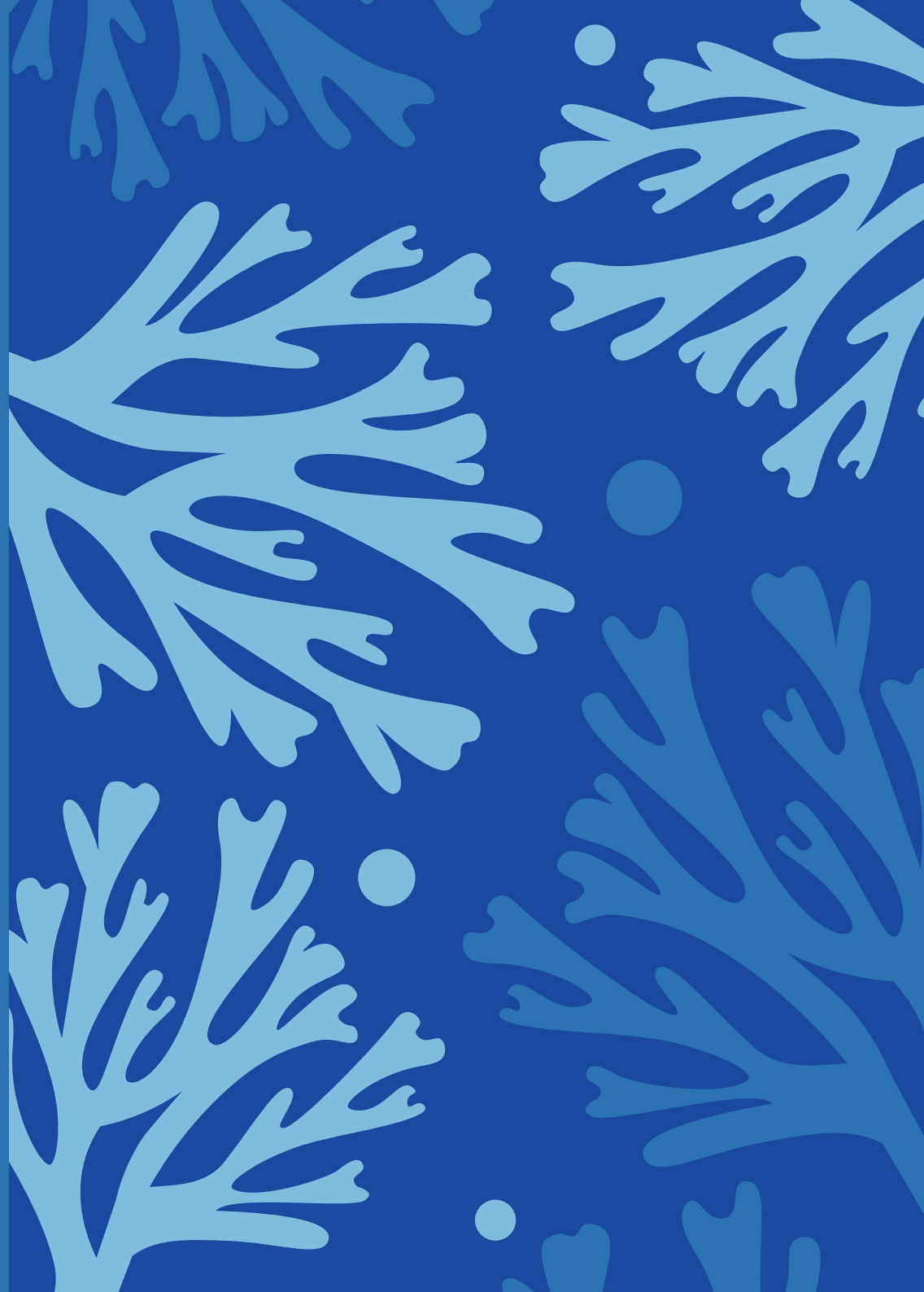


# ICMB

MADEIRA 2025

BRAND MANUAL





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# 1. BRAND CONCEPT

The International Conference on Marine Bioinvasions (ICMB) is a global event that brings together experts to discuss marine biological invasions. In 2025, the conference will be held in Madeira, a location known for its biodiversity. The event will provide a platform for the exchange of knowledge and innovative solutions to address the challenges of marine invasive species.

# 1.1 LOGOTYPE OVERVIEW

- The brand identity is composed of elements such as the sea, using organic shapes and shades of blue, the representation of invasive species present on the island of Madeira, and the acronym 'ICMB' - International Conference on Marine Bioinvasions.



## 1.2 LOGO VERSIONS

a.



b.



a. Logo with the meaning of the acronym.

b. Logo without the meaning of the acronym.

## **2. LOGOTYPE BUILDING**

## 2.1 CONSTRUCTION GRID



- The construction grid is applied to demonstrate how the logo was thought and designed.

a. Logo without the meaning of the acronym.

b. Logo with the meaning of the acronym.



## 2.2 SAFETY MARGIN



- The minimum safety margin established is intended to increase the brand's visibility by not allowing the insertion of any elements within this margin.

- The safety margin corresponds to the height of the acronym 'ICMB.'

- Whenever possible, this measurement should be increased to make the brand more visible.



## 2.3 SCALE AND LEGIBILITY

- The minimum assigned dimension must be respected and should not be less than the established one.

a. Logo with the meaning of the acronym.

b. Logo without the meaning of the acronym.

a.



b.



### **3. COLORS**

- The role played by color in a brand is fundamental to understanding it. It is a key characteristic.

CMYK 82 57 5 0  
RGB 57 110 174  
# 396EAE

CMYK 100 93 2 0  
RGB 38 60 149  
# 263C95

CMYK 47 12 5 0  
RGB 129 189 222  
# 81BDDE

## **4. BRAND BEHAVIOR**

## 4.1 CHROMATIC BEHAVIOR

- The logo should only be used in its primary colors and in grayscale. Any kind of chromatic modification would constitute incorrect usage of the logo.

a1.



a2.



b1.



b2.



a. Primary colors (see page 11)

b. Grayscale

## 4.2 BEHAVIOR ON BACKGROUNDS



a. Recommended background colors: shades of blue that make the logo perceptible and white.

b. Unrecommended background colors: any color that makes the logo less visible.

## 4.3 BEHAVIOR ON PHOTOGRAPHIC BACKGROUNDS

- In the photographic background, use the logo in a way that always allows a good perception.





## **5. TYPOGRAPHY**

# ACUMIN VARIABLE CONCEPT

## ExtraCondensed

Thin (used in the logo)

abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890"#\$%&/'()=?\*+-

ExtraLight (used in the logo)

abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890"#\$%&/'()=?\*+-

Light

abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890"#\$%&/'()=?\*+-

Regular

abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890"#\$%&/'()=?\*+-

Thin Italic

abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890"#\$%&/'()=?\*+-

ExtraLight Italic

abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890"#\$%&/'()=?\*+-

Light Italic

abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890"#\$%&/'()=?\*+-

Regular Italic

abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890"#\$%&/'()=?\*+-

Medium

abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890"#\$%&/'()=?\*+-

SemiBold (used in the logo)

abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890"#\$%&/'()=?\*+-

Bold

abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890"#\$%&/'()=?\*+-

Black (used in the logo)

abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890"#\$%&/'()=?\*+-

UltraBlack

abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890"#\$%&/'()=?\*+-

Medium Italic

abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890"#\$%&/'()=?\*+-

SemiBold Italic

abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890"#\$%&/'()=?\*+-

Bold Italic

abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890"#\$%&/'()=?\*+-

Black Italic

abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890"#\$%&/'()=?\*+-

UltraBlack Italic

abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890"#\$%&/'()=?\*+-

## **6. INCORRECT USES**

1. Delete elements



2. Rotate



3. Change color



4. To stretch



5. Incorrect application of background color



6. Change proportion of elements



## **7. GRAPHIC APPLICATIONS**







# POSTER





# INSTAGRAM LAYOUT

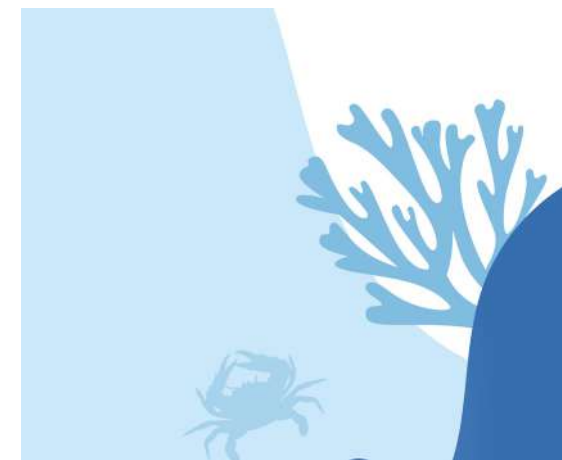
- Publications for social networks seek to have a continuous image, with the elements and colors used in the logo, also presenting invasive species, conference information, speakers, images of the island, etc.



INVASIVE SPECIES  
**RUGULOPTERYX OKAMURAE**



INVASIVE SPECIES  
**CRONIUS RUBER**



All rules presented in this manual must  
be respected for good use of the brand.

This brand manual was developed by Be-Wide Online Solutions, Lda.  
([www.be-wide.com](http://www.be-wide.com))

