



## **01 Introduction**

## **02 Logo**

**Presentation  
Rules on usage**

## **03 Foundations of the identity**

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Colours  
Structure / layers  
Animation  
Iconography**

## **04 Merchandising**

**Goodies**

# 01

# Introduction

**The Royal Belgian Institute of Natural Sciences has now  
a unique identity.**

**We are:**

- A group of experts, researchers and advisors to public authorities, supported by a modern research infrastructure
- The third largest natural science collection in Europe and an important Belgian heritage
- One of the most visited Belgian museums.

**Our entire team shares a common vision of Nature and the missions as described on our website.**

**We aim to inform through our research, our collections and our museum and to invite everyone to act as an informed and committed protector of our planet while looking to the future.**

**Our identity represents each of our collaborators and each of our activities.**

**It takes the form of**

- A single, common name: Institute of Natural Sciences
- A logo
- A graphic code
- And a unique web address [www.naturalsciences.be](http://www.naturalsciences.be)

**This logo and this common name will be from now on the only elements used for the whole of our communication.**

## **01 Introduction**

# A UNIQUE COMMON NAME

## INSTITUTE OF NATURAL SCIENCES

- The Institute of Natural Sciences is our “house”
- This is the first and most important information to communicate
- Any other information (field of activity, project, team...) comes in addition
- The information is added according to the context and the available space:
  - From very short: presentation in an interview, easel in a conference, article signature
  - To long: when we have time or places for more details.

We will then use:

1. Common name only
2. Name of the speaker + Common name
3. Name of the intervener + Function + Common name
4. Name of the intervener + Project + Common name
5. Name of the speaker + Common name + Function + Project
6. ...

## DO'S & DON'TS with the common name and communication

DON'T	DO
Vanessa Heyvaert - Geological Survey of Belgium	Vanessa Heyvaert – Institute of Natural Sciences Vanessa Heyvaert – geologist at the Institute of Natural Sciences
Patrick Roose – OD Nature	Patrick Roose – Institute of Natural Sciences Patrick Roose – Operational Director – OD Nature - Institute of Natural Sciences
I work for the MUMM	I work at the Institute of natural Sciences I work at the Institute of natural Sciences within the MUMM
An exhibition at the Museum of Natural Sciences	An exhibition at the Institute of Natural Sciences
A BIOPOLS / ECODAM project	A project of the Institute of Natural Sciences within the BIOPOLS platform / ECODAM group
Le projet SUMO de ECODAM	The SUMO project of the Institute of Natural Sciences (led by the ECODAM group)
The service MUMM of the OD Nature	The service MUMM of the Institute of Natural Sciences

## 01 Introduction

# 02

# Logo

**The logo comprises three shapes representing the three pillars of the Institute: research, the collections and the museum.**

**These shapes are balanced and form the letter N, through the use of positive and negative space.**

**Each of the three shapes has a different style. The solid diagonal shape creates the perfect balance in the centre between an organic shape, reminiscent of a fossil, and the circle, a pure geometric shape positioning the museum as a place that is welcoming and sharing.**





natural  
sciences  
.be



natural  
sciences  
.be





## European museums



## Partner institutions

**The logotype is always used in black or white.  
It may not ever be coloured, but may however  
be used as a cut out on printed objects or as a mask  
on videos.**

**Never deform the logo.  
Minimum usage size h = 16 mm.**



Positive

Negative

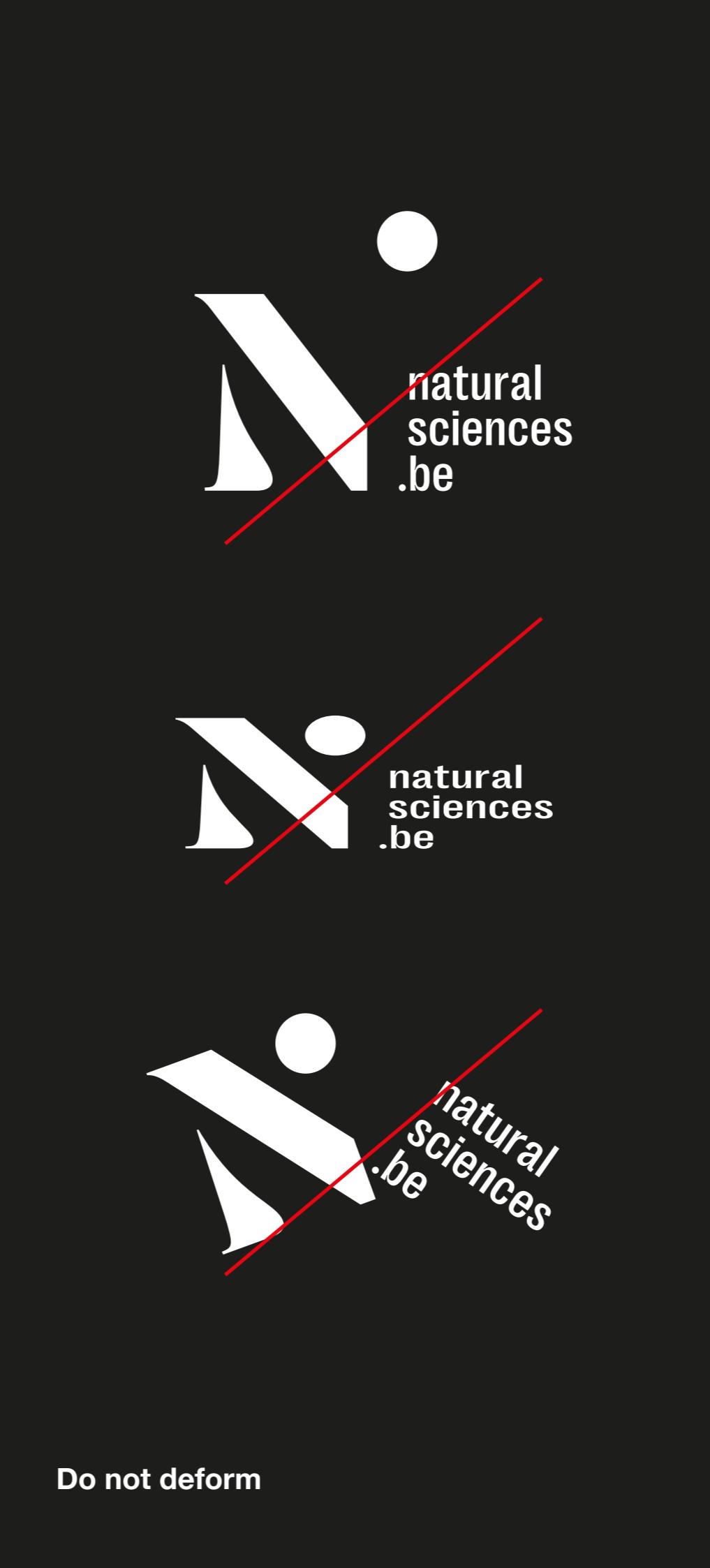
Cut out on an object or mask on a video  
(no drop shadow)



Protected space



Minimum usage size

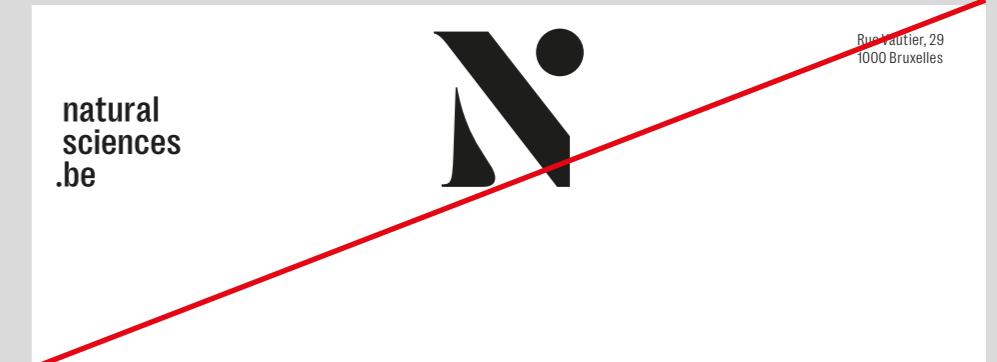
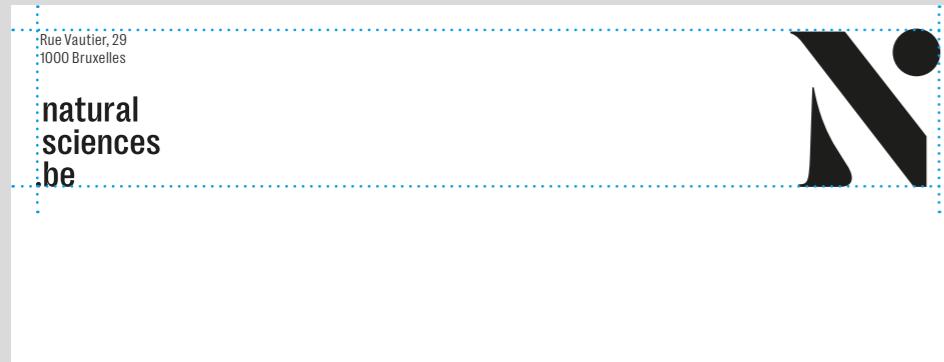


Do not deform



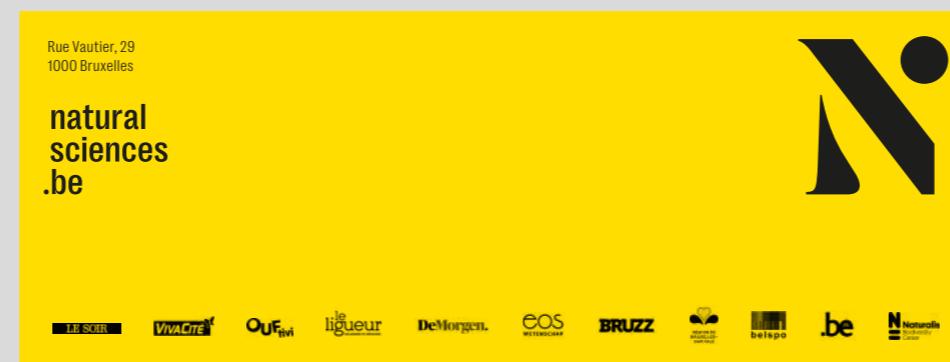
Do not use in colour





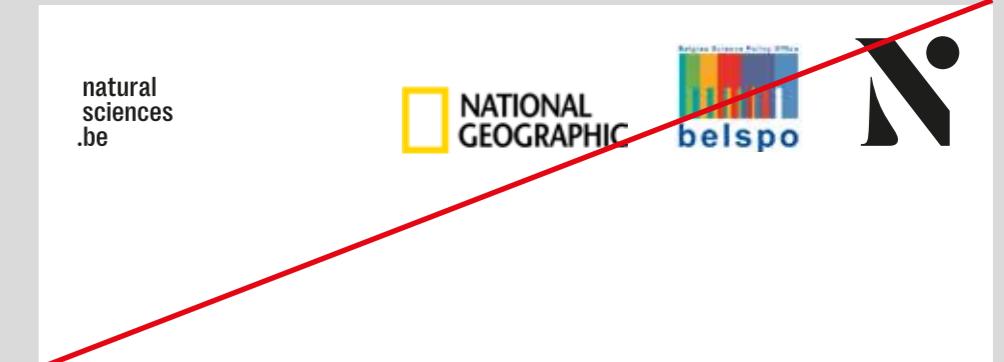
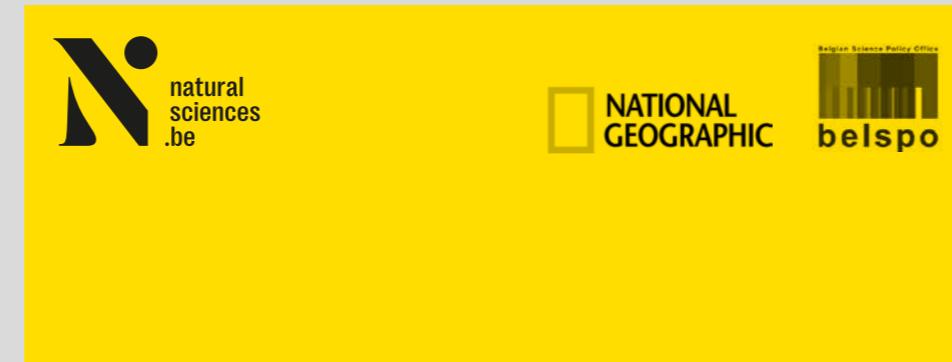
## Institution letterhead Logo and signature separated

In the Institutes's publications, we separate the logo and the signature. Always keep the signature and address aligned to the left and the logo aligned to the right.  
Do not change the position of the elements.



## Institution letterhead with logos of partners Logo and signature separated

Do not put partners' logos between the logo and the signature.



**Institution letterhead with co-signed  
programmes and/or institutes  
Logo and signature together**

Always use the compact form of the logo when the Institute  
is a co-signer.  
Do not separate the logo from the signature.



**Institution letterhead with co-signed  
programmes and/or institutes  
Logo and signature together**

Always use the compact form of the logo when the Institute  
is a co-signer.  
Do not separate the logo from the signature.

03

# Foundations of the identity

The accompanying typeface is Right Grotesk. Condensed and incisive, it resembles the traditional typeface used by the museum.

Its efficient use of space means it can handle long passages of texts and their translations while retaining a strong impact.



## **Titres**

**A B C D E F G H I J K L M N O P Q R S / a b c d e f g h i j k l m n o p  
q r s / 1 2 3 4 5 6 7 8 9 / ? ! : , . + - / \* €**

## **Sous-titres**

**A B C D E F G H I J K L M N O P Q R S / a b c d e f g h i j k l m n o p  
q r s / 1 2 3 4 5 6 7 8 9 / ? ! : , . + - / \* €**

## **Textes**

**A B C D E F G H I J K L M N O P Q R S / a b c d e f g h i j k l m n o p q  
r s / 1 2 3 4 5 6 7 8 9 / ? ! : , . + - / \* €**

## **Textes**

**A B C D E F G H I J K L M N O P Q R S / a b c d e f g h i j k l m n o p q  
r s / 1 2 3 4 5 6 7 8 9 / ? ! : , . + - / \* €**

## **Textes**

**A B C D E F G H I J K L M N O P Q R S / a b c d e f g h i j k l m n o p  
q r s / 1 2 3 4 5 6 7 8 9 / ? ! : , . + - / \* €**

## **Identity typeface**

**(for use in graphics programs): Right Grotesk**

**Right Grotesk Compact Dark + *italic***

**Right Grotesk Compact Medium + *italic***

**Right Grotesk Compact Light + *italic***

**Right Grotesk Compact Regular + *italic***

**Right Grotesk Compact Bold + *italic***

# **T.REX**

## **OUR GALLERY *LIVING PLANET* A MUST SEE!**

**RONDREIZENDE**

**WORKSHOP**

**EXPO-ATELIER**

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**Info / Contact**

**d.o. publics – Expositions**  
Chef de service  
[adupont@naturalsciences.be](mailto:adupont@naturalsciences.be)  
T +32 (0)2 680 40 30  
M +32 (0)491 39 55 04

## **Titres**

A B C D E F G H I J K L M N O P Q R S / a b c d e f g h i j k l m n o p q r s / 1 2 3 4 5 6 7 8 9 / ? ! : ; , . + - / \* €

Impact Regular

## Sous-titres et Textes

A B C D E F G H I J K L M N O P Q R S / a b c  
d e f g h i j k l m n o p q r s / 1 2 3 4 5 6 7 8 9 / ?  
! : ; , . + - / \* €

Arial Regular + *Italic*

## Sous-titres et Textes

A B C D E F G H I J K L M N O P Q R S / a b c  
d e f g h i j k l m n o p q r s / 1 2 3 4 5 6 7 8 9 / ?  
! : ; , . + - / \* €

Arial Bold + *Italic*

## Textes

A B C D E F G H I J K L M N O P Q R S / a b c d e  
f g h i j k l m n o p q r s / 1 2 3 4 5 6 7 8 9 / ? ! : ; , .  
+ - / \* €

Times New Roman Regular

## System typefaces

(for use in word processing programmes): Impact, Arial

We add Times New Roman only for scientific publications.

# T.REX

## OUR GALLERY LIVING PLANET A MUST SEE!

RONDREIZENDE

WORKSHOP

EXPO-ATELIER

Venis eum quam velenduntur. Olor rerum reiur rest occate dolupic temolo blanistisi occabor sus ad et omnia dia sit untii volorio. Nam vellabo. Ut enist, custem seque simperrum res aliquo volorro cus derionsequia pla ipsa vel iduntesto tem numquatiq sequi cum qui dit, ipid quunderum dolorit etur, voluptassume commis re vellorern ut voluptas autatatem ius voluptis cus delitio saepero dolo molecti ommolor eperes rem aut porum duciis dolecernam, ium et di vendestias min et il intur, net litatio veratur. Quias sequam ius con niatur adis asserio. Enisquatis doluptum hillorporem harchit, quundit, sinctus eiundem. Tem rem etur, ommos repudit offic tem que officabo. Parum eiciandanis doluptur sunt idessequias si quodi quaeperument assimus.

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**The overall identity features a wide range of colours.**

**The colour palette features 48 shades that express the broad diversity of nature (sunshine, ocean, plants, animals, water, etc.).**

**The identity will come to life through the combination of different colors; the combinations are multiple. The number of colors depends on the usage. These combinations must interact with the entire color palette. The selection will be made while ensuring variety in contrast, color, and value.**

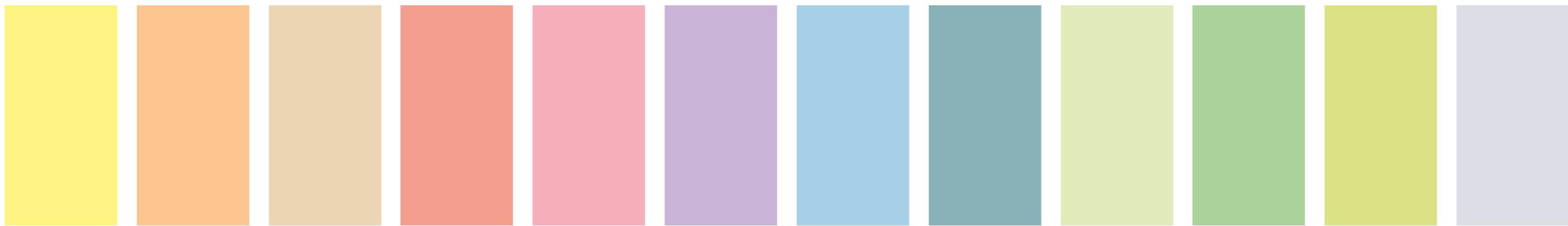
**Monochromatic combinations and colors too similar to the visuals will be avoided.**

**When a palette is established for a project, it will accompany this project in all its variations.**

**Warm**

**Cold**

Pale



Bright



Deep

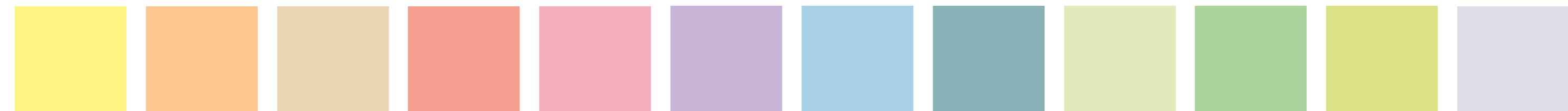


Dark



## Warm

## Cold



<b>CMYK</b> C: 0, M: 0, Y: 60, K: 0	<b>CMYK</b> C: 0, M: 28, Y: 48, K: 0	<b>CMYK</b> C: 0, M: 12, Y: 30, K: 0	<b>CMYK</b> C: 0, M: 48, Y: 40, K: 0	<b>CMYK</b> C: 0, M: 42, Y: 15, K: 0	<b>CMYK</b> C: 24, M: 33, Y: 0, K: 0	<b>CMYK</b> C: 34, M: 0, Y: 0, K: 10	<b>CMYK</b> C: 52, M: 19, Y: 27, K: 0	<b>CMYK</b> C: 16, M: 0, Y: 36, K: 0	<b>CMYK</b> C: 40, M: 0, Y: 50, K: 0	<b>CMYK</b> C: 20, M: 0, Y: 59, K: 0	<b>CMYK</b> C: 14, M: 10, Y: 6, K: 3
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<b>RGB</b> 255, 244, 130	<b>RGB</b> 251, 198, 143	<b>RGB</b> 235, 213, 178	<b>RGB</b> 244, 159, 141	<b>RGB</b> 245, 174, 186	<b>RGB</b> 201, 180, 216	<b>RGB</b> 166, 208, 231	<b>RGB</b> 136, 177, 184	<b>RGB</b> 225, 234, 186	<b>RGB</b> 170, 210, 154	<b>RGB</b> 219, 227, 134	<b>RGB</b> 220, 221, 229
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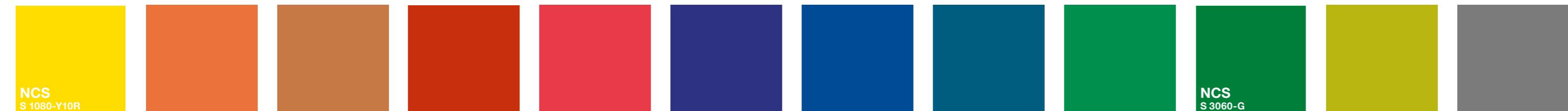
<b>PANTONE</b> 100C	<b>PANTONE</b> 1555C	<b>PANTONE</b> 9182C	<b>PANTONE</b> 486C	<b>PANTONE</b> 707C	<b>PANTONE</b> 9344C	<b>PANTONE</b> 283C	<b>PANTONE</b> 2176C	<b>PANTONE</b> 580C	<b>PANTONE</b> 358C	<b>PANTONE</b> 372C	<b>PANTONE</b> 5455C
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<b>CMYK</b> C: 0, M: 0, Y: 100, K: 0	<b>CMYK</b> C: 0, M: 40, Y: 89, K: 0	<b>CMYK</b> C: 16, M: 32, Y: 58, K: 0	<b>CMYK</b> C: 0, M: 85, Y: 100, K: 0	<b>CMYK</b> C: 1, M: 93, Y: 20, K: 0	<b>CMYK</b> C: 67, M: 77, Y: 0, K: 0	<b>CMYK</b> C: 79, M: 59, Y: 0, K: 0	<b>CMYK</b> C: 100, M: 0, Y: 21, K: 10	<b>CMYK</b> C: 62, M: 8, Y: 60, K: 0	<b>CMYK</b> C: 82, M: 8, Y: 91, K: 0	<b>CMYK</b> C: 20, M: 0, Y: 100, K: 0	<b>CMYK</b> C: 40, M: 30, Y: 20, K: 10
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<b>RGB</b> 255, 237, 0	<b>RGB</b> 247, 168, 39	<b>RGB</b> 220, 179, 121	<b>RGB</b> 231, 64, 17	<b>RGB</b> 229, 39, 117	<b>RGB</b> 113, 78, 154	<b>RGB</b> 71, 103, 175	<b>RGB</b> 0, 146, 181	<b>RGB</b> 107, 177, 129	<b>RGB</b> 14, 156, 72	<b>RGB</b> 222, 220, 0	<b>RGB</b> 156, 160, 174
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<b>PANTONE</b> YellowC	<b>PANTONE</b> 7549C	<b>PANTONE</b> 7508C	<b>PANTONE</b> 7625C	<b>PANTONE</b> Rodh. Red C	<b>PANTONE</b> 2587C	<b>PANTONE</b> 2130C	<b>PANTONE</b> 7460C	<b>PANTONE</b> 2414C	<b>PANTONE</b> 2422C	<b>PANTONE</b> 381C	<b>PANTONE</b> 7543C
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<b>NCS</b> S 1080-Y10R	<b>CMYK</b> C: 0, M: 10, Y: 100, K: 0	<b>CMYK</b> C: 0, M: 65, Y: 80, K: 2	<b>CMYK</b> C: 0, M: 53, Y: 70, K: 24	<b>CMYK</b> C: 0, M: 90, Y: 100, K: 17	<b>CMYK</b> C: 0, M: 88, Y: 65, K: 0	<b>CMYK</b> C: 99, M: 92, Y: 10, K: 0	<b>CMYK</b> C: 100, M: 73, Y: 6, K: 1	<b>CMYK</b> C: 91, M: 44, Y: 25, K: 27	<b>CMYK</b> C: 96, M: 0, Y: 87, K: 10	<b>CMYK</b> C: 96, M: 19, Y: 100, K: 10	<b>CMYK</b> C: 35, M: 18, Y: 100, K: 0	<b>CMYK</b> C: 51, M: 40, Y: 39, K: 22
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<b>RGB</b> 255, 221, 0	<b>RGB</b> 235, 114, 58	<b>RGB</b> 198, 120, 69	<b>RGB</b> 200, 47, 13	<b>RGB</b> 232, 58, 71	<b>RGB</b> 45, 51, 130	<b>RGB</b> 0, 75, 149	<b>RGB</b> 0, 93, 127	<b>RGB</b> 0, 143, 77	<b>RGB</b> 0, 127, 57	<b>RGB</b> 185, 182, 18	<b>RGB</b> 123, 123, 124
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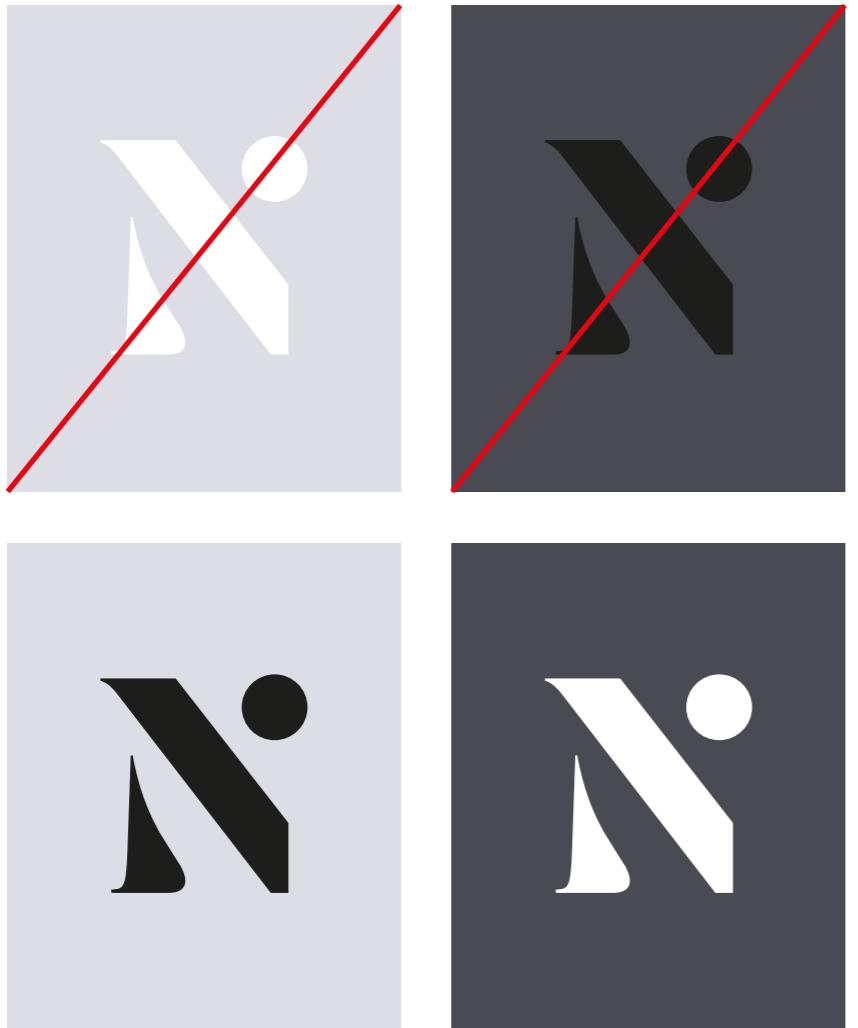
<b>PANTONE</b> 1235C	<b>PANTONE</b> 7578C	<b>PANTONE</b> 7591C	<b>PANTONE</b> 7626C	<b>PANTONE</b> 1787C	<b>PANTONE</b> 2728C	<b>PANTONE</b> 2145C	<b>PANTONE</b> 7991C	<b>PANTONE</b> 3405	<b>PANTONE</b> 7731C	<b>PANTONE</b> 7746C	<b>PANTONE</b> 7544C
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<b>CMYK</b> C: 0, M: 20, Y: 100, K: 32	<b>CMYK</b> C: 0, M: 75, Y: 100, K: 18	<b>CMYK</b> C: 5, M: 66, Y: 66, K: 62	<b>CMYK</b> C: 0, M: 100, Y: 100, K: 46	<b>CMYK</b> C: 16, M: 89, Y: 62, K: 6	<b>CMYK</b> C: 87, M: 88, Y: 46, K: 24	<b>CMYK</b> C: 100, M: 75, Y: 0, K: 52	<b>CMYK</b> C: 88, M: 41, Y: 39, K: 59	<b>CMYK</b> C: 89, M: 39, Y: 75, K: 24	<b>CMYK</b> C: 100, M: 0, Y: 100, K: 73	<b>CMYK</b> C: 47, M: 25, Y: 95, K: 20	<b>CMYK</b> C: 70, M: 60, Y: 50, K: 40
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<b>RGB</b> 191, 155, 0	<b>RGB</b> 202, 80, 7	<b>RGB</b> 118, 40, 61	<b>RGB</b> 145, 16, 4	<b>RGB</b> 198, 55, 73	<b>RGB</b> 62, 49, 82	<b>RGB</b> 4, 42, 93	<b>RGB</b> 0, 66, 78	<b>RGB</b> 18, 100, 76	<b>RGB</b> 0, 65, 23	<b>RGB</b> 135, 141, 41	<b>RGB</b> 73, 74, 82
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<b>PANTONE</b> 103C	<b>PANTONE</b> 1665C	<b>PANTONE</b> 7600C	<b>PANTONE</b> 7621C	<b>PANTONE</b> 7418C	<b>PANTONE</b> 669C	<b>PANTONE</b> 294C	<b>PANTONE</b> 2181C	<b>PANTONE</b> 3298C	<b>PANTONE</b> 7483C	<b>PANTONE</b> 7491C	<b>PANTONE</b> 7545C
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**In the interests of readability, it is preferable to use the white logo on darker backgrounds and the black logo on lighter backgrounds.**



**The identity will come to life by combining two or three colours, with a host of combinations to choose from.**

We have developed a graphical composition system that allows all of the Institute's communications to be sent out.

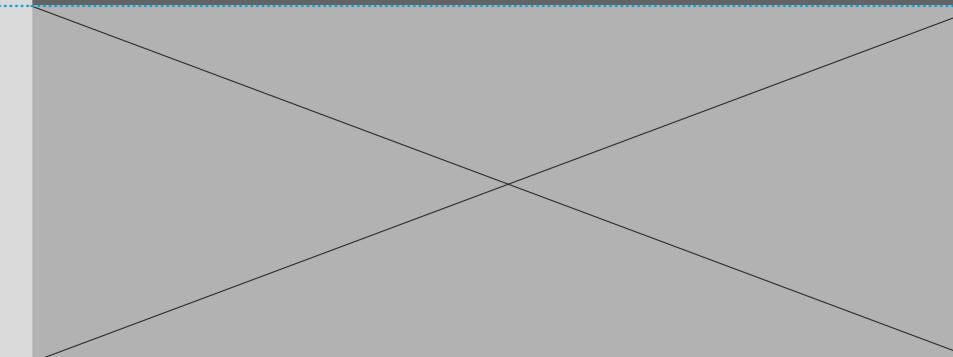
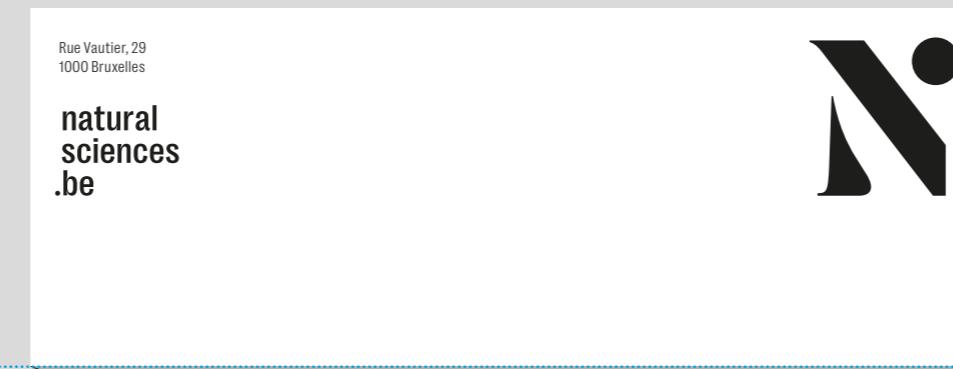
A single voice, adaptable to the content's needs, organised in a grid comprising four blocks, like a geological core sample.

**1 block—** The core of the Institute's identity with the logo, useful information, partners, etc.

**1 block—** The event, the subject, with space available for the text and its translation into 1 or 2 languages.

**2 blocks —** Finally, the image, which takes up the two remaining layers of the composition, and which illustrate what is being offered.

This simple system can be adapted to all formats and be livened up by switching the positions of the layers, varying the colour combinations used and even the addition of geometric shapes.



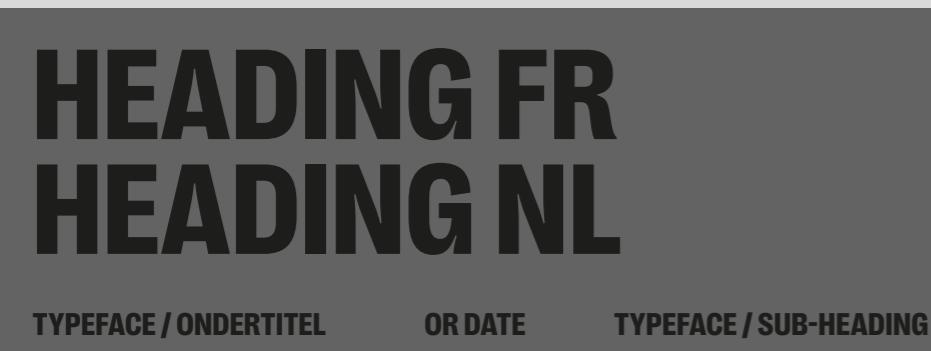
Block 1: heading + additional information  
 Block 2 and 3: image  
 Block 4: Institute's logo + partners' logos

The size of the heading can vary according to its length.

## Principles 1 language

Block 1: Institute's logo  
 Block 2 and 4: image(s)  
 Block 3: heading only + partners' logos in black and white

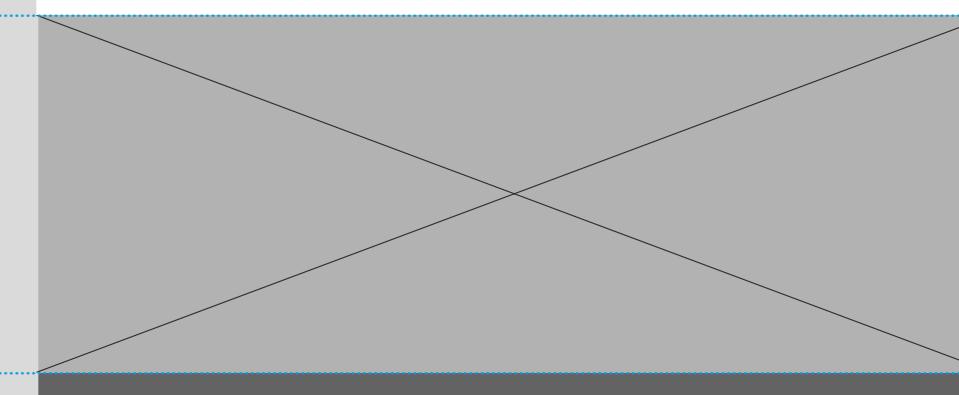
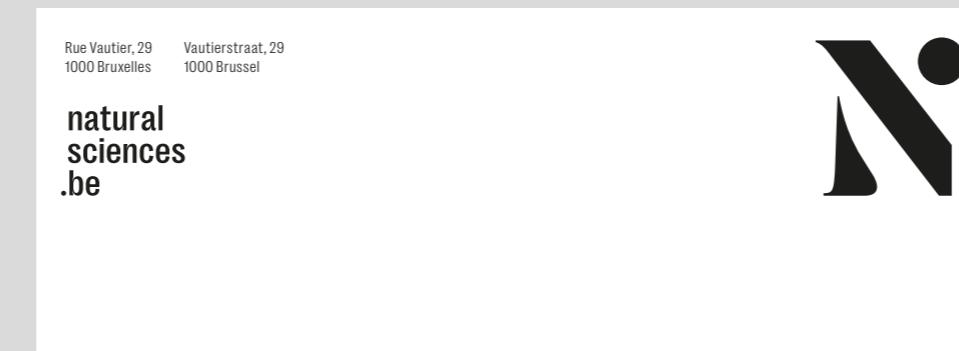
Block 1 and 4: image(s)  
 Block 2: heading + additional information  
 Block 3: Institute logo + short text



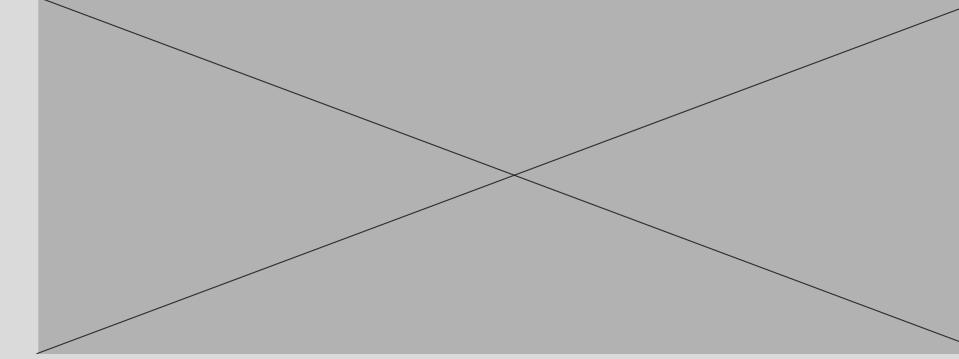
TYPEFACE / ONDERTITEL

OR DATE

TYPEFACE / SUB-HEADING



LE SOIR VIVA CITE' OUF\_fvi ligueur DeMorgen eos BRUZZ belspo .be N



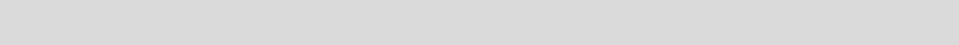
LE SOIR VIVA CITE' OUF\_fvi ligueur DeMorgen eos BRUZZ belspo .be N



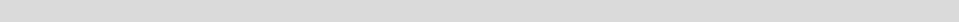
LE SOIR VIVA CITE' OUF\_fvi ligueur DeMorgen eos BRUZZ belspo .be N



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natural  
sciences  
.be

**We recommend documentary images so that the public can better picture themselves in a vibrant natural environment.**

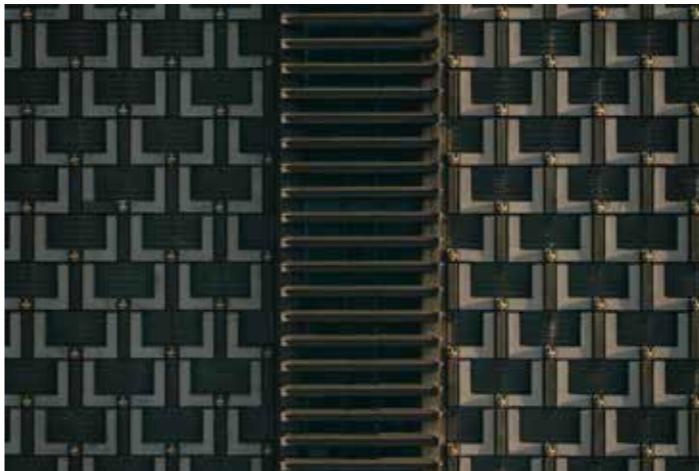
**This is the graphical principle – relationship between text, image, colours and shapes – that generates a narrative.**

**We do not recommend the use of photo montages which are false representations of reality.**

**We do however recommend illustrations for narrative subjects and animation in promotional tools.**



## The architecture / see diplodocus film



## The collections

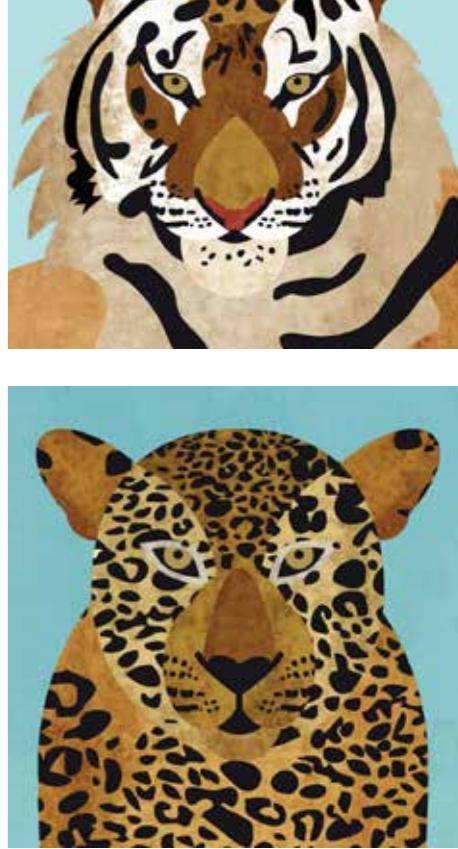
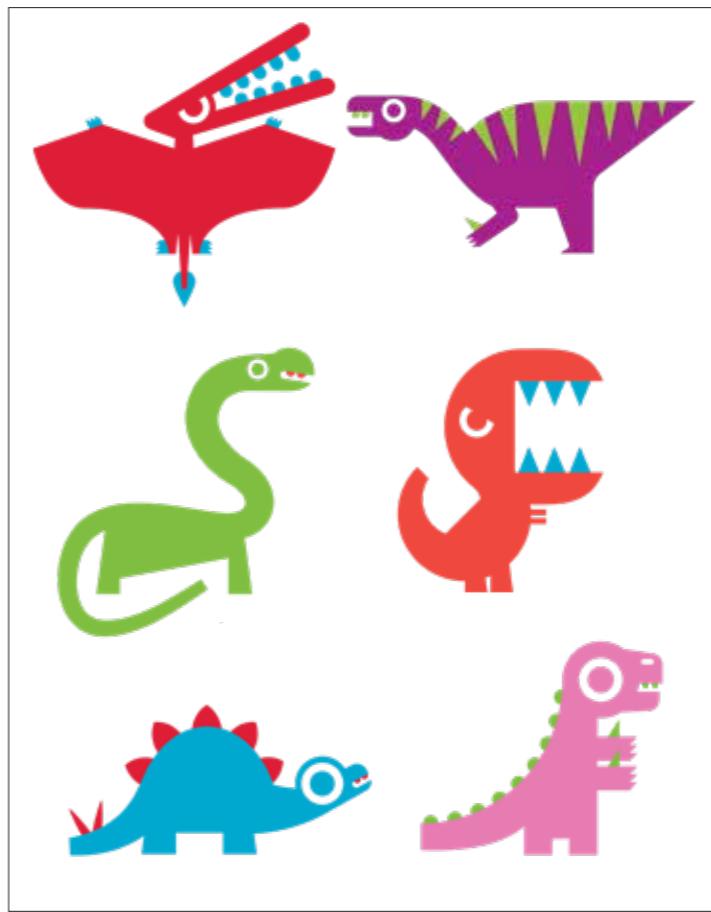
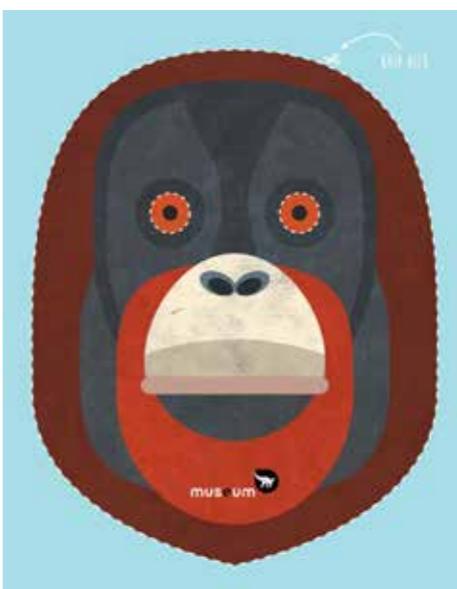
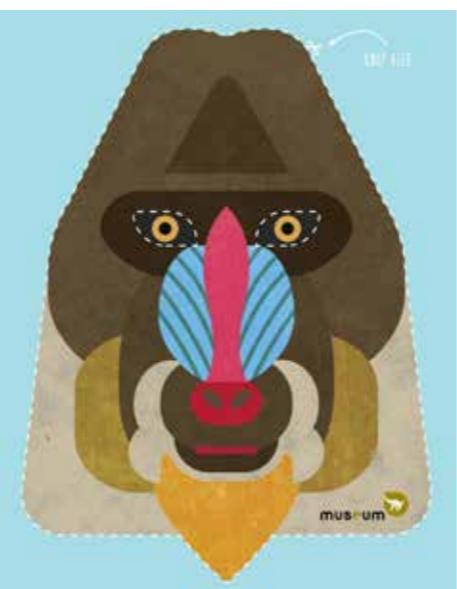
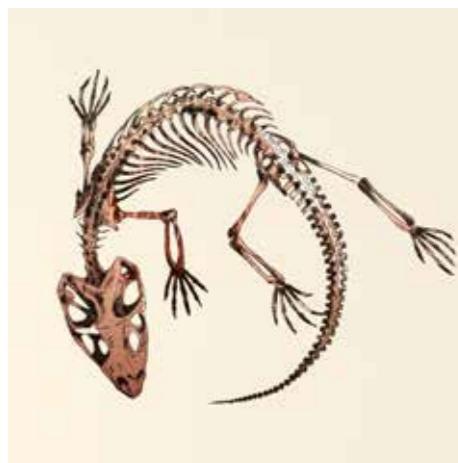
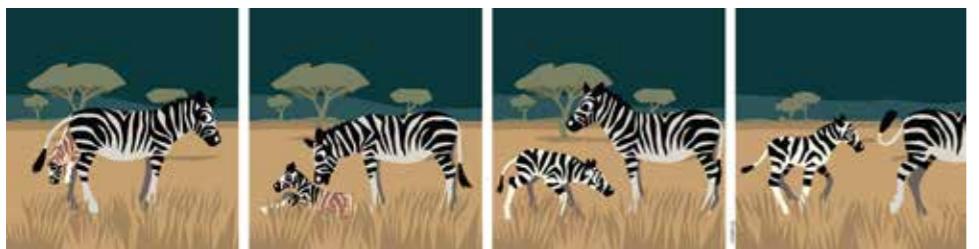
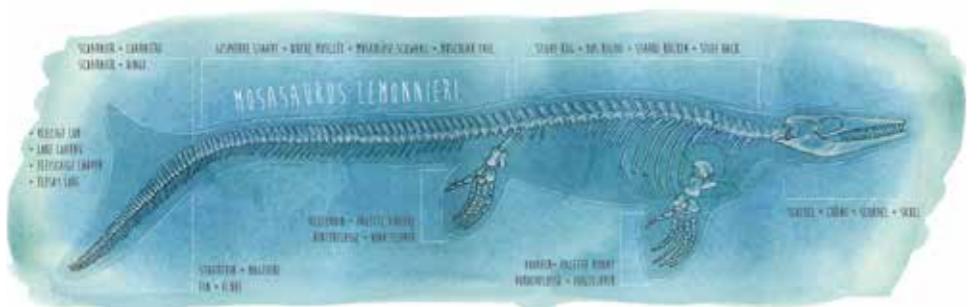
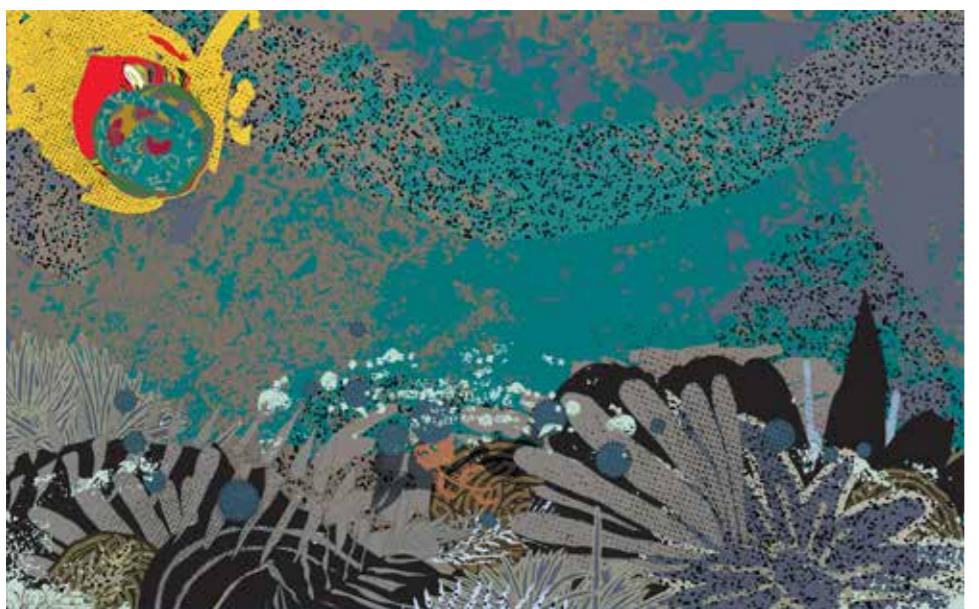
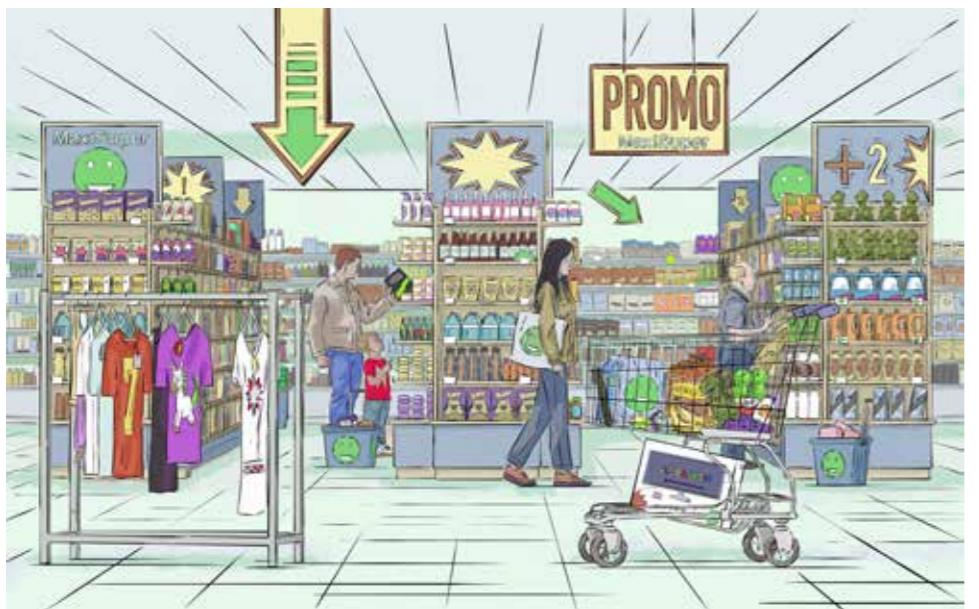


## The research



Documentary images

Showcase and document the strengths of the museum



## Illustration

# 04

# Merchandising

**For branded products, focus on more eco-friendly and sustainable materials: e.g. a recycled kraft paper bag, organic or recycled cotton tote bags,etc.**











Stylo closed

Stylo open



