future workforce

Raising awareness

- The IAF promotes outreach to the public and raises awareness of space benefits for all through its global events

1.1.5   Vision

The IAF vision is to reach 'A space-faring world cooperating for the benefit of humanity'.

1.2   The IAF Logo

1.2.1   The IAF logo in colour

The IAF logo is composed of a solid circle including the letters "IAF", as well as a shooting star and five stars. The Latin words "ASTRONAUTICA AD PACEM HOMINUMQUE PROGRESSUM" surround the circle.

Depending on the usage and the needs:

"INTERNATIONAL ASTRONAUTICAL FEDERATION" can be added to its right on one or three lines or underneath the logo on one line as shown in the following examples. The font should always be Carto Gothic in capital letters.

The logo cannot be altered under any circumstance. All reproduction of this logo must be done from a source file provided. The IAF is the exclusive owner of the IAF logo.

Pantone: Pantone© 2756 C
CMYK: C 100, M 90, Y 0, K 25
RGB: R 33, G 42 , B 114
Hex: #212a72
Lab: 22 15 -47

The three possible usages:

INTERNATIONAL ASTRONAUTICAL FEDERATION

INTERNATIONAL ASTRONAUTICAL FEDERATION

INTERNATIONAL ASTRONAUTICAL FEDERATION

1.2.2 The IAF logo in black and white

If the colour version of the logo cannot be used due to technical constraints, one of the two versions below is to be used.

The source files for these versions will be provided.

A - white or light grey background

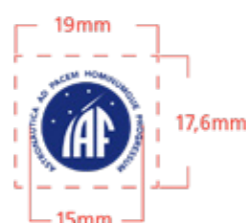B - black or dark grey background

1.2.3 General rules of usage

Some rules of utilizations have been defined to guarantee the readability of the IAF logo.
Protected space around the logo: no text or image can be placed in this "protection" zone.

Minimal size width: 15 mm

Note: If it is not possible to use the logo in its graphical form, i.e., because the provided space on a promotional gift is too small, use the Federation's printed name only (either in three or one line), in Carto Graphic font and capital letters.

INTERNATIONAL
ASTRONAUTICAL
FEDERATION

INTERNATIONAL ASTRONAUTICAL FEDERATION

1.2.4 Rules of usage on different backgrounds

a) On a white or light background, the IAF logo should be used in colour.
b) On dark backgrounds or if the readability of the colour version is not satisfactory, the logo should be used with a white halo (file provided).

A - white or light grey background

B - black or dark background

1.2.5 Do Nots

a) Do not create a new version in a different colour
b) Do not delete elements from the inside of the circle or deform the logo
c) Do not change the typography
d) Respect the "protection" zone around the logo
e) Do not use this version on dark background, rather use the logo on the white form or use the white halo
f) Do not use this version on a background rich in contrast, rather use the logo on the white form or use the white halo

Do not use the logo without the Latin text surrounding it unless previously agreed with the IAF.

These examples are not exhaustive.

1.2.6 Event/project adaptation of the logo

For special events or projects, the IAF logo may be adapted as in the example below. All other rules pertaining to the logo need to be respected.

The logo with "INTERNATIONAL ASTRONAUTICAL FEDERATION" around shall only be used for specific occasions.

1.2.7 IAF Motto

The IAF motto is *"Connecting @ll Space People"*.

The motto should always be written in Georgia, bold, italic font with "Connecting Space People" in corporate red and "@ll" in corporate blue.

The motto should always be used along with the IAF logo on the same page/document.

Connecting @ll Space People

1.2.8 IAF Committees Logo

The IAF committees' logo can be used online and on printed material by the respective committees. The logo is comprised of IAF logo and the committee's name in Carto Graphic font and capital letter.

1.3 The IAF Typography

The typography is an integral part of the identity as it ensures a homogenous and easily identifiable image on all materials. The Calibri font should be used for general texts.

Calibri – Regular
Calibri – Italic
Calibri – Bold
Calibri - Bold Italic

A second typography can be used together with Calibri on certain materials where there is need for diversity (newsletter, publications...). The Georgia font shall be used for all titles online and on publications.

Georgia – Regular
Georgia – Italic
Georgia – Bold
Georgia - Bold Italic

A third typography (Carto Gothic) shall be used for all logos related to IAF and IAF programmes.

Carto Gothic – Book
Carto Gothic – Italic
Carto Gothic – Bold
Carto Gothic – Bold Italic

The two fonts Gill Sans MT and PT Serif shall be used for text and headings in IAF publications i.e. IAF Highlights Journal

Gill Sans MT
Gill Sans MT – Italic
Gill Sans MT – Bold
Gill Sans MT – Bold Italic

PT Serif – Regular
PT Serif – Italic
PT Serif – Bold
PT Serif – Bold Italic

1.4 The IAF Colours

The IAF's universe of colours includes:

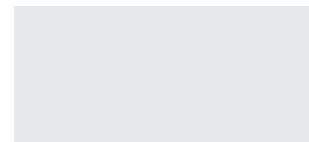- 4 corporate colours to which black and white are added:

IAF Blue
Pantone: 2756 C
CMYK: C 100 / M 90 / Y 0 / K 25
RGB: R 25 / G 47 / B 124
Lab: 21,72 / 14,942 / -47,463
Hex: 192f7c

IAF Dark Grey
CMYK: C 0 / M 0 / Y 0 / K 80
RGB: R 88 / G 89 / B 91
Lab: 37,76 / -0,475 / -1,891
Hex: 5859b

IAF Light Grey
CMYK: C 0/ M 0 / Y 0 / K 10
RGB: R 230 / G 231 / B 232
Lab: 92 / -1 / -1
Hex: e6e7e8

IAF Red
Pantone: 186 C
CMYK: C 10 / M 100 / Y 90 / K 5
RGB: R 207 / G 30 / B 46
Lab: 45,579 / 65,183 / 39,385
Hex: CF1E2E

- A palette of 4 complementary colours that allow to enrich the graphical territory. These colours have been chosen because they harmonise with the standard IAF colours. They should be used first and foremost to ensure a graphical cohesion on the entire range of IAF materials.

IAF Gold
Pantone 8385 C
CMYK: C 20 / M 40 / Y 80 / K 0
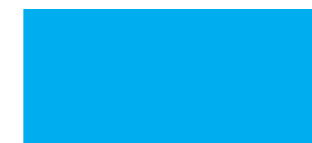RGB: R 207 / G 156 / B 81
Lab: 68,1455 / 13,346 / 45,774
Hex: cf9c51

IAF Yellow
Pantone: 1225 C
CMYK: C 0 / M 21 / Y 82 / K 0
RGB: R 255 / G 202 / B 73
Lab: 85 / 10 / 68
Hex: ffca49

IAF Green
Pantone: 347
CMYK: C 85 / M 10 / Y 100 / K 10
RGB: R 0 / G 148 / B 68
Lab: 53,381 / -49,79 / 31,004
Hex: 009444

IAF Light Blue
Pantone: Process Cyan C
RGB: R 0 / G 174 / B 239
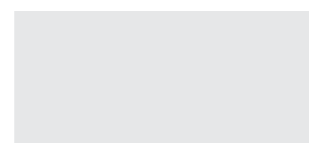Lab: 62,35 / -44,482 / -50,467
Hex: 00aeef

- In case of needs, the following transparency versions can be used prior approval:

IAF Blue –50% tint

IAF Dark Grey – 50% tint

IAF Light Grey n/a

IAF Red – 50% tint

IAF Gold – 50% tint

IAF Yellow – 50% tint

IAF Green – 50% tint

IAF Light Blue – 50% tint

1.5 IAF Branded Materials

1.5.1 Online tools

Social Media

The IAF has a social media presence on Facebook, Twitter, Instagram, YouTube, Flickr, and LinkedIn.
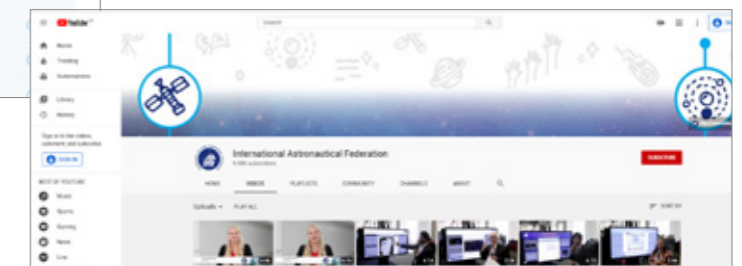
All social media, need to ensure the corporate identity of the IAF. Profile pictures have to show the IAF logo without additional inscription.

The name "International Astronautical Federation" needs to appear as account holder; in addition, the web site abbreviation of "iafastro" or "IAF" may also appear. Under no circumstances, names of IAF staff members should appear as the account holder of social media accounts.

If there are additional layout options available such as for the background, the "IAF banner" should be used.

IAF banner

Website
The IAF website is www.iafastro.org

IAF App

In the IAF App, the IAF community can find all the latest information regarding the Federation and most importantly, receive the latest updates and info about: IAF Spring Meetings, IAF Global Conferences, International Astronautical Congresses, Technical Programmes, IAF GNF, updated schedules, and so much more.
The App name on the "App Store" and on the "Google Play Store" is IAFASTRO.

The app can be downloaded on:

- Google Play store: https://play.google.com/store/apps/details?id=com.attendify.confbofn3r
- Apple Store: https://itunes.apple.com/app/id1328269635
- IAF Web App: http://bofn3r.m.attendify.com/app/events
- or directly with this QR code:

1.5.2 Printed tools

The "IAF background" is graphical style element whose utilization brings a graphical coherence to IAF communications. It is being used on IAF branded materials such as the IAF Membership Kit, the IAF Bureau and General Assembly Books, materials for events organized by the IAF such as the International Meeting for Members of Parliaments (MoP) or the design of an IAF exhibition booth.

Business Cards

Letterhead

All outgoing communication should be written in Calibri, 10pt. The footer of the Letterhead is in Calibri, 8pt.

Invoices

All outgoing communications should be written in Calibri, 10pt. The footer of the Letterhead is in Calibri, 8pt.

Press releases

Presentations

This presentation should be used for all internal presentations (IAF Secretariat, IAF Bureau, Committees, etc.)

Certificates

The IAF Certificates are used as certificate of appreciation for IAF Committees, outgoing IAF Bureau Members, and IAF Awards.

II – IAF Programmes' Corporate Identity

2.1   IAF Alliance Programme

    2.1.1   Logos

2.2   IAF IDEA "3G" Diversity Programme

    2.2.1   Logo & Banner
    2.2.2   Colours
    2.2.3   Fonts

2.3   IAF Global Networking Forum – IAF GNF

    2.1.1   Logo
    2.1.2   Covers for publications
    2.1.3   Colours
    2.1.4   Fonts

2.4   Plenary Programme

    2.3.1   Logo
    2.3.2   Colours
    2.3.3   Fonts

2.5   Technical Programme

    2.4.1   Logo & Icons
    2.4.2   Covers for publications
    2.4.3   Colours
    2.4.4   Fonts

2.6   IAF Young Professionals Programme

    2.5.1   Logo
    2.5.2   Colours
    2.5.3   Fonts

2.7   IAF International Meeting for Members of Parliaments (MoP)

    2.7.1   Logo
    2.7.2   Fonts

2.8   IAF Space Economic Platform (ISEP)

    2.8.1   Logo
    2.8.2   Fonts

2.1 IAF Alliance Programme

The IAF Alliance Programme provides additional opportunities for the IAF member organizations to become more involved in the Federation's activities.

2.1.1 Logos

The IAF Alliance Programme's logos includes the IAF Blue, IAF Red, IAF Yellow and IAF Dark Grey

2.2 IAF IDEA "3G" Diversity Programme

The IAF IDEA "3G" Diversity Programme is a platform which allows the Federation to lead the effort to promote and advance diversity and equality principles amongst the global space community, become an exemplary organization in terms of geographical, generational, gender and any other diversity aspects, and live up to its motto *"Connecting @ll Space People"*.

The IAF IDEA "3G" Diversity Programme provides a framework for an intensive and open exchange on diversity and equality aspects within the IAF and amongst IAF member organizations as well as potential IAF members and other organizations promoting diversity.

2.2.1 Logo and banner

2.2.2 Colours

IAF corporate Blue, Red, Yellow, Light Blue and Green – See page 10.

2.2.3 Fonts

All texts are in Calibri.
The logo and Banner are in Nulshock.

2.3 IAF Global Networking Forum – IAF GNF

In line with the IAF motto *"Connecting @ll Space People"* and its mission of promoting partnerships in the space community, advancing international development, sharing knowledge and preparing the workforce of tomorrow, the Federation felt the need to create a global, comprehensive and appealing platform, targeting young professionals, students, experts, decision and policy makers and all actors that could contribute to the networking spirit of such platform.

2.3.1 Logo

2.3.2 Cover for publications

2.3.3 Colours

IAF Corporate Blue, Red, Grey and Yellow – See page 10.
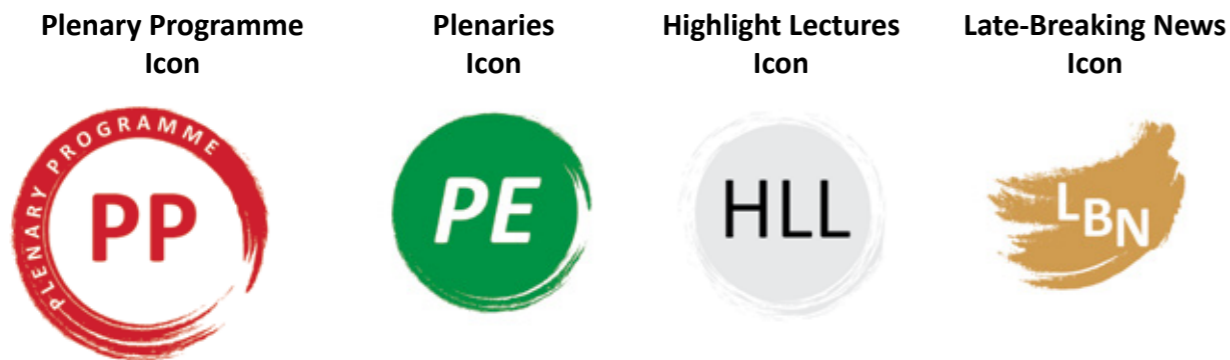
2.1.4 Fonts

Titles of front cover are in Cartho Gothic.
All texts are in Calibri.

2.4 Plenary Programme

The IAC Plenary Programme features an exciting selection of high-level Plenary Sessions, Highlight Lectures and Late-Breaking News events.

2.3.1 Icon

Plenary Programme Icon	Plenaries Icon	Highlight Lectures Icon	Late-Breaking News Icon

2.4.2 Colours

The colours will be IAF Red, IAF Green, IAF Light Grey, and IAF Gold – See page 10.

2.5 Technical Programme

The Technical Programme is considered to be one of the core activities of the IAC, it is composed of Technical Sessions (TS), Interactive Presentations (IP), Special Sessions (SpS) and Symposium Keynotes.. In the Technical Programme the latest advances in space science, research, technology, exploration, regulation and education are presented and discussed.

2.5.1 Icons

Technical Programme Icon	Technical Sessions Icon	Interactive Presentations Icon	Technical Keynotes Icon	Special Sessions Icon

2.5.2 Colours

The colours will be IAF Blue, IAF Dark Grey, IAF Red, IAF Yellow, IAF Light Blue – See page 10.

2.6 IAF Young Professionals Programme – IAF YPP

The IAF Workforce Development/Young Professionals Programme Committee (WD/YPP) coordinates a series of events for the Young Professionals each year at the IAC. These usually include a welcome event on the Sunday prior to the IAC and evening events on the Tuesday and Wednesday during the conference week.

2.6.1 Logo

The YP Programme's logo includes the IAF blue and IAF red.

2.7   IAF International Meeting for Members of Parliaments (MoP)

The IAF organizes an annual meeting for Members of Parliaments to provide a forum for informal discussions with the international space community (governmental representatives, space agencies, industries, universities, engineers, space experts and scientists). The event offers an opportunity for parliamentarians from governing and non-governing parties to discuss the potential of current and future space technologies to deal with key topics of major and global interest.

2.7.1   Logo

The MoP logo includes the IAF Blue, IAF Red, IAF Gold and IAF Dark Grey.

2.7.2   Fonts

All titles are in Georgia, all texts are in Calibri.

2.8   IAF Space Economic Platform (ISEP)

The IAF Space Economic Platform – Bringing Space Down to Earth/Bringing Earth Up to Space is intended to serve as an overarching framework for a variety of new and existing IAF activities, which are conducted in collaboration with the different IAF committees to help the new space economy by integrating new space actors, entrepreneurs and non-space industry and organizations through new dedicated activities.

2.8.1   Logo

The ISEP logo includes the IAF Blue, IAF Light Blue and IAF Dark Grey – See page 10.

2.8.2   Fonts

All titles are in Futura MD BT, Medium

III – IAF Events' Identity

3.1   International Astronautical Congress – Refer to IAC Style guide

3.2   IAF Global Conferences

3.3   IAF Spring Meetings

3.4   IAF International Space Forum at Ministerial Level

3.5   IAF Public Speaking and Presentation Skills Lab – IAF PS Lab

3.2 IAF Global Conferences

3.2.1 Description

IAF Global Conferences are a gathering of specialists confronting ideas on a very specific subject deemed important by the area where the conference takes place.

3.2.2 Logo & Banner

Each year, a new logo is produced by the IAF reflecting the theme covered and the country hosting the IAF Global Conference.

The logos should be used on the IAF website, IAF social media channels, mass mailings, brochures, flyers, final programmes, all promotional items and on-site signage.

The logos should always be used in full colours and respect the original form (e.g. circle, square, rectangle…) unless it is a black and white publication.

The banners of the IAF Global Conferences are designed by the IAF in collaboration with the local organizing teams. They should include the following items:

- Logo
- Name of the conference
- Theme of the conference (if any)
- Dates
- Location
- Partners organizations logos
- Website
- Graphical elements (in accordance with the topic and venue of the conference)

The banners should be used on the IAF website, IAF social media channels, brochures, flyers, final programmes, all promotional items and on-site signage.

The banners should always be used in full colours unless it is a black and white publication.

3.2.3 Colours

The colours of the IAF Global Conferences are chosen according to the theme and location of the conference that given year. Non-IAF corporate colours can be added, however at least one IAF corporate colour should always be present in the visual identity.

3.2.4 Fonts

The fonts used for the logos vary year after year.
The fonts used for the IAF Global Conferences related texts should be the IAF corporate fonts: Calibri (for main text) and Georgia (for titles).

3.3 IAF Spring Meetings

3.3.1 Description

The IAF Spring Meetings gather every year in March the IAF community in Paris. For three days IAF Administrative and Technical Committees meet and the International Programme Committee selects the abstracts to be presented during the year's International Astronautical Congress.

3.3.2 Logo

The logo of the IAF Spring Meetings is designed by the IAF and remains the same every year. Only the year changes:

3.3.3 Colours

The IAF Spring Meetings colours are the IAF Blue, IAF Red, and IAF Yellow – see page 10.

3.3.4 Fonts

The font used for the logo is Carto Gothic and the ones used for related texts should be the IAF corporate fonts: Calibri (for main text) and Georgia (for titles).

3.4 IAF International Space Forum at Ministerial Level

3.4.1 Description

The IAF International Space Forum is an annual gathering at Ministerial Level created by the International Astronautical Federation (IAF) to discuss, debate and mostly meet.

3.4.2 Logo & Banner

The logo is designed by the IAF and validated with the local organizing teams. The structure of the logo remains the same every year however, the colours and themes can differ:

The logos should be used on the IAF website, IAF social media channels, mass mailings, brochures, flyers, final programmes, all promotional items and on-site signage.

The logos should always be used in full colours.

The banners of the ISF events are designed by the IAF and validated with the local organizing teams. They should include the following items:

- Logo
- Name of the conference
- Theme of the conference (if any)
- Dates
- Location
- Partners organizations
- Graphical elements (in accordance with the topic and venue of the conference)

The banners should be used on the IAF website, IAF social media channels, brochures, flyers, final programmes, all promotional items and on-site signage.

The banners should always be used in full colours.

3.4.3 Colours

The colours used for the ISF events are IAF colours: IAF Red, IAF Yellow, IAF Light Blue, IAF Green and Orange.

3.4.4 Fonts

The font used for the logo is Carto Gothic and the fonts used for related texts should be the IAF corporate fonts: Calibri (for main text) and Georgia (for titles).

3.5 IAF Public Speaking and Presentation Skills Lab - IAF PS Lab

3.5.1 Description

The IAF Public Speaking & Presentations Skills Lab offers a coaching session at the IAC to help make your presentations more interesting while teaching you the confidence skills you need to get up and give a public talk. In the IAF PS Lab you will learn what it takes to connect with your audience every time you give a presentation.

3.5.2 Logo

3.5.2 Colours

The IAF Public Speaking & Presentations Skills Lab are IAF Blue, Dark Grey, Light Blue – see page 10

IV – Language

The IAF corporate language is English and respects specific rules determined by the international English spelling:

- Progra**mm**e
- Date: Day / Month / Year
- Time: **13:00** (not 1pm)
- Use of "z" (not "s"): Organizer
- Thousands separated by full stop and decimals separated by comma (ex: 1.200,50)

The IAF communication and promotional tools (website, mass mailings, social media, flyers, brochures, app, etc.) shall use the English language and follow the above-mentioned rules.

International Astronautical Federation (IAF)

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Be part of the conversation @iafastro