INTERNATIONAL PHYSICISTS' TOURNAMENT

BRAND GUIDELINES

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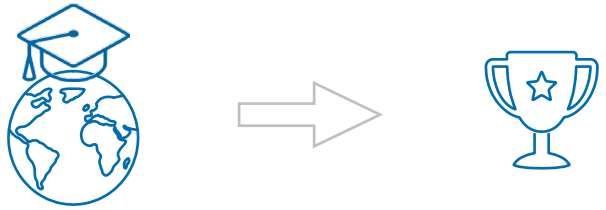
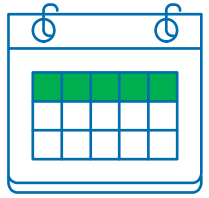
What is the IPT?

The **International Physicists' Tournament** is a **competition** between teams of university students from different countries

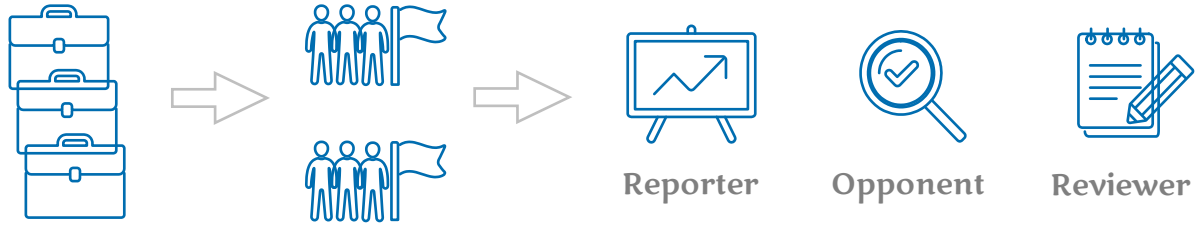


One week event

Usually takes place in April



The teams **solve challenging and unsolved scientific** problems in advance and **defend** their solutions in scientific discussions during the Physics Fights



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The International Physicists' Tournament's Logo

This is the main IPT's Logo and preferred version to use wherever possible unless format or background colour dictates otherwise

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- **IPT's main Logo**

Preferred version to use wherever possible

- **IPT's monochrome logo**

Grayscale version for use in exceptional circumstances for mono applications only

- **IPT's monochrome inverted logo**

Inversed grayscale version for use in exceptional circumstances for mono applications only, when IPT logo needs to appear on a black or very dark background

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INTERNATIONAL PHYSICISTS' TOURNAMENT

The International Physicists' Tournament's horizontal text logo

This is the text horizontal IPT's logo and preferred version to use wherever text is needed unless format or background colour dictates otherwise

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- **IPT's text Logo**

Preferred text version to use wherever possible

- **IPT's monochrome text logo**

Grayscale text version for use in exceptional circumstances for mono applications only

- **IPT's monochrome inverted text logo**

Inversed grayscale text version for use in exceptional circumstances for mono applications only, when IPT logo needs to appear on a black or very dark background

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IPT: This text has font size 6 pt. QWERTY qwerty

Minimum size

Minimum logo size is defined according to font size 6 pt written with «Roboto». Letters «I», «P», «T» on the logo must not be smaller than 6 pt related text

This size of the IPT's logo on this page is maximum, because bigger size will attract a lot of attention of a viewer

Maximum size

Maximum logo size is defined according to the biggest element on a page or a picture. The logo must not attract excess attention to itself or exceed the biggest element

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Minimum Exclusion Zone

To maximise the logo's presence and visual impact always maintain adequate clear space around it. The exclusion zone around the logo defines the area into which no any other graphic elements, such as text, imagery or other brandmarks can be contained.

The distance marked «X» here represents **half the height of the logo shield**. This formula applies to all types and sizes of the logo reproduction.

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Logo positioning

To provide the best appearance the IPT logo can be placed in four different positions in the majority of applications: upper left, upper right, bottom left and bottom right corners,

The distance marked «X» here represents **half the height of the logo shield**. This formula applies to all types and sizes of the logo reproduction.

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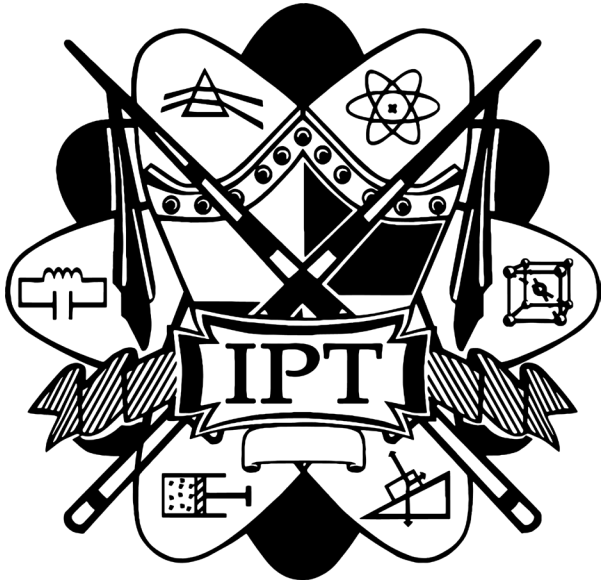

8th INTERNATIONAL PHYSICISTS' TOURNAMENT
17th - 23rd April 2016 Paris - France

Société Française de Physique

Certificate of participation

The French Physical Society, and the International Organizing Committee of the International Physicists' Tournament are proud to present this certificate to the team of Russia (Voronezh State University), composed of:

Iakov Breev, Team Captain
Anastasiia Chervinskaia, Team Member
Sergei Voishchev, Team Member
Karina Borovleva, Team Member
Ilia Fedotov, Team Member
Aleksandra Maslakova, Team Member

Vsevolod Zhdanov, Team Leader
Nikolai Lysenko, Team Leader

for its participation to the **8th International Physicists' Tournament**, *which took place in Paris (France) between 17th and 23rd April 2016, in which it ranked 3rd.*

Paris, 22 April 2016.

Maxime Harazi
French Physical Society
President of the
Local Organizing Committee

Vivien Bonvin
President of the
International Organizing Committee

iptnet.info - 2016.iptnet.info

Old logo (using in cooperation with ExeCom)

The IPT's old logo can be used in exceptional cases only as a background with low opacity in order to emphasize origins and continuity of the IPT

Example of using it for diploma is represented in the left

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French Physicists' Tournament

- **Logo with national selection name**

The local IPT's logo can be joined with corresponding local name of the tournament

EPFL

- **IPT logo with**

The local IPT's logo also can be joined with the logo of the host or participating university, societies, government departments

DPG

- **Logo with national selection name**

The local IPT's logo can be joined with the logo of different foundations, companies, societies, who has been an investor in IPT

The distance marked «X» here represents **half the height of the logo shield**. This formula applies to all types and sizes of the logo reproduction.

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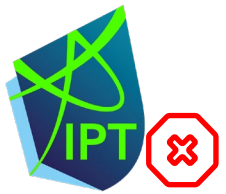
- **Colour**

Don't use the logo in any colour other than IPT logo original colour



- **Elements**

Don't alter or recolour the elements within the logo

- **Distortion**

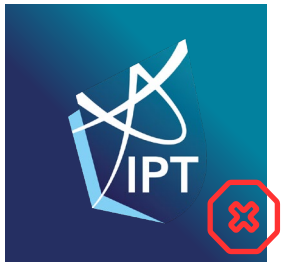
Don't distort or rotate the logo

- **3D effects**

Don't use 3D effects for the logo

- **Background**

Don't use the IPT logo against a complex background



- **Background colour**

Don't use the IPT logo against the same colour palette background - use monochrome logos

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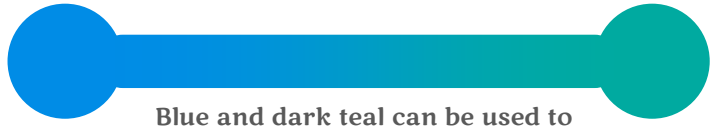
RGB
0, 140, 230
HEX
#008ce6

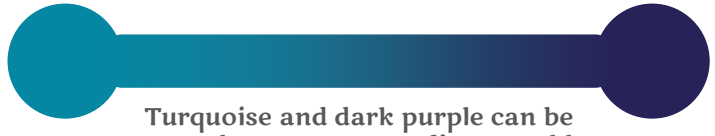
This **blue** colour is recommended for use as dominant in our presentations and other visual graphics as primary

RGB
0, 170, 160
HEX
#00aaa0

This **dark teal** colour is recommended for use as dominant in our presentations and other visual graphics as secondary



Blue and dark teal can be used to create a **gradient** to add depth to visual design



Turquoise and dark purple can be used to create a **gradient** to add depth to visual design

RGB
5, 134, 162
HEX
#0586a2

This **turquoise** colour is one of the logo's colours can be used to emphasize unity and relation between elements with main logo

RGB
39, 34, 88
HEX
#272258

This **dark purple** colour is one of the logo's colours can be used to emphasize unity and relation between elements with main logo

RGB
255, 230, 210
HEX
#ffe6d2

This **light orange** colour appear when it is necessary to make a design a little bit soft and warm

RGB 217, 217, 217
HEX #d9d9d9

RGB 127, 127, 127
HEX #7f7f7f

RGB 89, 89, 89
HEX #595959

RGB 38, 38, 38
HEX #262626

White, black and this grayscale colours are used for body in order not to overload design with saturated bright colours. Also this grayscale allows to easily highlight important parts

Recommended proportion of colour usage:

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Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0 1 2 3 4 5 6 7 8 9 0
!?,.:;'@«»<>””-+=#$%^&*(){}[]/|\

«Marko One» is recommended for headlines, presentations, banners and other cases where large font size is necessary

https://fonts.google.com/specimen/Marko+One

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0 1 2 3 4 5 6 7 8 9 0
!?,.:;'@«»<>””-+=#$%^&*(){}[]/|\

«**Roboto**» is recommended for legal documents, websites, brochures, printed documents and other cases when there is a lot of text

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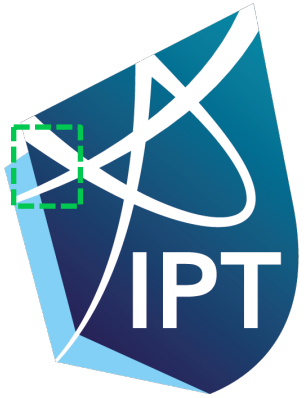
The brackets system is a distinctive element of our identity that is also functional for organising and presenting information.



The triangles that used as brackets are inspired by logo appearance and thus extracted from it. The dark purple **right-angled triangle** on the top left corner of the logo crest **is the main part** of each bracket.

The brackets can vary in size, colour and positioning, creating a flexible approach that encourages a creative expression across all Tournament's communications.

Option 1,
top left, bottom right:

Text box or point of focus

Option 2,
top right, bottom left:

International Physicists' Tournament

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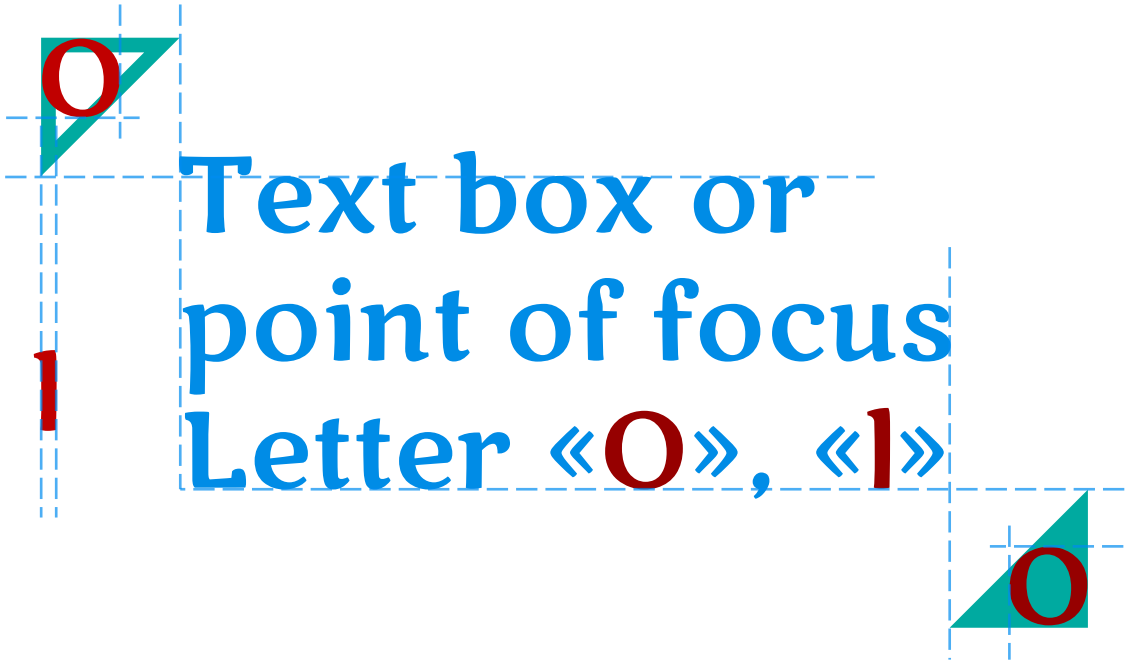

Position of both right-angled triangles is dictated by **edges of the text.**

Top and bottom positions are an average text line, and **not** the highest or lowest point of any letter.

There are **two positions of the second triangle** for different cases of text align: text edges touch acute angles **or** centre of hypotenuse.

The size of triangles is defined by the size of upper case letter «O» written with exactly the same font.

The thickness of first (left) triangle is defined by the thickness of lower case letter «I» written with exactly the same font.

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BRAND GUIDELINES

International Physicists' Tournament

The International Physicists' Tournament (IPT) is a competition between teams of university students from different countries. The teams solve challenging scientific problems and defend their solutions in scientific discussions during Physics Fights.

Wingardium Leviosa!

- Don't use italic font or shadow

Don't put any shadow of the text to the background and don't make it italic

Expecto Patronum!

- Don't use reflections

Don't make reflections - it brings mess to the view

Petrificus Totalus!

- Don't use outlined text

Don't use outlined text - it becomes poorly visible or even transparent

Expelliarmus!

- Don't use 3D effects

Don't use any distortion of the text - 3D format, 3D rotation

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Text box or point of focus

International Physicists' Tournament

Text box or point of focus

Text box or point of focus

- **Don't use huge or tiny brackets**

Don't use non-proportional brackets for the text – they look awkward

Text box or point of focus

Text box or point of focus

- **Don't place brackets too close or too far from text**

Use guidelines (and literally ☺) for the placement: pages 15, 16

Text box or point of focus

Text box or point of focus

- **Don't change empty and filled triangles; don't use the same triangles**

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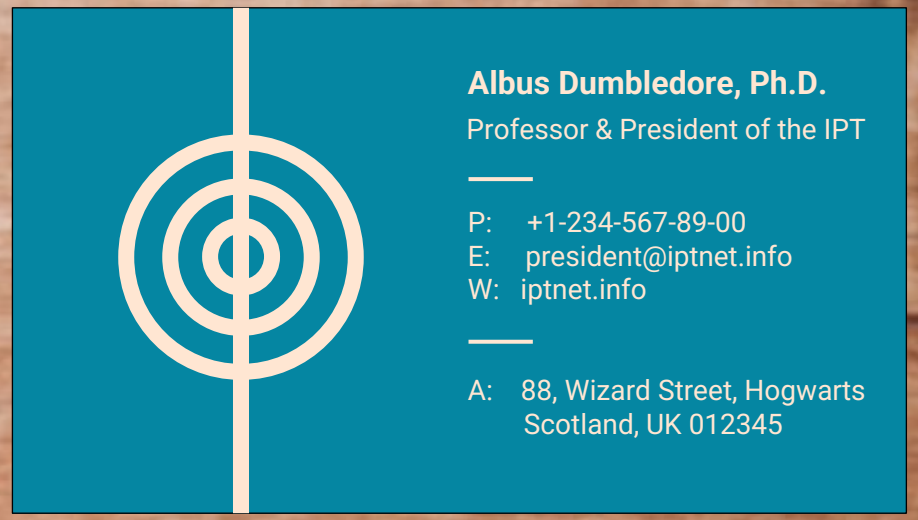
Business cards for the president, the secretary and the executive committee:



Business cards for the International organizing committee (representatives):

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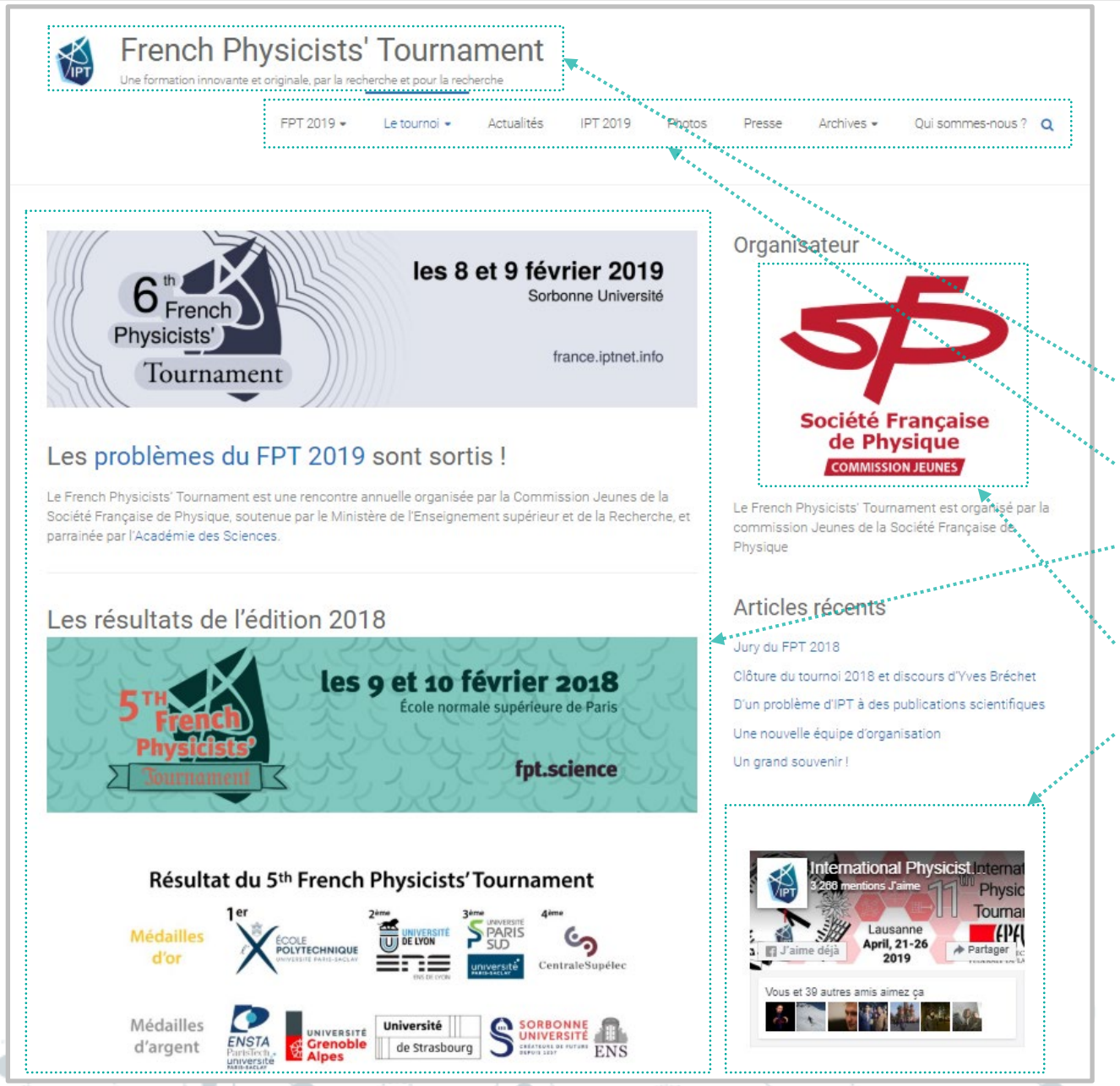

This is an example of how national website should look.

Each national website has to have the same design as main website does.
The basic idea of the whole national website family is continuity, similarity and ease.

Link to the main website

Main menu

News feed, announcements

Local societies, organisers, foundations

Social media

Position, size, order of elements can vary (except the main logo), but they should be preserved in order to keeping continuity between all national websites

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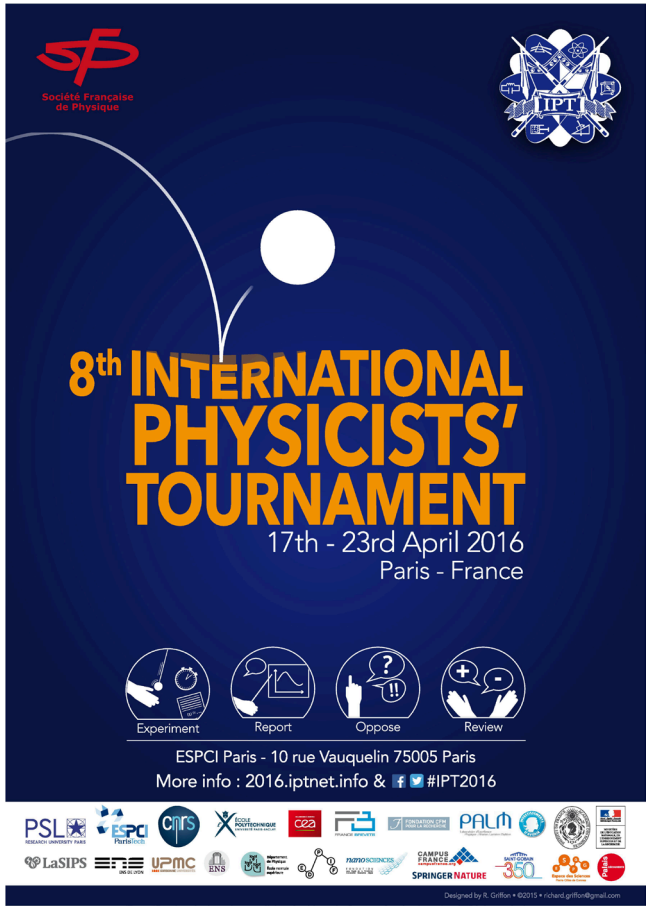
An example of IPT's posters (+last years):



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Recommendations for having a great banner (in importance order):

- The whole banner is made in the one calm colour palette
- Name of the IPT's edition is relatively large and placed in the middle
- Ratio is 1:4.5 for year's edition website **and** full size is 2850x1085 pixels for Facebook and 2905 x 975 pixels for Twitter
- Picture on the left side is related to current problem list or some physics phenomena
- All logos are on the right side
- Website, date and host place are necessary
- Background image represents a host country or venue
- It is not plain and simple but also it is not overloaded with pictures, text, colours

Examples of IPT's banner:

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Examples of IPT's post picture:

Recommendations for having a great advertisement picture:

- Shape of picture is square
- The picture is made of one dimmed photo from previous IPTs
- Logo of the IPT is in the top-left corner
- Name and year of current edition is in the top-right corner
- Message or appeal of the post is placed on the photo with large font size and is enclosed between brackets
- Short explanation in details is written under horizontal line
- Size is 1000*1000 pixels
- Photo does contain people ☺

Contacts

INTERNATIONAL PHYSICISTS' TOURNAMENT

The Executive Committee of the IPT,
execom@iptnet.info

The President of the IPT,
Anastasia Vasylchenkova
president@iptnet.info

Treasurer,
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