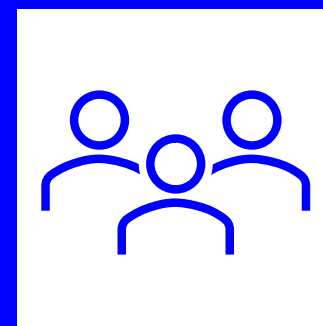
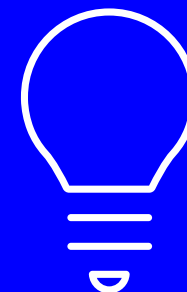
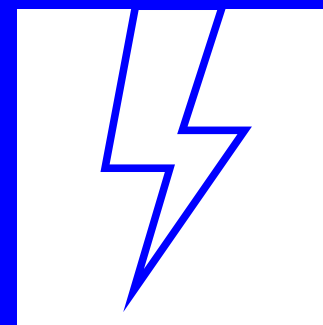
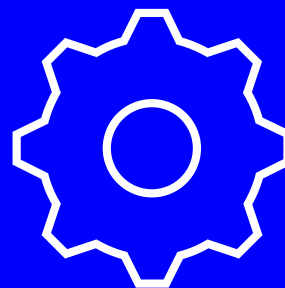
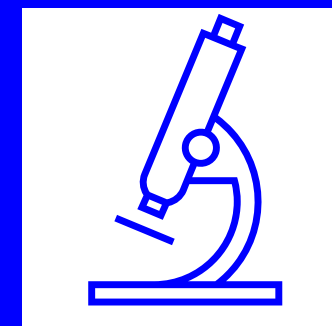


Book of visual identity of the Institute of Power Engineering – National Research Institute



Elements of visual identity

The book describes the visual identification system of the **Institute of Power Engineering - National Research Institute** used in all promotional, informational and image materials.

1.

**Name of the Institute
of Power Engineering
- National Research
Institute**

NAME OF THE INSTITUTE OF POWER ENGINEERING - NATIONAL RESEARCH INSTITUTE

CORRECT TRANSCRIPT

The full and correct name of the Institute used in both internal and external communications is **Instytut Energetyki - Państwowy Instytut Badawczy** shortened to IEN-PIB, written without a space next to the hyphen. Any other short forms are incorrect.

It is allowed to use one language version of the Institute's name - in English, which is **Institute of Power Engineering - National Research Institute**, shortened to IPE-NRI.

If it is necessary to write the full name of the Institute in two lines, the break should be before the hyphen:

**Institute of Power Engineering
- National Research Institute.**

The hyphen is mandatory and cannot be skipped.



**Instytut
Energetyki**



2.

**Primary
mark**

MARK OF THE INSTITUTE OF POWER ENGINEERING - NATIONAL RESEARCH INSTITUTE

PRIMARY VERSION

The basic mark of the Institute of Power Engineering is a mark consisting of the graphic symbol of a circle with the letter initials "ien" in lower case and the logotype version with the full name Institute of Power Engineering.

The basic mark is used in all materials related to the Institute's activities as the main mark.

The Institute uses a logotype **in Polish** in accordance with the Institute's Visual Identification System Book - consisting of a signet (in the shape of a circle and the letters "ien" in the center) and the inscription "Instytut Energetyki". **Only the Polish version** of the logotype is valid, including in documents in a language other than Polish.

Branches of the Institute also use the above logotype. The name of the branch is not inscribed in the mark. No independent modification of the logotype is allowed.



**Instytut
Energetyki**

MARK OF THE INSTITUTE OF POWER ENGINEERING - NATIONAL RESEARCH INSTITUTE

PRIMARY VERSION WITH BRANCH NAMES

It is allowed to add to the mark the name of the Branch of the Institute of Power Engineering - National Research Institute. The name should be in the distance of the smaller protective field (width of the letter n) and written in capital letters as in the example below. Diagram of the construction of the sign with the name of the Branch is on page No. 21.

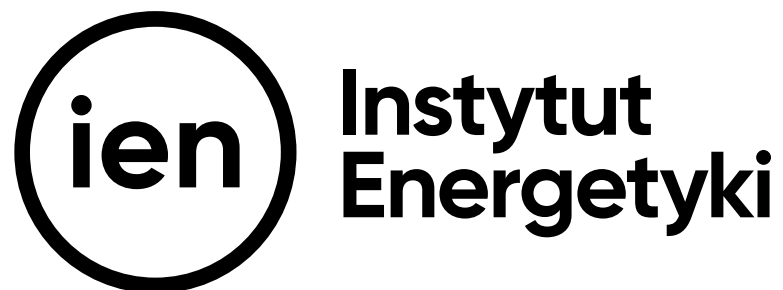


MARK OF THE INSTITUTE OF POWER ENGINEERING - NATIONAL RESEARCH INSTITUTE
PRIMARY VERSION



**Instytut
Energetyki**

MARK OF THE INSTITUTE OF POWER ENGINEERING
- NATIONAL RESEARCH INSTITUTE
PRIMARY VERSION - BRIGHT BACKGROUND



MARK OF THE INSTITUTE OF POWER ENGINEERING - NATIONAL RESEARCH INSTITUTE
PRIMARY VERSION - DARK BACKGROUND



MARK OF THE INSTITUTE OF POWER ENGINEERING - NATIONAL RESEARCH INSTITUTE

PRIMARY VERSION - COLOR VARIANTS



The basic version of the sign can be used in several color variants: color (blue with black, blue) and color counterbalanced (on a black background), black, and white.



MARK OF THE INSTITUTE OF POWER ENGINEERING - NATIONAL RESEARCH INSTITUTE

ORNAMENTAL VERSION

The ornamental version of the sign can be used only in exceptional situations. It is a complementary version only. It can be placed on elegant promotional materials, anniversary prints, diplomas, decorative invitations, only in the form of printing, gold special color of PANTONE type or hot stamping with gold foil (hot stamping). The sign in the decorative version is available in two variants - for use on a light and dark background.



MARK OF THE INSTITUTE OF POWER ENGINEERING - NATIONAL RESEARCH INSTITUTE

USE IN EXTERIOR MATERIALS

The mark used beyond the identification of the Institute of Power Engineering - National Research Institute, in all external materials - press articles, sponsorship footers, media releases **appears only in the horizontal version** with the full name. It is used only in the full version (symbol with the abbreviation "ien" **with the full name Instytut energetyki**).





3.

**Mark
symbol**

SYMBOL OF THE MARK OF THE INSTITUTE OF POWER ENGINEERING - NATIONAL RESEARCH INSTITUTE

PRIMARY VERSION

The graphic symbol of a circle with the abbreviation "ien" of the Institute of Power Engineering's mark is an integral part of the basic mark.

Separated from the logotype, it does not constitute the basic version of the mark, but is dedicated for additional use - only when the basic mark or the full name of the Institute has already been used, and also on the

promotional materials such as gadgets - bags, mugs, caps, pencils, ect. as well as in internal communications and on nameplates. It can also be multiplied and form a graphic wallpaper.

The symbol is a recognizable element that builds the visual identity of the Institute of Power Engineering - National Research Institute.

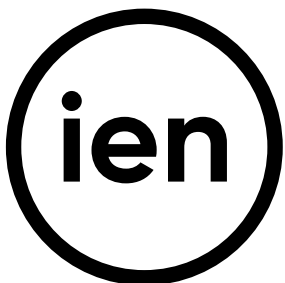


**SYMBOL OF THE MARK OF THE INSTITUTE OF POWER ENGINEERING - NATIONAL RESEARCH INSTITUTE
PRIMARY VERSION**



**SYMBOL OF THE MARK OF THE INSTITUTE OF
POWER ENGINEERING - NATIONAL RESEARCH
INSTITUTE**

PRIMARY VERSION - BRIGHT BACKGROUND

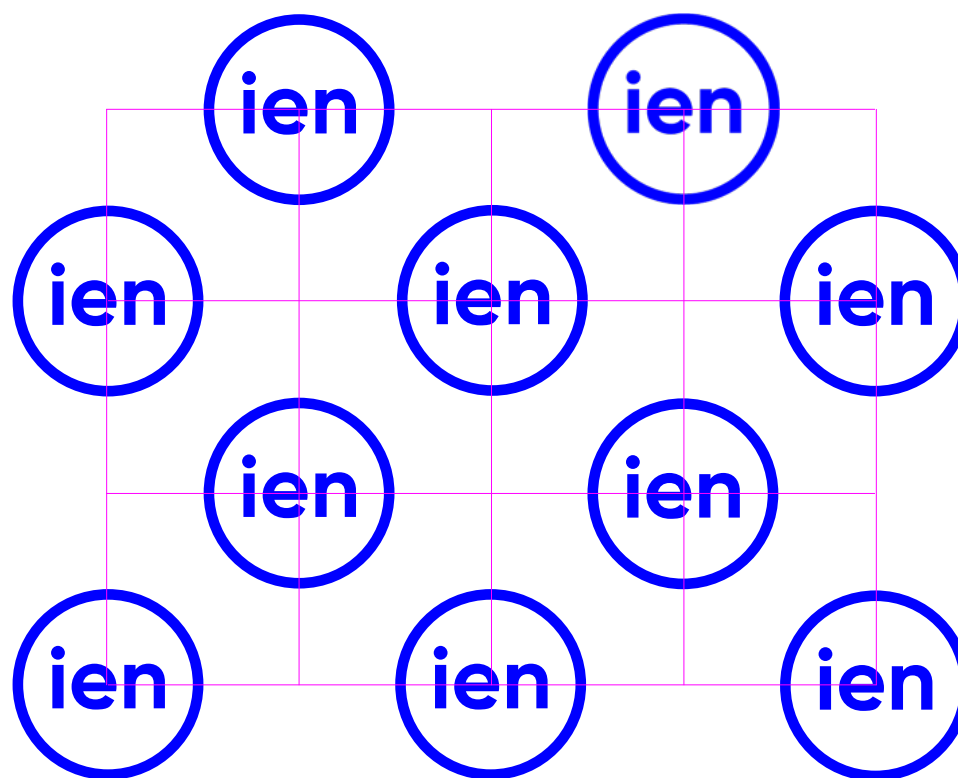


**SYMBOL OF THE MARK OF THE INSTITUTE OF
POWER ENGINEERING - NATIONAL RESEARCH
INSTITUTE**

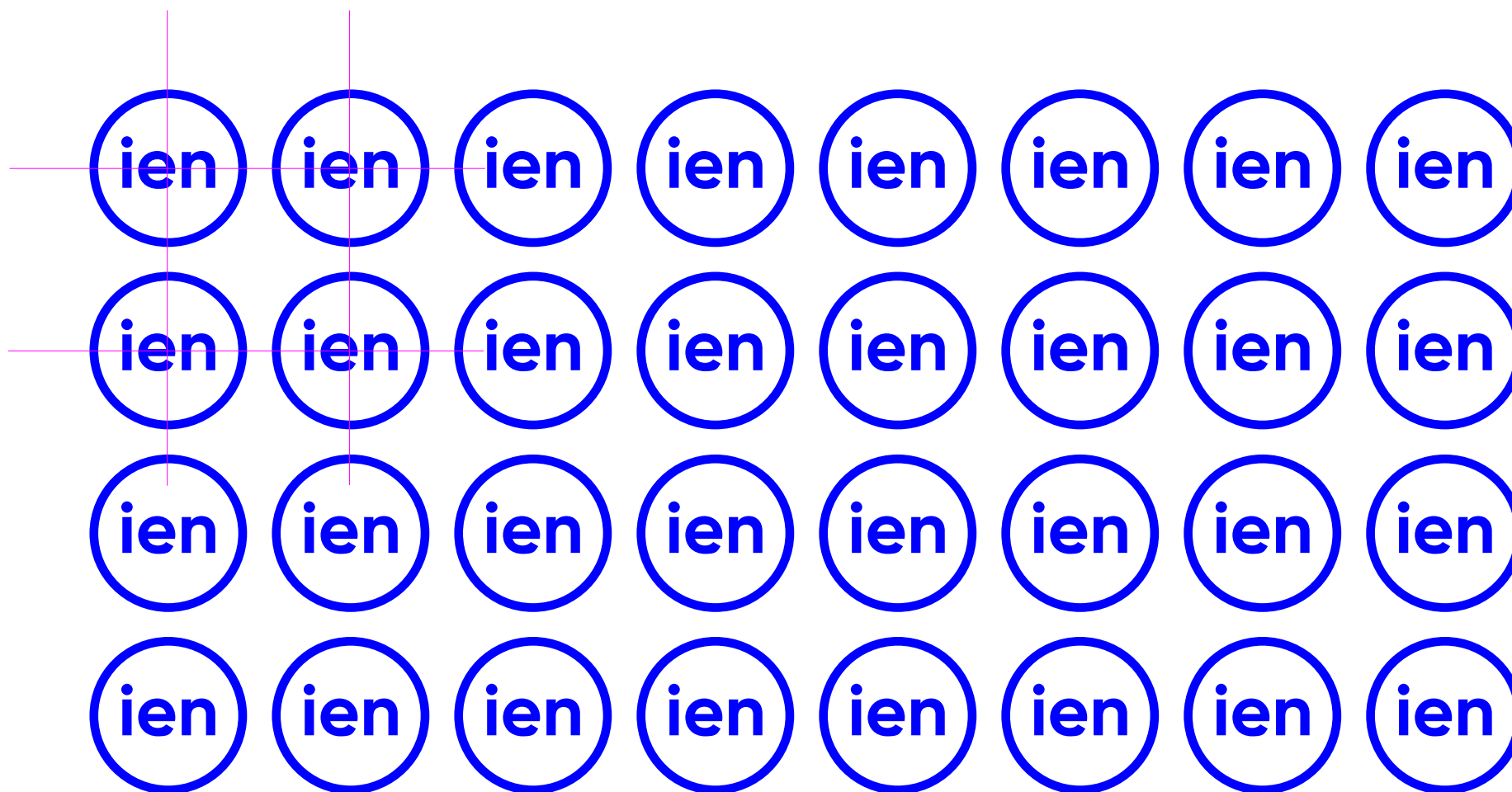
PRIMARY VERSION - DARK BACKGROUND



SYMBOL OF THE MARK OF THE INSTITUTE OF POWER ENGINEERING - NATIONAL RESEARCH INSTITUTE
VERSION OF THE DECORATIVE PATTERN - LAYOUT NO. 1



SYMBOL OF THE MARK OF THE INSTITUTE OF POWER ENGINEERING - NATIONAL RESEARCH INSTITUTE
VERSION OF THE DECORATIVE PATTERN - LAYOUT NO. 2





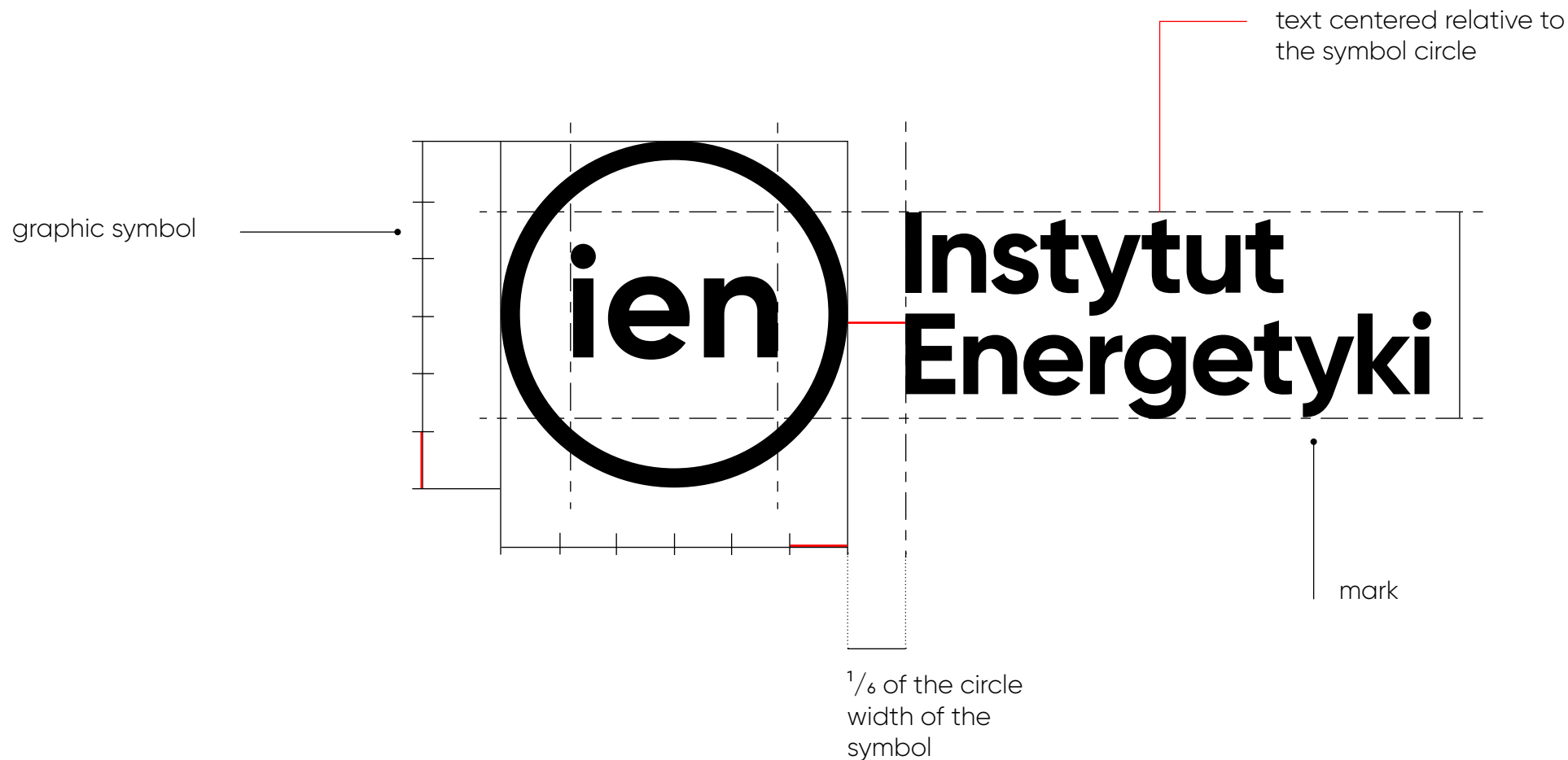
4.

Mark design

CONSTRUCTION OF THE PRIMARY MARK

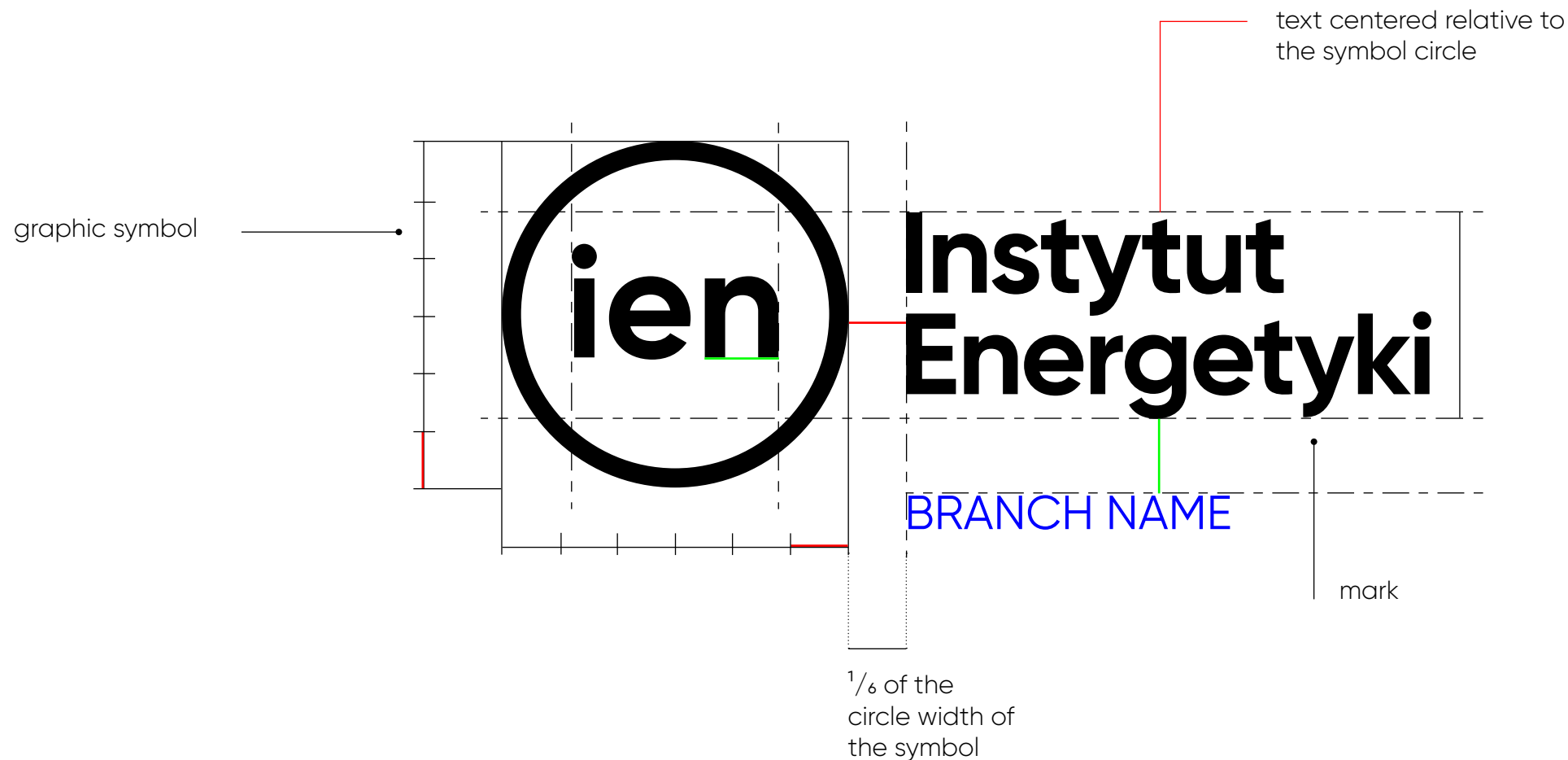
COMPONENTS

The typeface used in the mark of the Institute of Power Engineering – National Research Institute is Gilroy Bold.



CONSTRUCTION OF THE MARK WITH THE NAME OF THE BRANCH INSCRIBED COMPONENTS

The font used in the mark of the Institute of Power Engineering - National Research Institute is Gilroy Bold. The font used in the branch's name is Gilroy Regular.



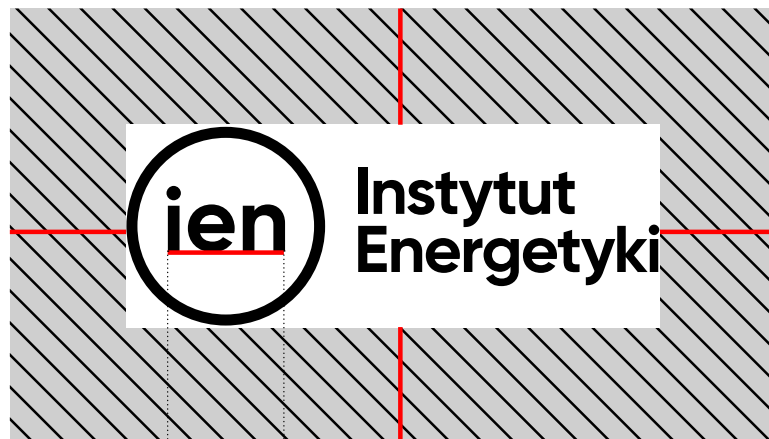
5.

Protective field of the mark

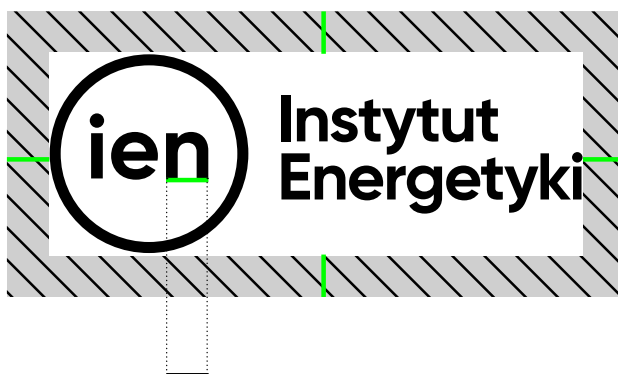
The protective field of a mark is the minimum area around the mark within which no extraneous form, either graphic or textual, can appear. The edge of, for example, a poster, banner or page should also not run within the protective field.

PROTECTIVE FIELD OF THE BASIC MARK

DEMARCARATION RULES



width of the letter abbreviation of the sign symbol "ien"



width of the letter **n** of the character symbol "ien"

The protective field around the logo is delineated by adding the width of the letter abbreviation "ien", which is part of the logo symbol.

As an exception, the protective field around the graphic mark may be reduced to the width of the letter **n** of the mark symbol.



6.

**Minimum
mark
sizes**

MINIMUM MARK SIZES

The element where the minimum mark size is most often used is nameplates.

PRINT

34 mm



SCREEN

98 px



MINIMUM SIZES OF THE SIGN WITH THE NAME OF THE BRANCH

PRINT

34 mm



SCREEN

98 px





7.

**Typography of the
Institute of Power
Engineering - National
Research Institute**

TYPOGRAPHY OF THE INSTITUTE OF POWER ENGINEERING - NATIONAL RESEARCH INSTITUTE GILROY

The typeface of the Institute of Power Engineering - National Research Institute is Gilroy. It is used not only in the logo but also in the Institute's information and promotional materials. The Gilroy family has a wide set of varieties.

Of the typefaces available digitally, the most suitable system replacement is Roboto downloadable for free on Google Fonts or **Arial**.

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Extra Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz


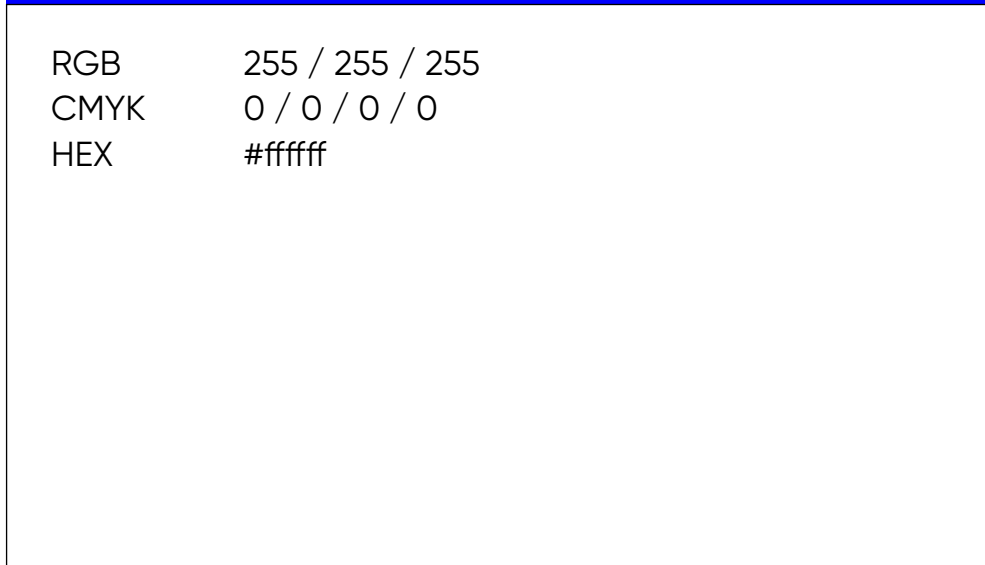
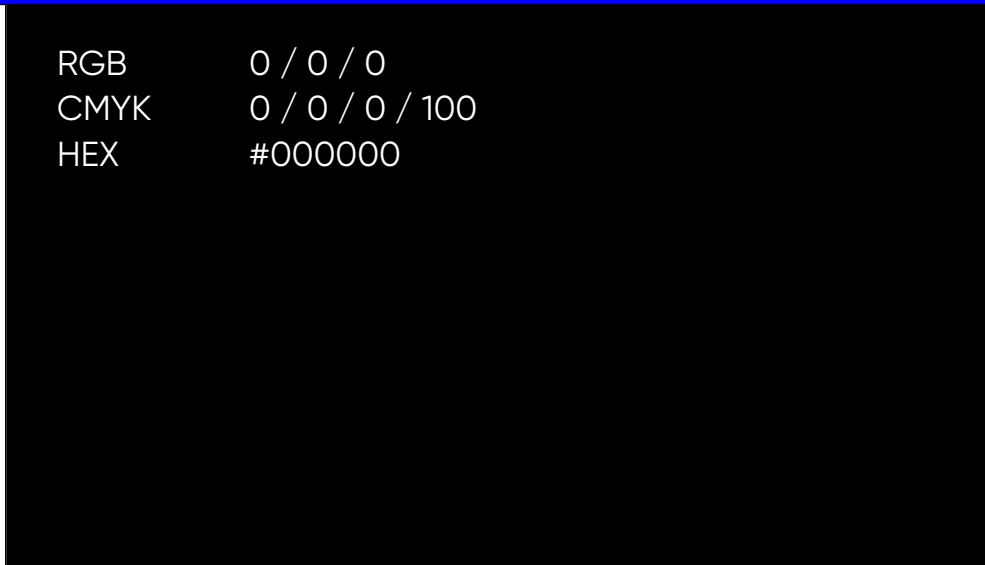


8.

**Colors of the Institute
of Power Engineering
- National Research
Institute**

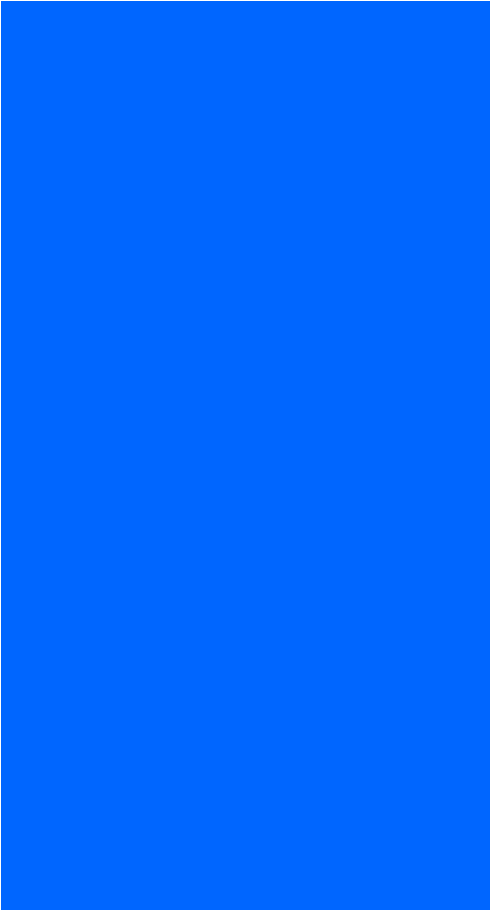


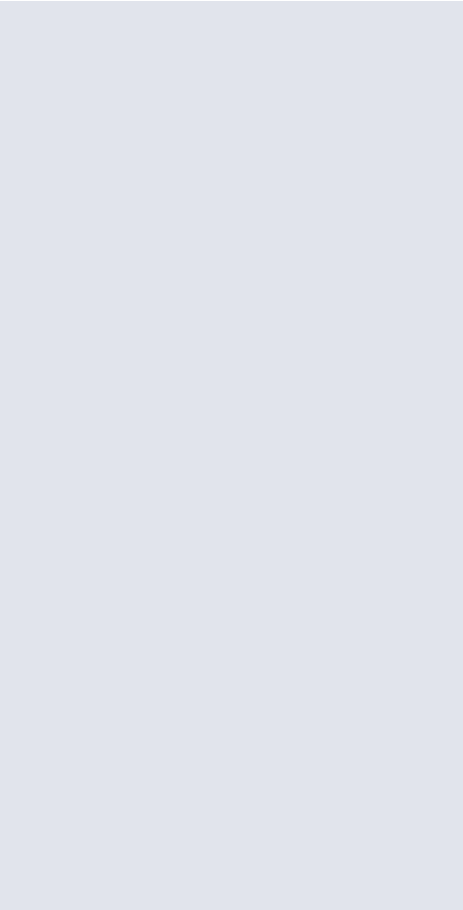
COLORS OF THE INSTITUTE OF POWER ENGINEERING - NATIONAL RESEARCH INSTITUTE

BASIC PALETTE

		
RGB	0 / 0 / 255	
CMYK	93 / 75 / 0 / 0	
HEX	#0000ff	
		
RGB	255 / 255 / 255	
CMYK	0 / 0 / 0 / 0	
HEX	#ffffff	
		
RGB	0 / 0 / 0	
CMYK	0 / 0 / 0 / 100	
HEX	#000000	

COLORS OF THE INSTITUTE OF POWER ENGINEERING - NATIONAL RESEARCH INSTITUTE

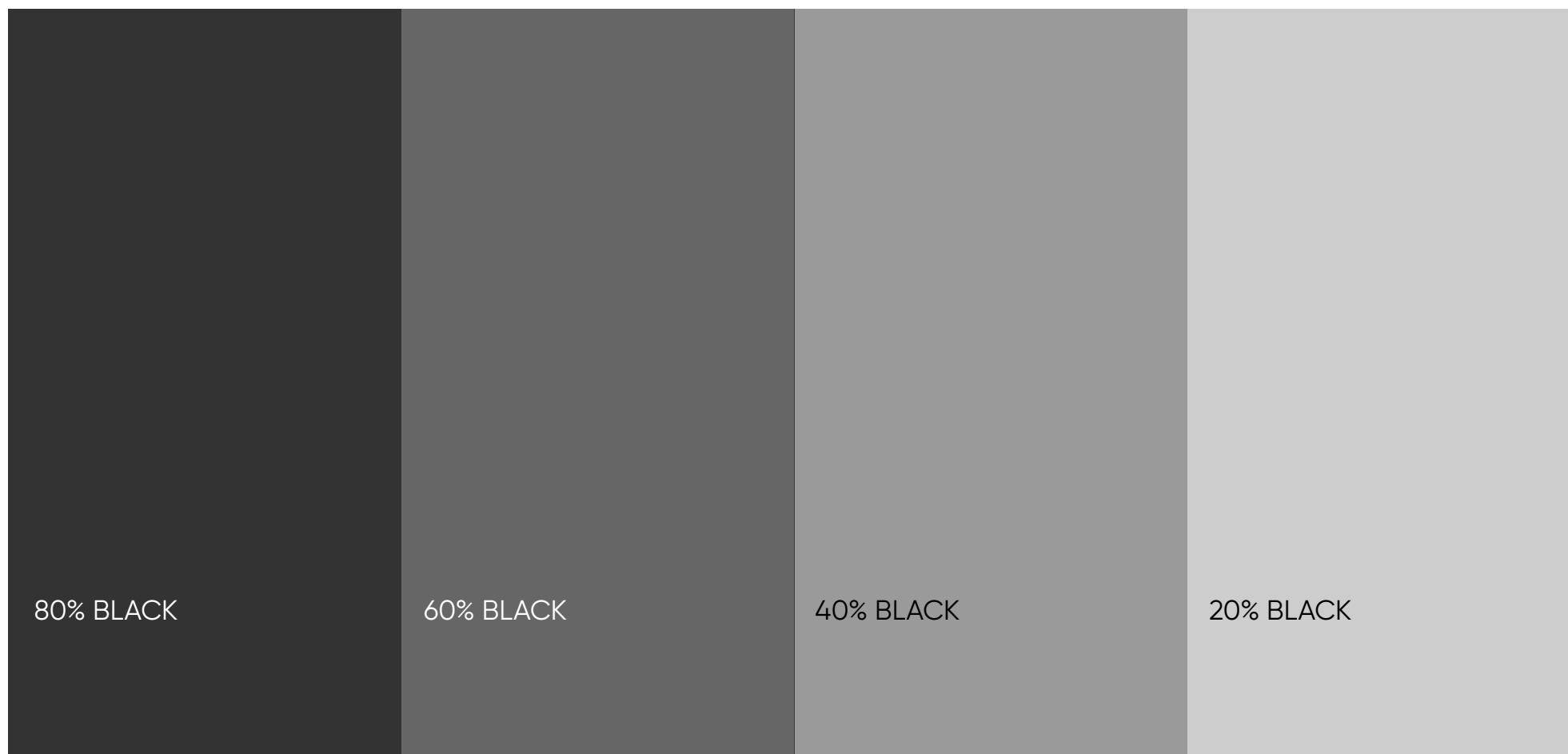
COMPLEMENTARY PALETTE

			
RGB CMYK HEX	RGB CMYK HEX	RGB CMYK HEX	RGB CMYK HEX
0 / 102 / 255 81 / 61 / 0 / 0 #0066ff	153 / 187 / 255 35 / 20 / 0 / 0 #9dbbff	204 / 221 / 255 17 / 8 / 0 / 0 #ccddff	225 / 228 / 236 10 / 7 / 3 / 0 #e1e4ec

COLORS OF THE INSTITUTE OF POWER ENGINEERING - NATIONAL RESEARCH INSTITUTE

GREYSCALE PALETTE

The gray palette can only be used when technical printing requirements do not allow the use of the full range of colors dedicated to the identification of the Institute of Power Engineering - National Research Institute. It cannot be used on screen (RGB), in CMYK printing only when printing is limited to one color within black.



COLORS OF THE INSTITUTE OF POWER ENGINEERING - NATIONAL RESEARCH INSTITUTE

DECORATIVE COLOR - GOLD AND BLUE

Gold color is used only in decorative prints, e.g., anniversaries - as gold PANTONE or gold foil stamped on the hot stamping). Metallic blue color can be used only in decorative prints and only in the technique of hot stamping. Both metallic colors cannot be used on screen (RGB) and in CMYK printing.

RGB - / - / -
CMYK - / - / - / -
HEX #84774e
PANTONE 871 C / U

FOLIA TŁOCZONA NA GORĄCO (HOT STAMPING)

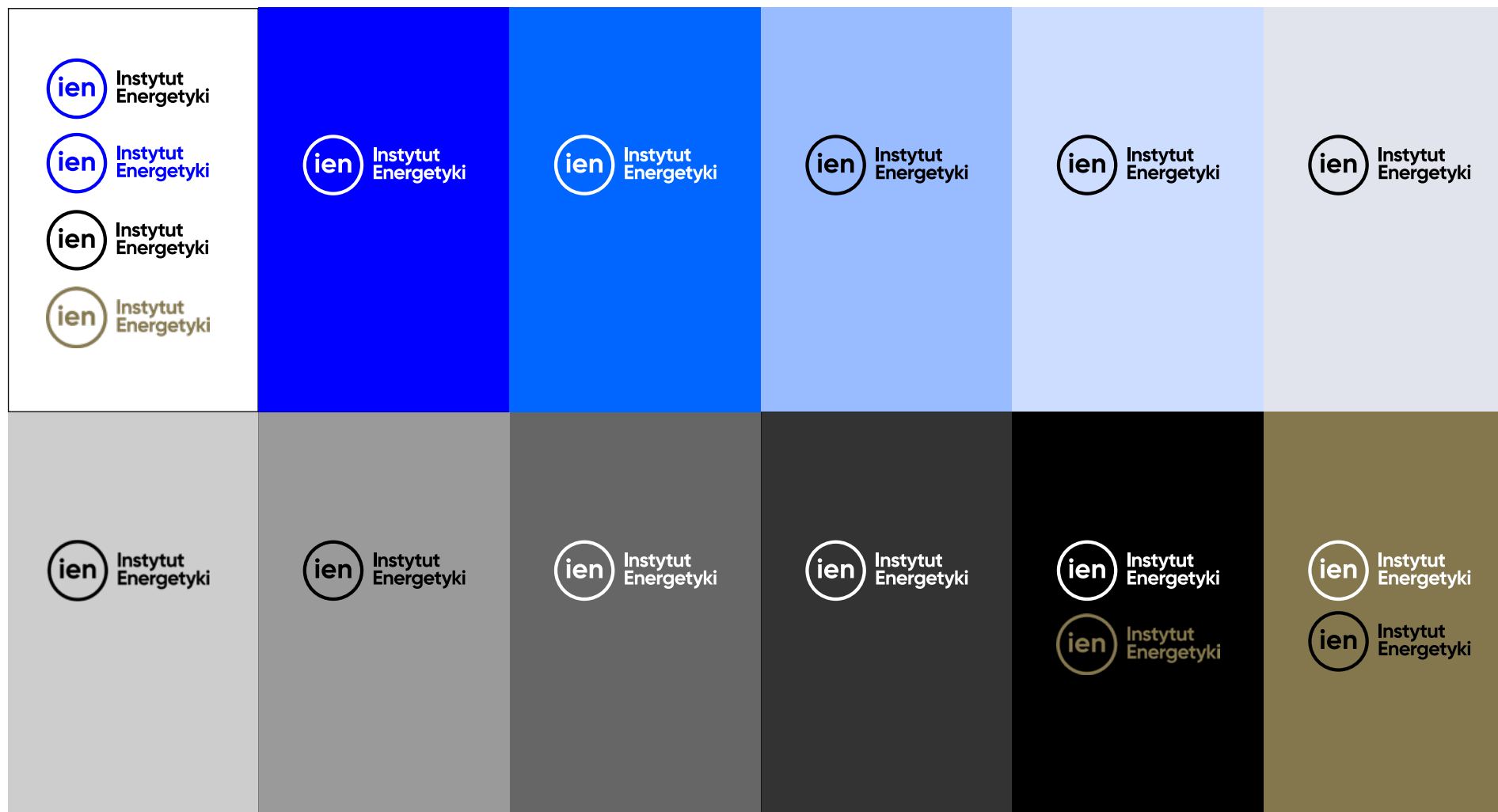


COLORS OF THE INSTITUTE OF POWER ENGINEERING - NATIONAL RESEARCH INSTITUTE
DECORATIVE COLOR - GOLD AND BLUE - EXAMPLES



COLORS OF THE INSTITUTE OF POWER ENGINEERING - NATIONAL RESEARCH INSTITUTE

EXAMPLES OF THE USE OF THE SIGN DEPENDING ON THE COLOR AND SATURATION OF THE BACKGROUND / COLOR APPLIQUE





**Examples of the use of
the basic mark and the
symbol**

MARK OF THE INSTITUTE OF POWER ENGINEERING - NATIONAL RESEARCH INSTITUTE USE IN OUTDOOR MATERIALS

The mark used in addition to the identification of the Institute of Power Engineering - National Research Institute, in all materials external materials - press articles, sponsorship footers, media releases only in the version with the full name (the symbol with the abbreviation "ien" with the full name Institute of Power Engineering). In the case of trade fair stands, it is also possible to use the symbol of the mark alone, provided that the stand also has the basic mark (with the full name of the Institute of Power Engineering).



VIEW OF THE SIGN ON THE WEBSITE OF THE INSTITUTE OF POWER ENGINEERING - NATIONAL RESEARCH INSTITUTE

- [Instytut](#) ▾
- [Usługi](#) ▾
- [Baza wiedzy](#) ▾
- [Nasze lokalizacje](#)
- [Kontakt](#)



MARK OF THE INSTITUTE OF POWER ENGINEERING - NATIONAL RESEARCH INSTITUTE

PRESENTATION TEMPLATE VIEW

Instytut Energetyki
– Państwowy Instytut Badawczy

Tytuł prezentacji

Imię i nazwisko prelegenta
Data
Nazwa wydarzenia (jeśli wymagana)



ien Instytut Energetyki

Tytuł sekcji

Podtytuł slajdu




ien Instytut Energetyki

Nazwa wydarzenia / prezentacji

3

Tytuł slajdu

Treść slajdu



ien Instytut Energetyki

Nazwa wydarzenia / prezentacji

5



Instytut Energetyki

www.ien.com.pl

MARK OF THE INSTITUTE OF POWER ENGINEERING - NATIONAL RESEARCH INSTITUTE

USE IN INTERNAL MATERIALS - COMPANY STATIONERY DESIGN

The Institute of Power Engineering's sub-brand mark (symbol with the abbreviation "ien" with the full name Instytut Energetyki) should be used on the stationery. There are three versions of the stationery: two in Polish and one in English.



Warszawa, 27 lipca 2023 r.

Nazwa adresata
ul. Nazwa ulicy
00-000 Miejscowość

D/W

Instytut Energetyki – Instytut Badawczy Instytut Sztuki
ul. Maryi Skłodowska Curie 23, 00-343 Warszawa | Tel. 22 343 12 00
www.ien.com.pl

NIP: 000-000-000-000
REGON: 000000000
KRS: 000000000



Warszawa, 28 lipca 2023 r.

Nazwa adresata
ul. Nazwa ulicy
00-000 Miejscowość

D/W

JEDNOSTKA
CENTRALNA
Instytut Energetyki
ul. Maryi Skłodowska Curie 23
00-343 Warszawa
tel. 22 343 12 00

Instytut Energetyki
ul. Maryi Skłodowska Curie 23
00-343 Warszawa
tel. 22 343 12 00

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00-343 Warszawa
tel. 22 343 12 00

Instytut Energetyki – Instytut Badawczy Instytut Sztuki
ul. Maryi Skłodowska Curie 23, 00-343 Warszawa | Tel. 22 343 12 00
www.ien.com.pl

NIP: 000-000-000-000
REGON: 000000000
KRS: 000000000



Warsaw, 10 January 2024

Nazwa adresata
ul. Nazwa ulicy
00-000 Miejscowość

D/W

Institute of Power Engineering – National Research Institute
8 Mary Skłodowska Curie, Warsaw, Poland | Phone +48 22 343 12 00
www.ien.com.pl/en

NIP No: 000-000-000-000
REGON: 000000000
KRS: 000000000

MARK OF THE INSTITUTE OF POWER ENGINEERING - NATIONAL RESEARCH INSTITUTE

USE IN INTERNAL MATERIALS - BUSINESS CARD DESIGN

The business card template uses both the basic sign and the sign symbol. The business card is double-sided - a separate version in Polish and a separate one in English. Business cards contain a QR code that redirects to a dedicated page of the Department, Division or Branch from which the owner originates.



Imię i nazwisko

Nazwa stanowiska zapisana w jednej
lub dwóch linijkach

+48 000 000 000
imie.nazwisko@ien.com.pl



MARK OF THE INSTITUTE OF POWER ENGINEERING - NATIONAL RESEARCH INSTITUTE

USE IN INTERNAL MATERIALS

The mark used in promotional materials such as gadgets can be used with the full version of the mark as well as with the symbol itself.



10. ● Examples of incorrect use of the mark

WHAT NOT TO DO WITH THE MARK OF THE INSTITUTE OF POWER ENGINEERING - NATIONAL RESEARCH INSTITUTE?

DISPROPORTIONATE SCALING OF THE MARK



PLACEMENT OF TEXT IN THE PROTECTIVE FIELD OF THE MARK

Ibus ratibus dici dolupta commos mil iscit
vel ipsapiciatur alibers periassequo.



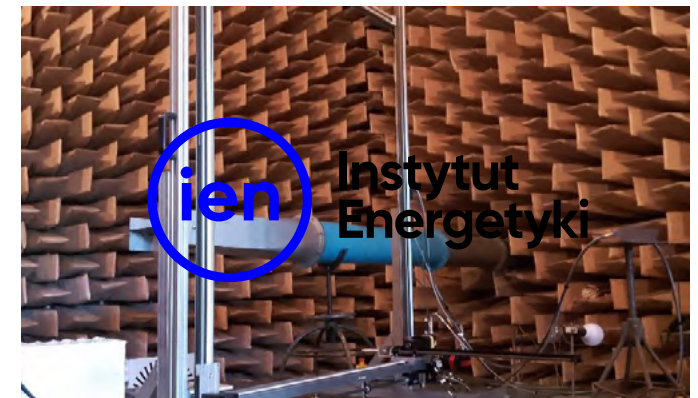
CHANGE FONT TYPEFACE



USE OF THE SIGN IN COLOR OUTSIDE IDENTIFICATION

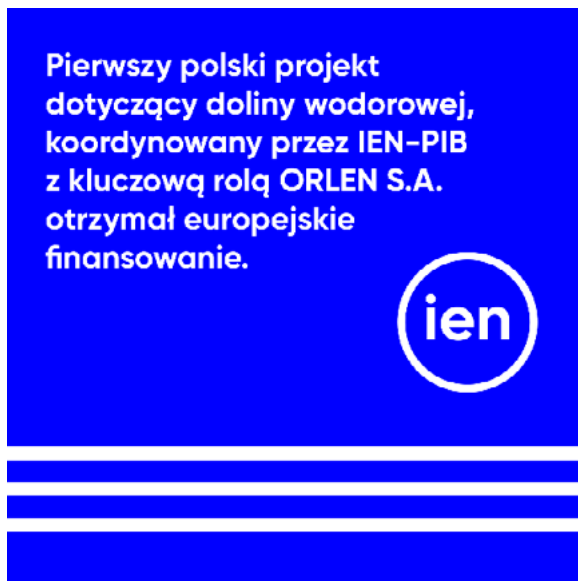


THE USE OF THE MARK ON HETEROGENEOUS BACKGROUNDS THAT MAKE THE MARK UNREADABLE

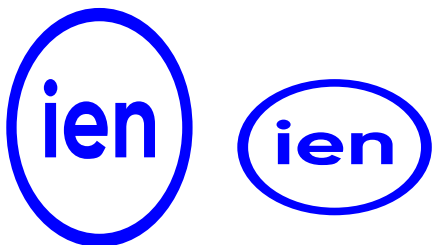


WHAT NOT TO DO WITH THE MARK OF THE INSTITUTE OF POWER ENGINEERING - NATIONAL RESEARCH INSTITUTE?

USE WITHOUT PRIOR USE OF THE PRIMARY MARK OR THE FULL NAME OF THE INSTITUTE



DISPROPORTIONATE SCALING OF THE MARK



PLACEMENT OF TEXT IN THE PROTECTIVE FIELD OF THE MARK

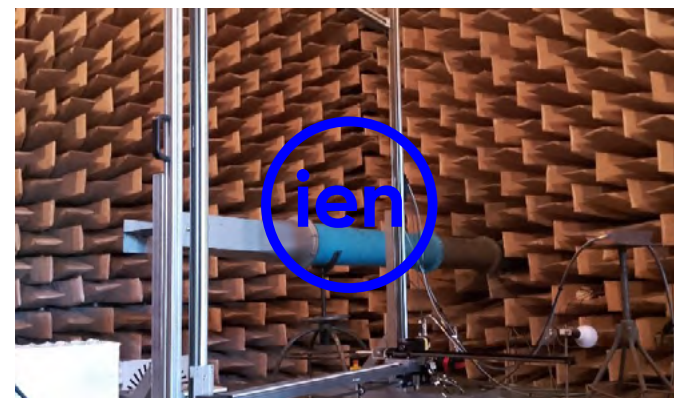
Ibus ratibus dici dolupta commos mil iscit vel ipsapiciatur alibers periassequo.



USE OF THE SIGN IN COLOR OUTSIDE IDENTIFICATION



THE USE OF THE MARK ON HETEROGENEOUS BACKGROUNDS THAT MAKE THE MARK UNREADABLE



**Institute of Power Engineering
– National Research Institute**

8 Mory St.
01-330 Warsaw

www.ien.com.pl/en