



**INSTITUT
PASTEUR**
de Dakar

Visual Identity

September 2025

02 LOGO



Official logo of IPD



**INSTITUT
PASTEUR**

de Dakar

Use of the logo

Verification required: refer to the PN
charter or the IPD Communications

Department to find out when to use

IPD vs. IPD Network.



- Local projects
- Regional projects



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- International projects
- international initiatives
- pasteur network

The black and blue logo should be used whenever possible. The most important consideration, however, is to ensure legibility and accessibility of the logo. For colored backgrounds where the contrast would be low, use the white logo.



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Black and white option :



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Logo Restrictions

The examples below are not usable. The contrast is too low and the logo is not fully legible or accessible.



The examples below are a good use of the logos based on the coloured backgrounds.. The logo is clear and legible in both instances.



What not to do

NO

Do not pivot the logo



NO

Do not put text or other elements within the clearspace



NO

Do not choose a clashing background



NO

Do not let the logo be too small



NO

Do not change the scale and resize the logo



NO

Do not crop or cut off any of the logo



NO

Never change the color of the logo.



03 Colors



Colour palette

The IPD branding consists of two main brand colours - black and blue. These two colours should be used across materials, being sure to use the colour codes found below.

The colour palette consists of secondary and neutral colours to compliment and work with the main brand colours.

Main brand colour

#000000

CMYK 0, 0, 0, 100

RGB 0, 0, 0

Main brand colour

#0089d0

CMYK 82, 28, 0, 18

RGB 0, 137, 208

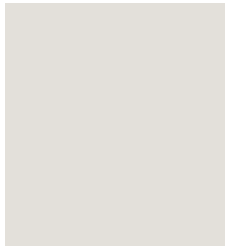
Colour palette



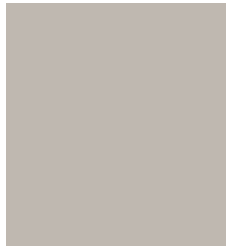
#000000



#0089D0



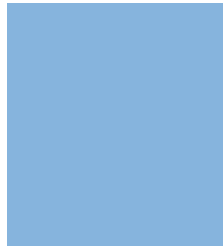
#e3e0d8



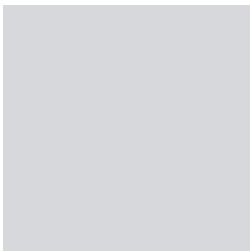
#bfb8b0



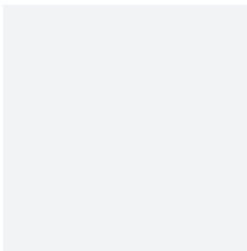
#052a62



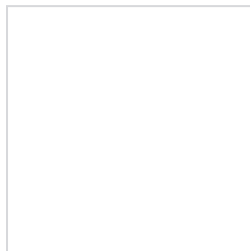
#86B4DD



#D7D8DB



#F2F3F5



#ffffff

Main Brand Colours

- Main colours used across all documents, graphics, signage & posters.
- These will be used most frequently across all materials.
- Use for headings and subheadings
- Use for elements that you want to focus on eg buttons, quotes, highlighting

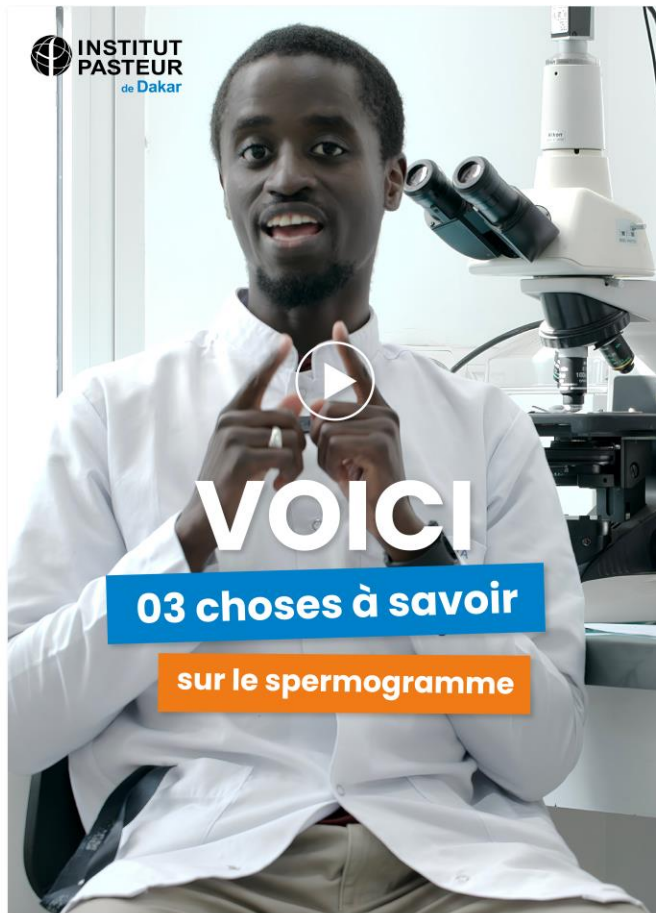
Secondary Colours

- Secondary Colours are used to support the main colour palette.
- These can be used in combination with the main brand colours to create graphics and icons for example.

Neutral Colours

- Neutral can be used for neutral backgrounds, alternative font colour on a dark backgrounds.

Accent colours



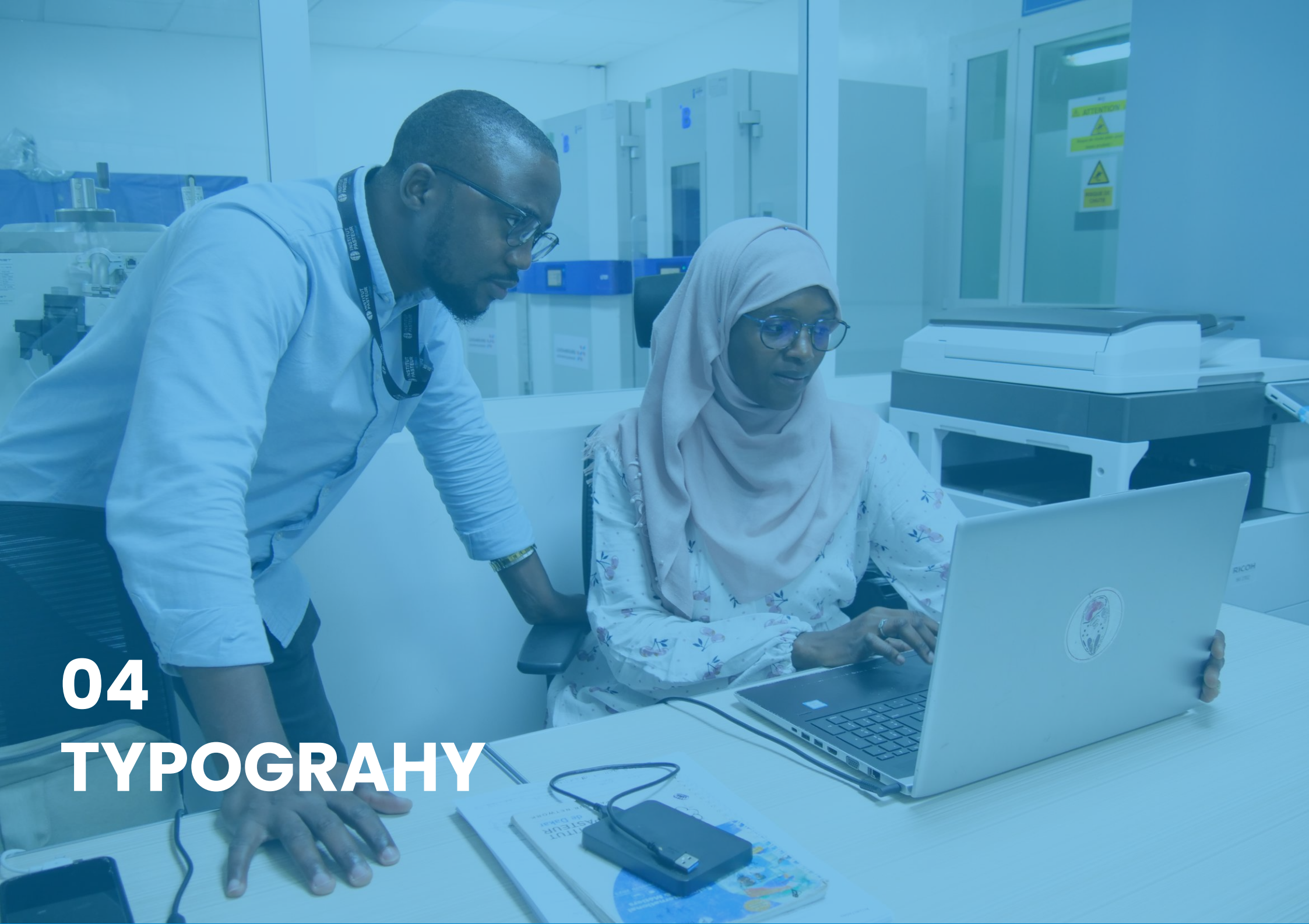
Accent colours



#ef7a16



#ffd500



04 TYPOGRAPHY

Typography

Title Poppins – Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Subtitles Poppins – Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Body text for the main paragraphs

Lato - Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Title

This font is used for titles and main headings.
It is advisable to choose an appropriate size for titles and reduce them as the document/web page progresses.

Aa

**Poppins
Black**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Subtitles

- It can be used to separate sections.
- An appropriate size should be chosen.
- In some contexts, a smaller subheading (e.g., subheading 2) can be used for small blocks of text in a limited capacity where the emphasis is on the text (e.g., a short introduction to a report). (e.g., a brief introduction to a report).

Aa

**Poppins
Light**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body text

- These are the main blocks of text on a page or in a document.
- The text must be clear and legible.
- Depending on the amount of text, the font size may change.

Aa

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Optional font for documents and emails:

Arial (if the main fonts are unavailable)

- If the fonts mentioned above are not available for daily emails or text writing, we recommend using Arial, which is simple and available by default.
- The text must be clear and legible, with a minimum font size of 10 to ensure comfortable reading.

Aa

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typography

Application of Typography

The following pages are guides on typography sizing in different cases. It is important to note that not all documents or projects will use all sizes, and that sizes should be chosen based on the document or project.

There is some flexibility in applying typography to your documents and communications. It is important to use an appropriately sized font for large sections of text. The most important factor is readability and accessibility.

When applying typography, keep the following points in mind:

- Readability and accessibility—can the text be read easily by everyone?
- Use the appropriate font for the intended use.
- Consistency throughout the document/project - maintain a consistent size and style; do not choose different sizes, weights, and colors for titles that should be the same.

Example of applied typography:

Lorem Ipsum Dolor Sit Amet

Lorem Ipsum

Consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. At risus viverra adipiscing at in tellus integer feugiat scelerisque. Laoreet id donec ultrices tincidunt. Et leo duis ut diam quam nulla porttitor massa id. At tellus at urna condimentum.

Lorem Ipsum

Consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. At risus viverra adipiscing at in tellus integer feugiat scelerisque. Laoreet id donec ultrices tincidunt. Et leo duis ut diam quam nulla porttitor massa id. At tellus at urna condimentum.



**For any inquiries, please contact the Communications Department.
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