

**IER** INSTITUTE FOR  
ENERGY RESEARCH

## **STYLE GUIDE**

# LOGO

The Institute for Energy Research logo should include both the mark and logotype elements whenever possible. Additionally, the IER mark can be used without the logotype. The IER logotype should never be used without the mark.



**LOGO**




## LOGOTYPE COLOR PALETTE

LOGO BLUE	RGB 000 144 195	CMYK 81 30 08 00	HEX #0090C3
LOGO GREY	RGB 162 166 169	CMYK 39 29 29 00	HEX #A2A6A9

## LOGO

# COLOR PALETTE

The Institute for Energy Research color palette is bold, vibrant and energetic. Branded IER materials should predominantly use these colors whenever possible.



<b>RGB</b> 000 144 195	<b>CMYK</b> 81 30 08 00	<b>HEX</b> #0090C3
<b>RGB</b> 162 166 169	<b>CMYK</b> 39 29 29 00	<b>HEX</b> #A2A6A9
<b>RGB</b> 193 195 203	<b>CMYK</b> 24 18 14 00	<b>HEX</b> #C0C3CA
<b>RGB</b> 030 181 123	<b>CMYK</b> 76 00 71 00	<b>HEX</b> #1EB57A
<b>RGB</b> 090 152 134	<b>CMYK</b> 67 23 52 03	<b>HEX</b> #5A9886
<b>RGB</b> 044 188 212	<b>CMYK</b> 68 02 15 00	<b>HEX</b> #2CBBD4
<b>RGB</b> 060 106 139	<b>CMYK</b> 82 54 29 07	<b>HEX</b> #3B698B
<b>RGB</b> 050 056 058	<b>CMYK</b> 78 68 52 47	<b>HEX</b> #313843