

Brand Guidelines

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Introduction

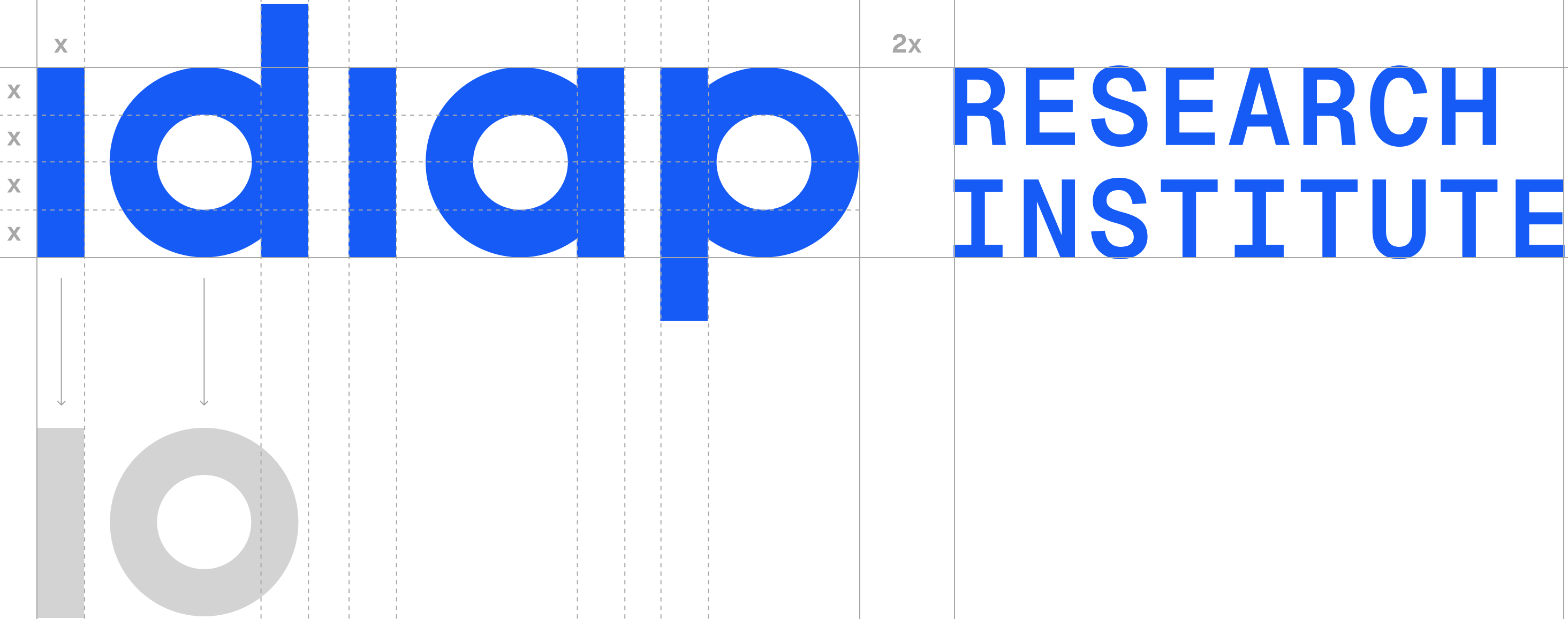
At the forefront of AI research and innovation, the Idiap Research Institute blends scientific excellence with a human-centric approach.

Our visual identity reflects the Institute's mission: advancing rigorous research, fostering collaborative innovation, and translating scientific discoveries into real-world impact. More than a logo, the Idiap brand represents a commitment to scientific excellence, responsible AI, and meaningful societal impact.



Logotype

It all starts with 0 and 1. From this language emerge our algorithms, our research, our impact. Our brand carries that imprint: from the most elemental code to the most complex AI systems, it embodies our values, our mission.



Logotype
Main usage

The primary logo featuring the tagline “Research Institute” must always be used as the default version for all official communications to clearly establish our identity. Secondary logo variations are detailed on the following pages.

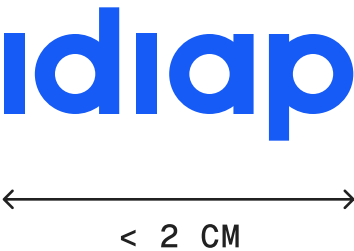
Idiap **RESEARCH
INSTITUTE**

Logotype
Secondary usage

Secondary variations include versions with alternative baselines tailored for specific contexts. The french baseline is intended for local communication when addressing an exclusively French-speaking audience. The simplified, baseline-free logo is designed exclusively for extremely small scales where readability is critical (such as social media avatars, favicons, app icons, stamps etc). These alternatives are not mandatory. They are optional variations to be selected depending on context.



FRENCH BASELINE



SMALL SCALE

Logotype
Clear space

To maintain visual impact and clarity, the logo must always be surrounded by a minimum area of empty space, free from any other graphics, text, or page edges. This exclusion zone is defined by the width of a “O”.



CLEAR SPACE AREA

Colors

Our colors palette balances scientific rigor with digital energy. Core Black and Neural Grey provide an institutional foundation representing academic excellence, while Pulse Blue injects life and vibrancy. Finally, Clarity Blue serves as a secondary supporting tone to bring balance and clean visual hierarchy to our layouts.

Neural Grey

RGB237 237 237
HEX#EDED
CMYK000 000 000 010
PANTONE®50% COOL GRAY 1 C/U

Core Black

RGB033 033 033
HEX#212121
CMYK000 000 000 100
PANTONE®BLACK 6 C/U

Pulse Blue

RGB023 092 247
HEX#175CF7
CMYK100 073 000 000
PANTONE®293 C/U

Clarity Blue

RGB000 174 255
HEX#00AEFF
CMYK075 000 000 000
PANTONE®299 C/U

RGB132 204 255
HEX#84CCFF
CMYK047 007 000 000
PANTONE®290 C/U

RGB203 233 255
HEX#CBE9FF
CMYK023 002 000 000
PANTONE®642 C/U

Typography

To mirror our scientific precision, our brand relies on the Geist font family. A modern typeface specifically engineered for developers and designers. We use Geist (sans serif) as our primary typeface for headings and body text to deliver clean, highly readable, and professional communication across digital and print mediums. It is paired with Geist Mono (monospace) for data, technical callouts, and secondary accents. The pairing perfectly balances academic rigor with cutting-edge digital aesthetics.

DOWNLOAD FONTS

GEIST
BOLD
MEDIUM
REGULAR

Aa123
Aa123
Aa123

GEIST MONO
BOLD
MEDIUM
REGULAR

Aa123
Aa123
Aa123

Graphic assets

Our visual storytelling relies on a distinct combination of fluid gradients and a binary pattern, forming a flexible toolbox rather than a fixed set of rules. Moving seamlessly through our brand palette, the gradients represent the continuous flow of knowledge and the transformation of raw research into societal impact. We also use a pattern of 1s and 0s, an intentional echo of our core logotype. By combining these two elements, we create a rich, textured digital canvas that makes our layouts instantly recognizable, ensuring our materials feel alive, technical, and forward-looking without ever losing academic credibility. These assets form a flexible toolbox rather than a fixed set of rules. The examples shown here are not exhaustive. Please refer to the [Brand in action](#) page for further inspirations.



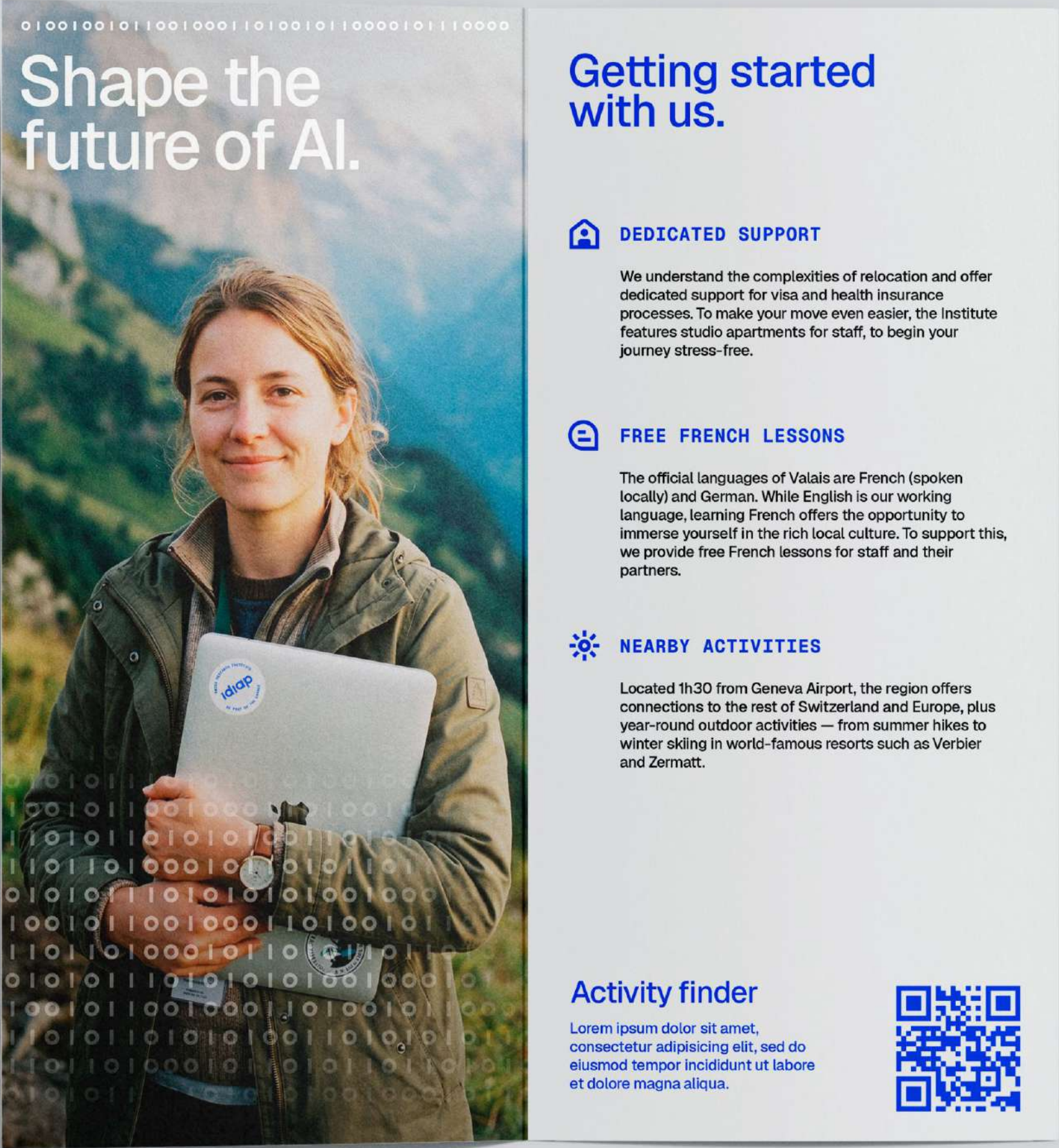
IDIAP GRADIENT



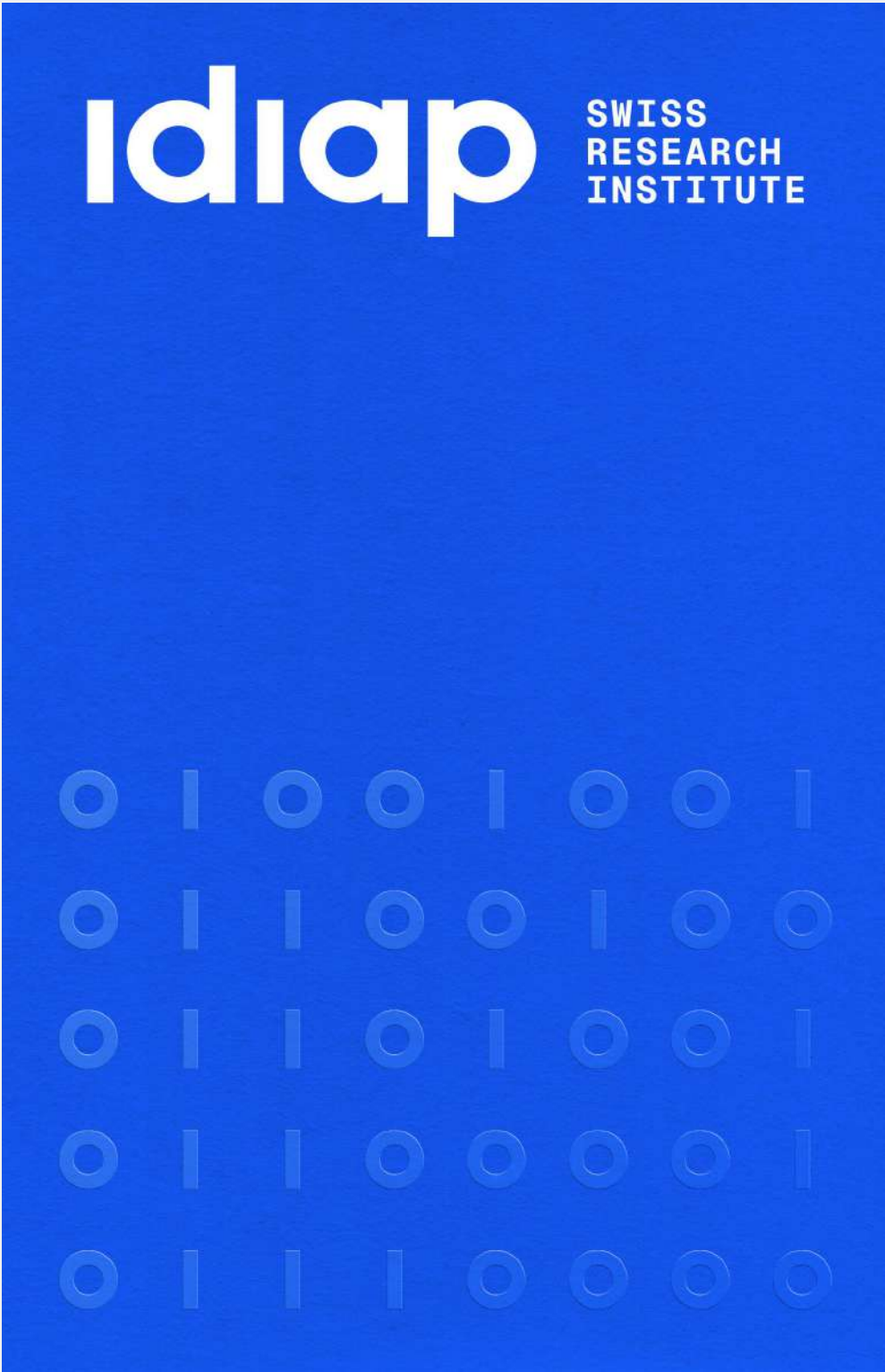
IDIAP BINARY PATTERN

Brand in action

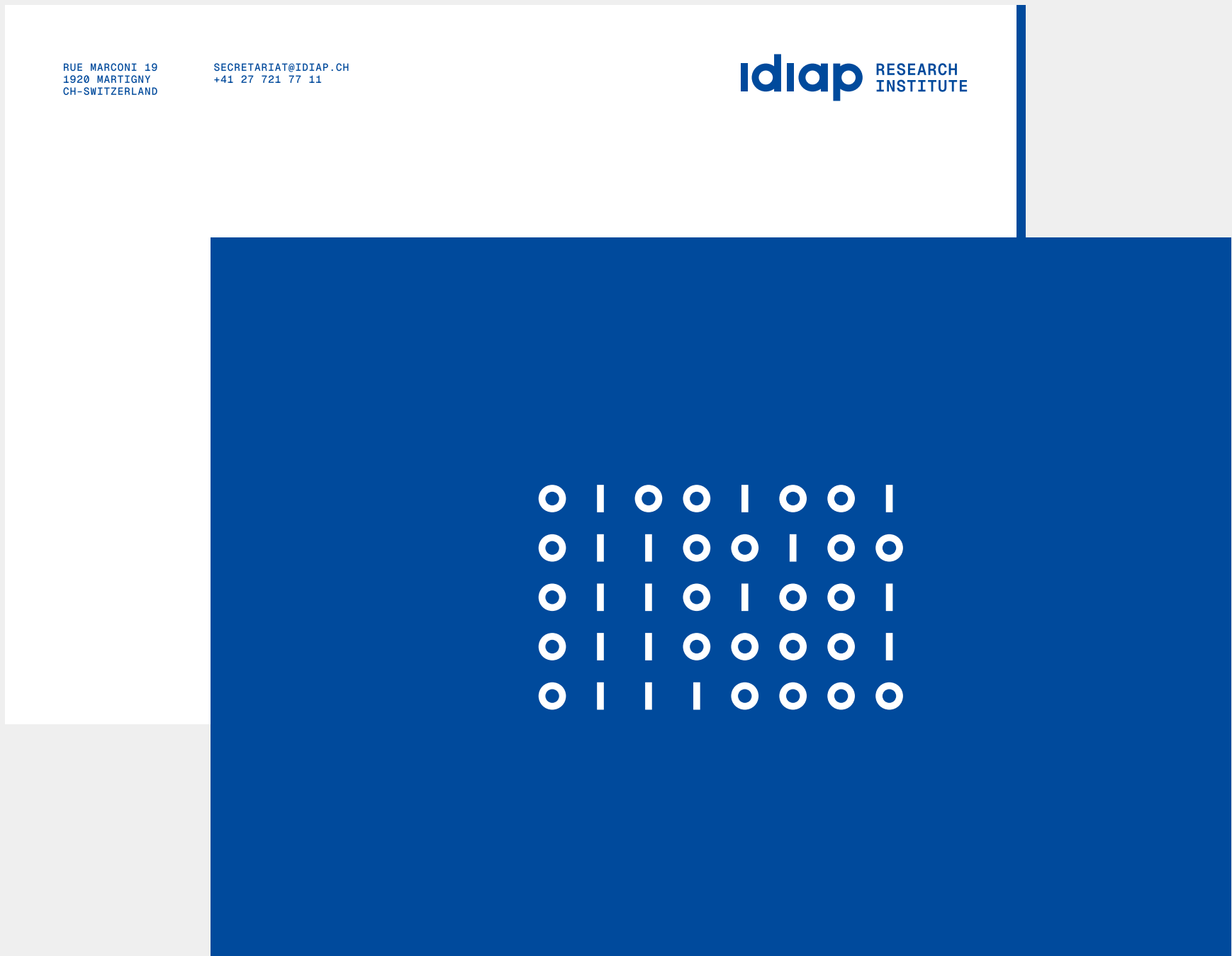
Idiap's identity translates onto real-world touchpoints, from corporate stationery to digital interfaces. These visuals demonstrate the flexibility and visual impact of our brand guidelines, ensuring consistency and vibrancy across all physical and digital mediums.



Brand in action



Brand in action



Thank you

If you have any questions or need guidance on applying these guidelines, please contact OCTANE at info@octane-com.ch. We are here to help you bring the Idiap brand to life flawlessly.