



BRAND MANUAL

**ADAM
MICKIEWICZ
INSTITUTE**

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The IAM symbol is a geometric interpretation of the letters „IAM.“

A strong sense of minimalism and a striking contrast between the dynamically slanted center and the vertical outer elements define the character of the brand’s visual identity.

The symbol—particularly in its animated version—tells a story of change, evolution, and the opening up of new possibilities.







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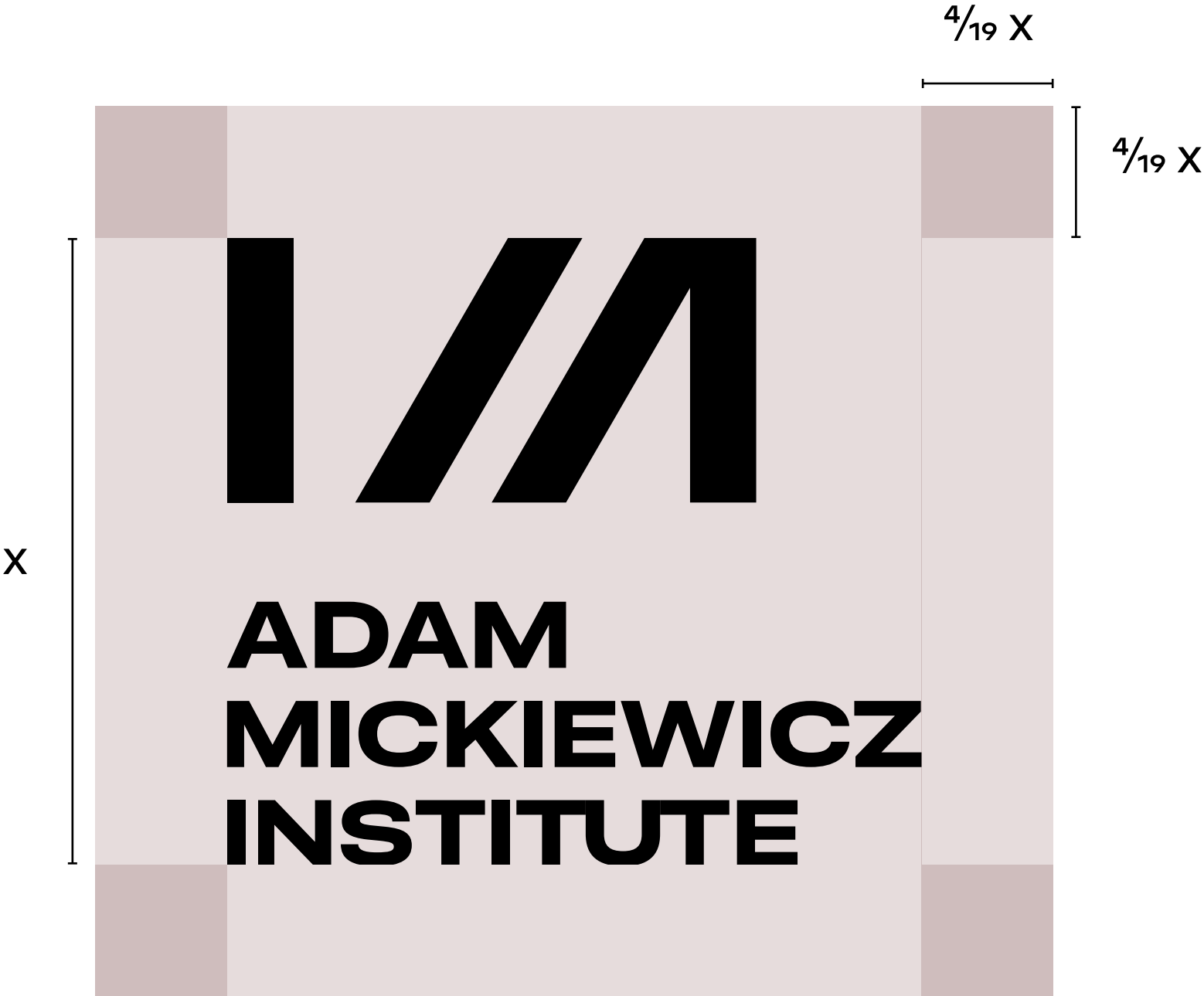


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The clearance area is equal to half the height of the symbol.



The clear zone is equal to 4/19 of the logo's height.



Minimum print heights

3 mm



4,8 mm



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11,4 mm



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Minimum screen heights

12 px



20 px



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48 px



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Permissible color combinations of the logo with IAM backgrounds:

On white, light gray, and red backgrounds, use the black version of the logo.

On a black background, use the white version of the logo.



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For backgrounds with colors outside the IAM palette or for photographic backgrounds, the color version of the logo should be selected based on contrast.

The black version is recommended for light backgrounds, while the white version is recommended for dark backgrounds.

Using the logo on a background where the contrast ratio is below 3.5 (for digital projects) is not permitted.



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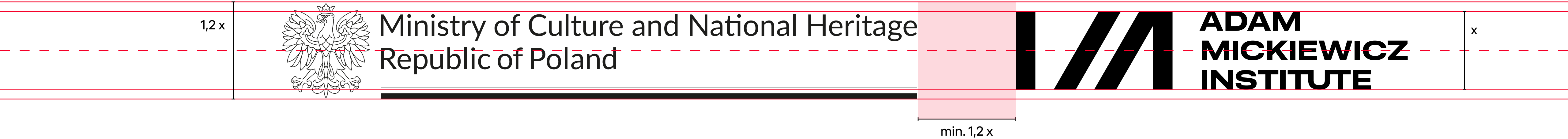
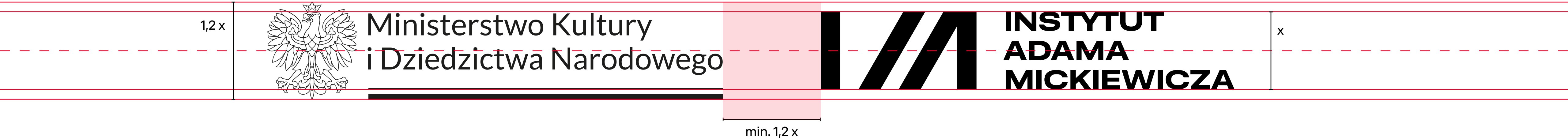
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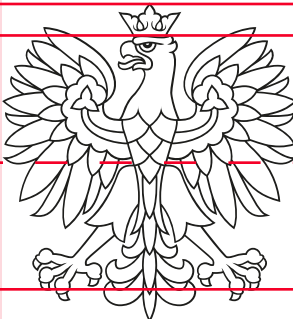
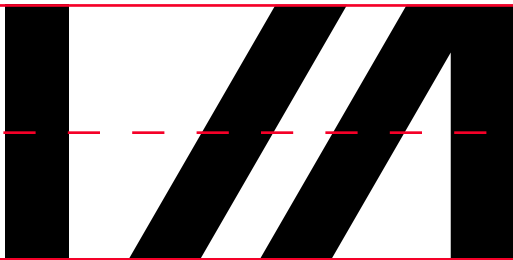
When placed alongside the Ministry of Culture and National Heritage logo, the IAM logo should appear to the right of the MKiDN logo. The horizontal version of the IAM logo is used in this arrangement.

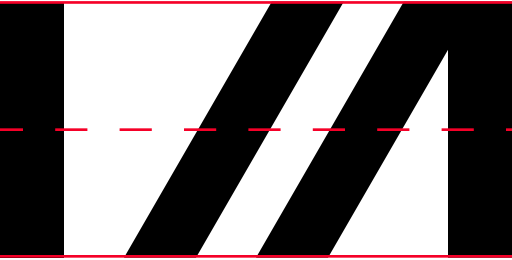
The logos should be vertically centered relative to the horizontal axis.
The height ratio of the MKiDN logo to the IAM logo is 5:4 (i.e., 1.2:1).

The minimum distance between the symbols is equal to the height of the MKiDN symbol.



If the layout features only the MKiDN and IAM logos, without additional partners, it is recommended to arrange the logo bar across the full width of the format: the MKiDN logo is placed at the left margin, while the IAM logo is placed at the right margin.

 Ministerstwo Kultury i Dziedzictwa Narodowego	1,2 x	x	 INSTYTUT ADAMA MICKIEWICZA
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 Ministry of Culture and National Heritage Republic of Poland	1,2 x	x	 ADAM MICKIEWICZ INSTITUTE
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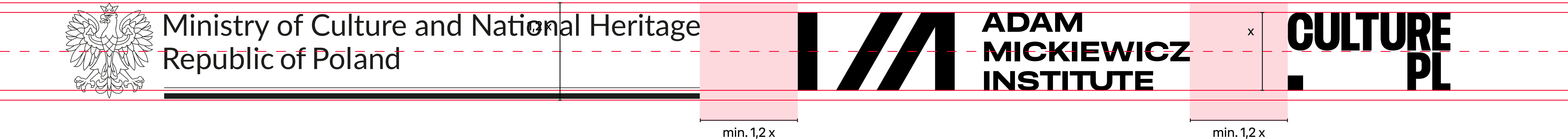
When displaying the logos of the Ministry of Culture and National Heritage, IAM, and Culture.pl together, the Ministry's logo should be placed on the left, the IAM logo in the center, and the Culture.pl logo on the right. This arrangement uses the horizontal version of the IAM logo and the two-line version of the Culture.pl logo.

The logos should be vertically centered relative to the horizontal axis. The spacing between the logos should be equal.

The height ratio of the MKiDN logo to the IAM logo is 5:4.

The Culture.pl logo is the same height as the IAM logo.

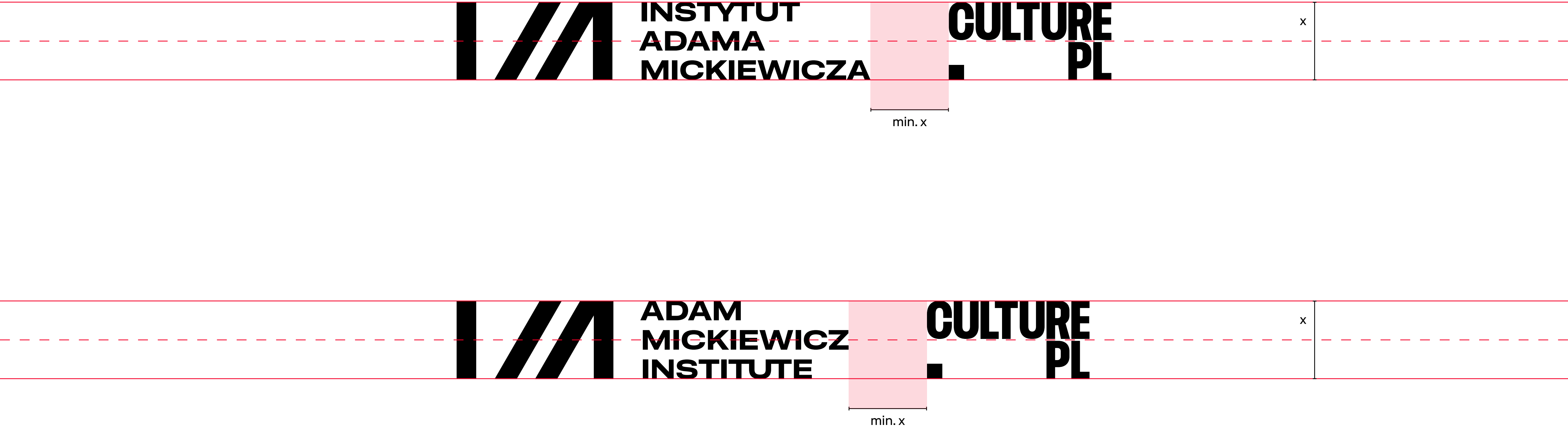
The minimum distance between the symbols is equal to the height of the MKiDN symbol.



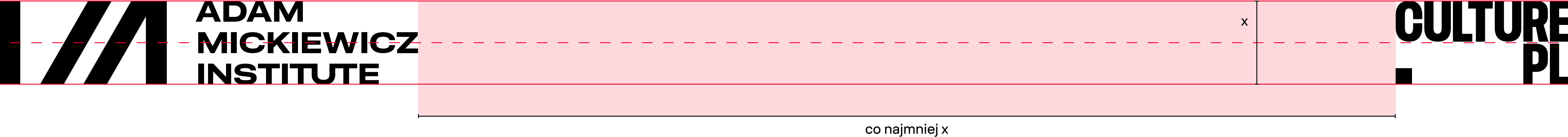
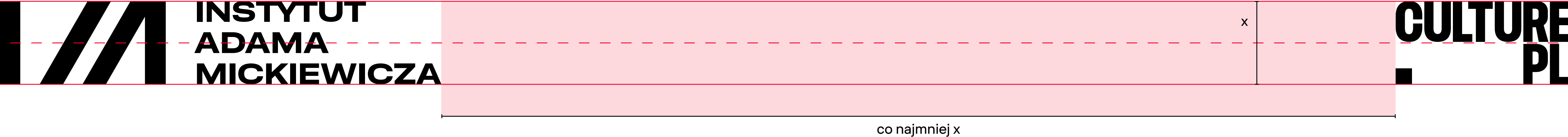
When placed alongside the Culture.pl logo, the IAM logo should appear on the left. This arrangement uses the horizontal version of the IAM logo and the two-line version of the Culture.pl logo.

The logos should be vertically centered relative to the horizontal axis.
The heights of the IAM and Culture.pl logos should be equal.

The minimum distance between characters is equal to the height of the IAM character.



If the layout features only the IAM and Culture.pl logos without additional partners, it is recommended to arrange the logo bar across the full width of the format: the IAM logo is placed at the left margin, while the Culture.pl logo is placed at the right margin.



ZED DISPLAY

The primary typeface for the Adam Mickiewicz Institute's visual identity is Zed Display.

The typeface is available in the following weights: **Hairline, Thin, Extralight, Light, Regular, Medium, Bold, Heavy,** and **Black.**

Each weight comes in three styles: **upright, Slanted,** and **Backslanted.**

These variants are available for **Latin** and **Cyrillic** scripts.

The Regular and Bold styles are also available for **Simplified Chinese, Traditional Chinese, Korean,** and **Japanese** scripts.

File name: ZedDisplayCyrillicVF

or: ZedDisplayCyrillic-*(StyleName)* for software that does not support variable fonts.

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Regular Slanted

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

Regular Backslanted

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Bold Slanted

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ***

Bold Backslanted

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Semi-Wide Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Semi-Wide Heavy

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

ZED DISPLAY SEMI-WIDE

The IAM title typeface is the Semi-Wide width.

The Semi-Wide typeface is available in **Bold** and **Heavy weights.**

These variants are available in **Latin** and **Cyrillic** scripts.

File names: ZedDisplaySemiWideCyrillic-Bold

ZedDisplaySemiWideCyrillic-Heavy

ZED DISPLAY WIDTH

Additionally, the Bold weight is available in a variable width ranging from Extra-Compressed to Extra-Wide.

The **Bold** weight of Zed Display Width supports both **Latin** and **Cyrillic** scripts.

File name: ZedDisplayWidthCyrillicVF

Extra-Compressed Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Compressed Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Condensed Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Semi-Condensed Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Compact Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Semi-Wide Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Wide Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Extra-Wide Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ

HELVETICA

A substitute typeface for Zed Display for use on **macOS** or **iOS**.

All weights of the typeface are permitted. The Regular weight is the standard choice, while the Bold weight is used for highlighting text.

This substitute typeface should be used for long, descriptive texts in formats where Zed Display cannot be used—for example, in email signatures.

ARIAL

A substitute typeface for Zed Display for use on **Windows** or **Android** systems.

All weights of the typeface are permitted. The **Regular** weight is the standard choice, while the **Bold** weight is used for highlighting text.

The substitute typeface should be used for long, descriptive texts in formats where Zed Display cannot be applied—for example, in email signatures.

ARIAL BLACK

Substitute display typeface for Zed Display Semi-Wide, for use on **Windows** or **Android**.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

WHITE

RGB
255 / 255 / 255

PANTONE
?

CMYK
0 / 0 / 0 / 0

GRAY

RGB
230 / 220 / 220

PANTONE
5245 U / C

CMYK
5 / 16 / 8 / 3

RED

RGB
245 / 0 / 40

PANTONE
185 U / C

CMYK
0 / 100 / 85 / 0

BLACK

RGB
0 / 0 / 0

PANTONE
Black U / C

CMYK
0 / 0 / 0 / 100

BLACK TEXT

Aqui ipsunti ssequi dolut as aut deribus
andita corio blaboreperum qui as
inctatature sa consequé adi doluptaest
aliquid ellesequatum as eturiosam

RED TEXT

Aqui ipsunti ssequi dolut as aut deribus
andita corio blaboreperum qui as
inctatature sa consequé adi doluptaest
aliquid ellesequatum as eturiosam

BLACK TEXT

Aqui ipsunti ssequi dolut as aut deribus
andita corio blaboreperum qui as
inctatature sa consequé adi doluptaest
aliquid ellesequatum as eturiosam

BLACK TEXT

Aqui ipsunti ssequi dolut as aut deribus
andita corio blaboreperum qui as
inctatature sa consequé adi doluptaest
aliquid ellesequatum as eturiosam

WHITE TEXT

Aqui ipsunti ssequi dolut as aut deribus
andita corio blaboreperum qui as
inctatature sa consequé adi doluptaest
aliquid ellesequatum as eturiosam

GRAY TEXT

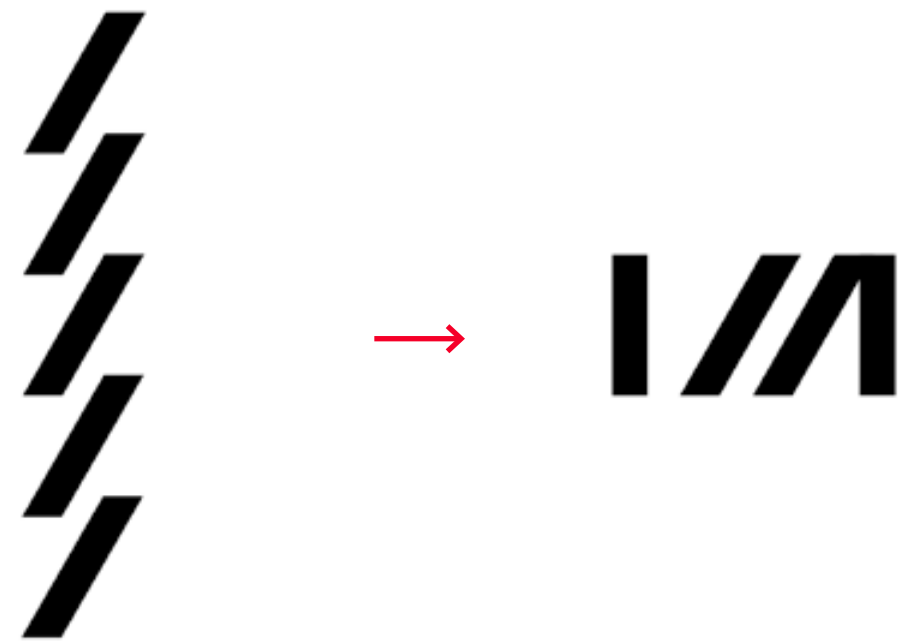
Aqui ipsunti ssequi dolut as aut deribus
andita corio blaboreperum qui as
inctatature sa consequé adi doluptaest
aliquid ellesequatum as eturiosam

INTRO

The logo opening animation comes in three versions:

1. Long logo animation
2. Short logo animation starting from the small slash
3. Short logo animation starting from the large slash

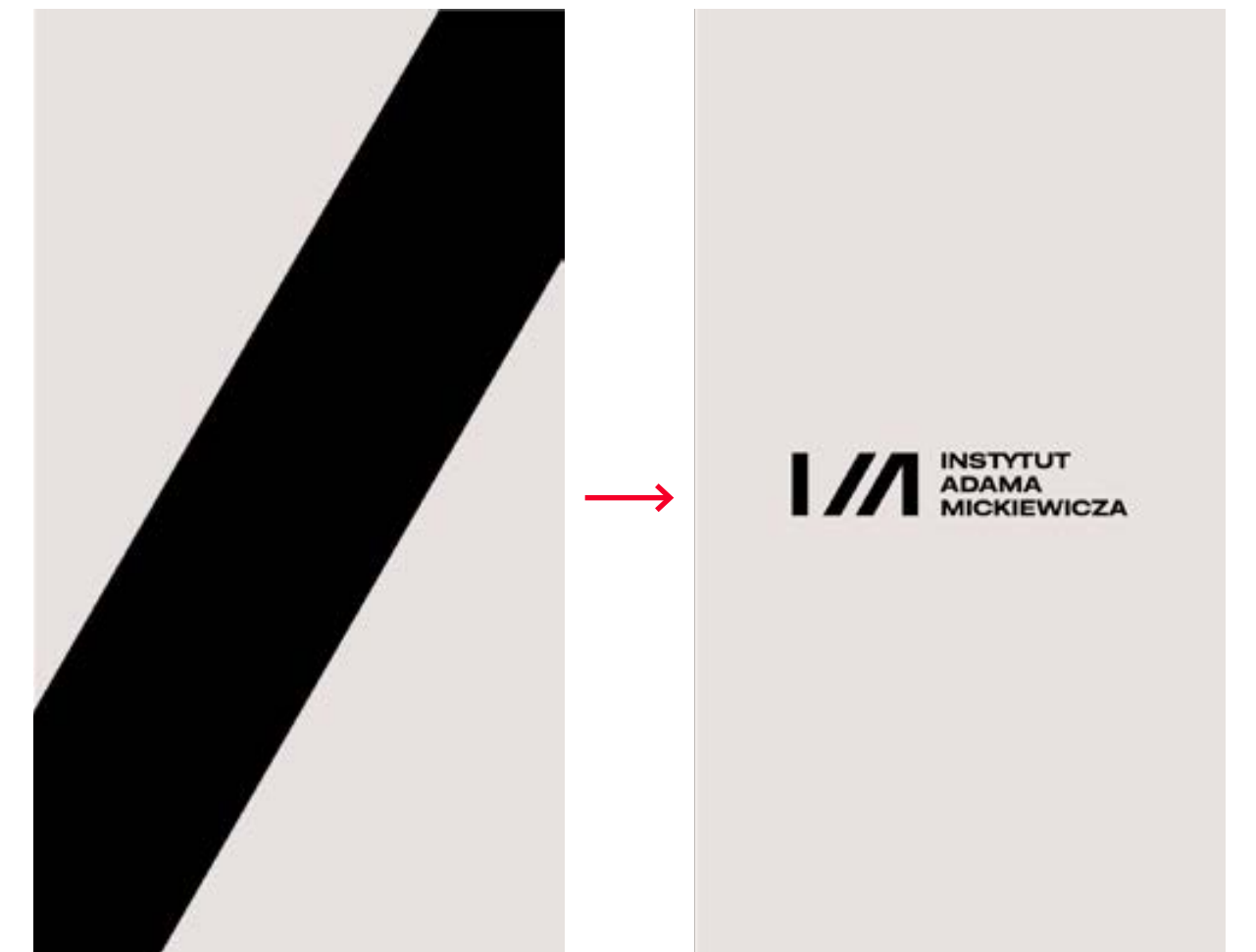
1.



2.

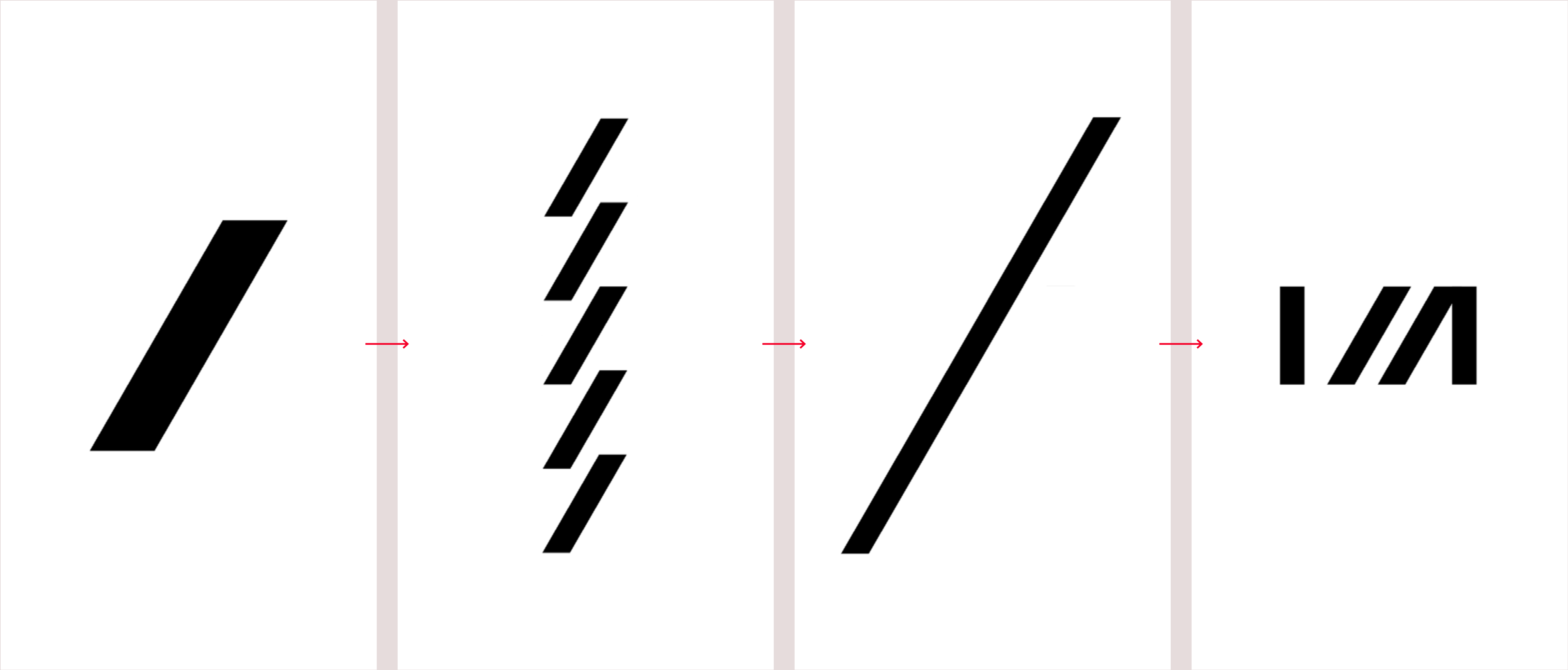


3.



The long logo animation can be used on its own or as an intro for videos and promotional materials.

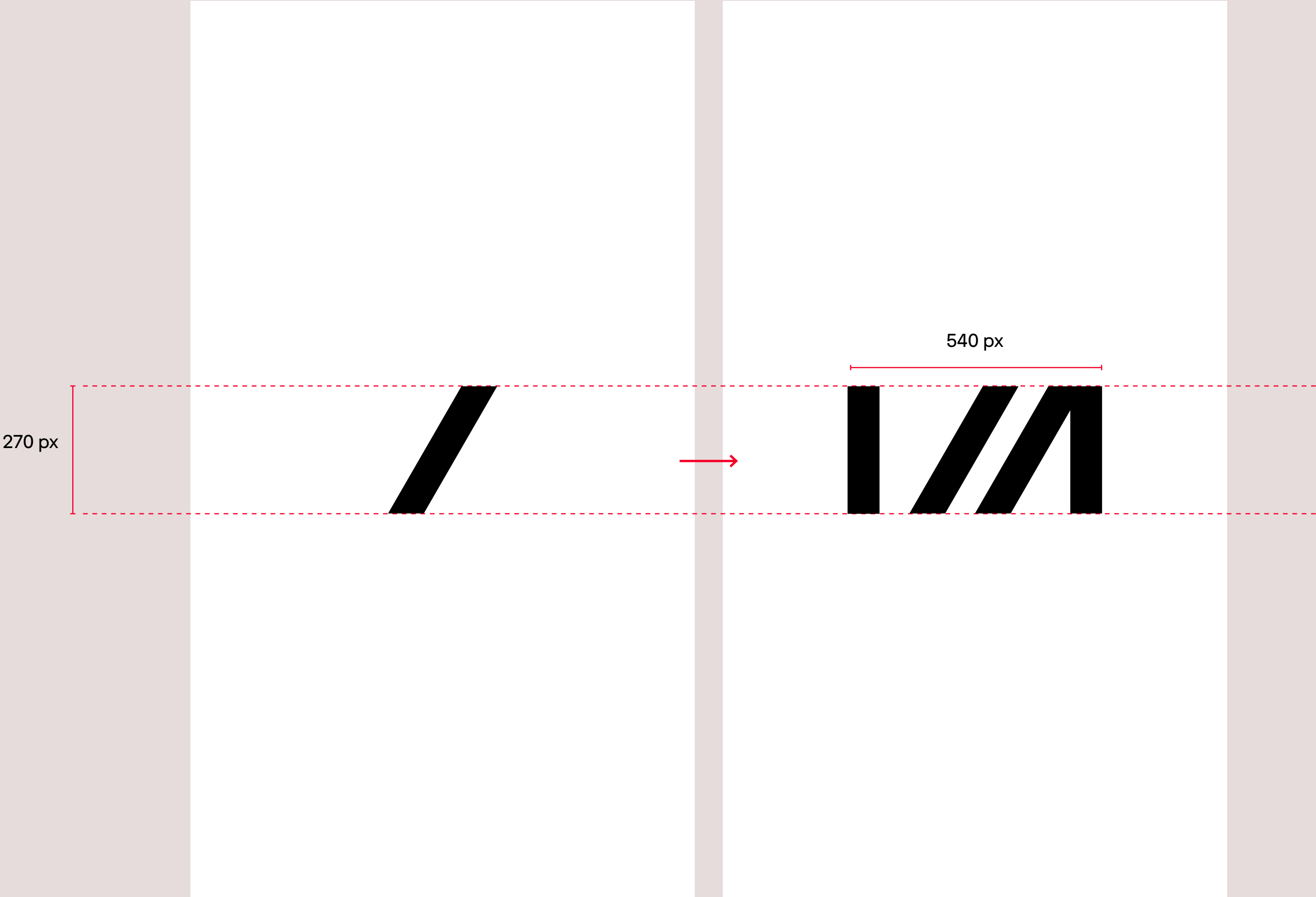
The animation is available in both vertical and horizontal formats.



A short animation of the logo should be used at the beginning of videos and promotional materials.

The animation is available in white, gray, black, and red.

The animation is suitable for use in both vertical and horizontal formats.



The short logo animation should be used at the beginning of videos and promotional materials.

The animation is available in white, gray, black, and red.

Dimensions: 1080 x 1920 px

