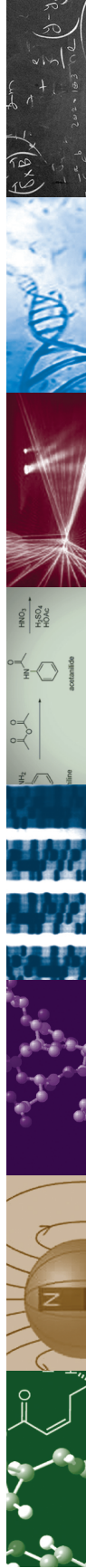




I n s t i t u t R u đ e r B o š k o v i ć

Priručnik grafičkih standarda



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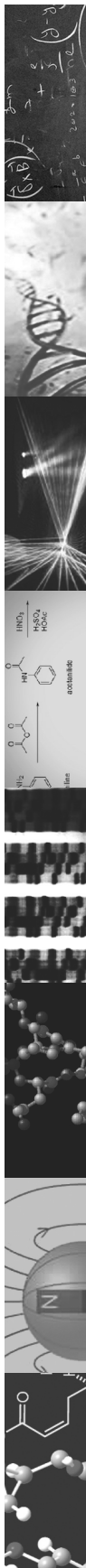


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Povijest Instituta Ruđer Bošković

1950.
Privredni savjet i Vlada SFRJ donose odluku o osnivanju Instituta iz područja atomske fizike u sastavu JAZU u Zagrebu. Iste godine JAZU osniva Odbor za izgradnju Instituta i počinje njegova gradnja prema nacrtu arhitekta Kazimira Ostrogovića.

1951.
Na prijedlog akademika Ivana Supeka Institut dobiva ime po znamenitom hrvatskom fizičaru i astronomu iz 18. stoljeća Josipu Ruđeru Boškoviću.

1952.
Predsjedništvo JAZU prihvaća Privremeni pravilnik Instituta kojim se uvodi Vijeće instituta i funkcije predsjednika i potpredsjednika Vijeća te tehnički direktor. Za predsjednika Vijeća izabran je Ivan Supek, a za tehničkog direktora Herman Mattes. Institut je organiziran u četiri odjela: Teorijsku fiziku, Nuklearnu fiziku I (generatori s elektronikom), Nuklearnu fiziku II (metode motrenja) i Molekularnu fiziku.

1954.
Temeljem odluke Vijeća Instituta umjesto dotadašnjih odjela ustanovljene su sljedeće grupe: Teorijska, Nuklearno-strukturna, Neutronska, Visoko-energetska, Elektronička, Spektralno-strukturna, Fizičko-kemijska, Radioizotopna i Ciklotronska. Prvi se put spominje i Opći sektor u koji su uključeni Uprava i Knjižnica.

1955.
Rješenjem Saveznog izvršnog vijeća Institut je izdvojen iz sastava JAZU te postaje ustanova sa samostalnim financiranjem. Institutom upravljaju Upravni odbor, Naučni savjet i direktor.

1957.
Pokrenut je poslijediplomski studij iz prirodnih znanosti kao prvi poslijediplomski studij u SFRJ.

1962.
Pušten je u pogon ciklotron koji je ubrzavao deutrone do energije od 16MeV s intenzitetom snopa do nekoliko stotina mikroampera. Ciklotron je izgrađen isključivo vlastitim snagama djelatnika Instituta uz pomoć hrvatske industrije i koristio se za proizvodnju radio-farmaceutika.

1963.
Novim ustrojem Naučni sektor organizira se u sedam Odjela: Teorijsku fiziku, Nuklearna i atomska istraživanja, Čvrsto stanje, Elektroniku, Fizičku kemiju, Organsku kemiju i biokemiju te Biologiju. Time Institut učvršćuje svoj multidisciplinarni karakter.

1969.
Institut za biologiju mora JAZU u Rovinju udružuje se s Institutom Ruđer Bošković, čime je osnovan novi odjel unutar Znanstvenog sektora – Centar za istraživanje mora. Dio laboratorija novo osnovanog Centra smješten je i u Zagrebu.

1973.
Nakon donošenja novog Ustava SFRJ i SRH te Zakona o udruženom radu Institut se samoupravno konstituira i organizira u dvanaest osnovnih organizacija udruženih u radnu organizaciju Institut Ruđer Bošković. Istraživanja se financiraju putem Samoupravnih interesnih zajednica i stimulira se direktna suradnja s gospodarstvom.

1990.
Izgrađeno je V. krilo Instituta za potrebe Centra za molekularnu genetiku, u

History of the Ruđer Bošković Institute

1950.
The Economic Council and Government of the Socialist Federal Republic of Yugoslavia adopted a decision regarding the establishment of the Institute for Atomic Physics under the auspices of the former Yugoslav Academy of Arts and Sciences (now the Croatian Academy of Arts and Sciences) in Zagreb. That year, the Academy established the Committee for the Construction of the Institute and construction started, according to plans by the architect Kazimir Ostrogović.

1951.
According to a proposal by the academician Ivan Supek, the Institute was named after Josip Ruđer Bošković, a famous 18th century Croatian physicist and astronomer.

1952.
The Academy presidency approved the Institute's temporary regulations, which established the Institute Council and the functions of President, Vice President and Technical Director. Ivan Supek was elected as the Council President and Herman Mattes as the Technical Director. The Institute had four departments: Theoretical Physics, Nuclear Physics I (Electronic Generators), Nuclear Physics II (Monitoring Methods) and Molecular Physics.

1954.
Based on a decision passed by the Institute Council, the four departments were replaced by the following groups: Theoretical, Nuclear-Structural, Neutronic, High-Energetic, Electronics, Spectral-Structural, Physical-Chemistry, Radioisotope and Cyclotron. A General Department is mentioned for the first time, which included the Administration and Library.

1955.
By a resolution of the Federal Executive Council, the Institute was separated from the Academy, thus becoming an institution with autonomous financing. It was administered by the Executive Board, Scientific Council and Director.

1957.
A postgraduate program in the natural sciences was launched, the first postgraduate studies in the former Yugoslavia.

1962.
A cyclotron capable of accelerating deuterons up to 16MeV with an intensity of several hundred microamperes was placed into operation. It was built solely by Institute personnel, with support from Croatian industry, and was used in the production of radiopharmaceuticals.

1963.
The Scientific Sector was restructured into seven departments: Theoretical Physics, Nuclear and Atomic Research, Solid State, Electronics, Physical Chemistry, Organic Chemistry and Biochemistry, and Biology, thereby reinforcing the multi-disciplinary character of the Institute.

1969.
The Institute for Biology of the Sea in Rovinj of the Yugoslav Academy of Arts and Sciences merged with the Ruđer Bošković Institute, thereby establishing a new department within the Scientific Sector – the Center for Marine and Environmental Research. Part of the laboratory of the newly-established center was based in Zagreb.

1973.
After the adoption of the new constitutions of the Socialist Federal Republic of Yugoslavia and the Socialist Republic of Croatia, as well as the Associated



kojem su danas smješteni Zavod za molekularnu biologiju i dio laboratorija Zavoda za molekularnu medicinu.

1991.

Agresija JNA na Hrvatsku i Domovinski obrambeni rat ostavljaju dubok pečat na Institut i njegovu djelatnost. Znanstvenici i službenici Instituta daju zamjetan obol u obrani i u međunarodnom priznanju Republike Hrvatske. Zahvaljujući vrlo razvijenim međunarodnim vezama, znanstvenici Instituta organizirali su potpisivanje apela nobelovaca za mir u Republici Hrvatskoj, koji su u konačnici potpisala 126 dobitnika Nobelove nagrade. Tekst Apela napisao je Ivo Banac, a potpis Linusa Paulinga bio je otonac za akciju. Apel je (s potpisom 104 nobelovca) objavljen u New York Timesu 14. siječnja 1992. godine.

1994.

Institut se reorganizira u tri Odjela (Odjel za kemiju, Odjel za fiziku, Odjel za biologiju s medicinom) i dva Centra (Centar za istraživanje mora i Centar za atomska i laserska istraživanja) koji se sastoje od zavoda. Institut se počinje financirati putem javnog nadmetanja za programe/projekte Ministarstva znanosti, tehnologije i informatike (danas Ministarstvo znanosti, obrazovanja i športa).

1997.

Ukidaju se Odjeli i Institut se organizira u dvanaest Zavoda. Naknadnim osnivanjem Centra za NMR i Centra za informatiku i računarstvo Institut poprima današnju organizacijsku strukturu.

2005.

Osnovane su prve spin-off tvrtke Instituta. Tvrtka Biozyne nastala je s ciljem istraživanja i razvoja u području optimiziranih aktivnih supstanci molekula s potencijalnim antitumorskim djelovanjem. Tvrtka Chirallica farmaceutske, kemijske i ostalim industrijama pruža inovativna, efikasna i optimalna rješenja za kemijsku analizu, sintezu i separaciju ciljanih spojeva..

2006.

U okviru Projekta tehnološkog razvoja financiranog iz zajma Svjetske banke osnovana je IRB-ova tvrtka Ruđer Inovacije d.o.o kao ured za komercijalizaciju znanja i transfer tehnologije.

2007.

Osnovane su tri spin off tvrtke IRB-a. Tvrtka Initium futuri i osnovana je s ciljem razvoja visokih informacijskih tehnologija s naglaskom na razvoj programskih rješenja. Tvrtka Ruđer Medikol Ciklotron se bavi proizvodnjom radionuklida potrebnih za tumorsku dijagnostiku ali i daljnjim istraživanjem i razvojem novih radionuklida i ostalih fizikalnih procesa vezanih za ciklotron i Ruđer Medikol Dijagnostika koja pruža usluge genetičkog testiranja za nasljednu sklonost za rak dojke i jajnika.

2009.

Prihvaćen je novi Statut Instituta koji daje podlogu za neovisnu međunarodnu evaluaciju i reorganizaciju IRB-a u podinstitute i centre.

U novouređenu ciklotronsku dvoranu smješten je novi, 18 MeV-ski ciklotron Cyclone 18/9 HC tvrtke IBA Molecular iz belgijskog Louvain-la-Neuvea. Svoju će primjenu osim u proizvodnji radiofarmaceutika za potrebe medicinske dijagnostike naći i u temeljnim znanstvenim istraživanjima iz fizike, radiokemije i biomedicine.

2010.

Osnovana je spin off tvrtka Artes Calculi bazirana na Robin Hood metodi, čime je IRB postao vodeća znanstvena institucija u Hrvatskoj u osnivanju spin off društava utemeljenih na rezultatima istraživačkog rada koje svugdje u svijetu predstavljaju jedan od najvećih motora u pokretanju gospodarstva.

Labor Act, the Institute was structured into twelve basic organizations of associated labor within the Ruđer Bošković Institute. Research was financed by self-management communities of interest and direct cooperation with the economic sector was stimulated.

1990.

The fifth wing of the Institute was built for the Center of Molecular Genetics, which today houses the Institute of Molecular Biology and part of the laboratory for the Institute of Molecular Medicine.

1991.

The war of aggression waged against Croatia by the Yugoslav National Army and homeland defense had a profound impact on the Institute and its activities. The Institute's scientists and staff played significant roles in both the defense and international recognition of the Republic of Croatia. Using their very well developed international network, Institute scientists organized the signing of the Appeal by 104 Nobel Laureates for Peace in Croatia, which was ultimately signed by 126 Nobel Prize winners. The Appeal, spurred by Linus Pauling, was written by Ivo Banac and published in the New York Times on January 14, 1992.

1994.

The Institute was reorganized into three departments (Department of Chemistry, Department of Physics, Department of Biology and Medicine), and two Centers (the Center for Marine Research and the Center for Laser and Atomic Research and Development), consisting of divisions. The Institute began to be financed by competitive bidding for programs/projects under the former Croatian Ministry of Science, Technology and Informatics (today's Ministry of Science, Education and Sports)

1997.

The departments were abolished and the Institute was organized into twelve divisions. The Nuclear Magnetic Resonance Center and IT Center were established later, completing the current organizational structure.

2005.

The Institute's first spin-off companies were founded. BioZyne Ltd. was created for research and development in the field of optimized active substances of molecules with potential anti-tumor effects. The Chirallica Company offers the pharmaceutical, chemical and other industries innovative, effective and optimal solutions for the chemical analysis, synthesis and separation of targeted compounds.

2006.

Rudjer Innovations Ltd. was established as an office for the commercialization of knowledge and transfer of technologies, within the framework of the Technological Development Project funded by the World Bank.

2007.

Three spin-off companies of the RBI were established. Initium Futuri Ltd. is a company that aims to be the most innovative Croatian company in the development and application of the latest ICT technologies, with an emphasis on the development of program solutions. Ruđer Medikol Cyclotron Ltd. is engaged in the production of radionuclides for tumor diagnostics, ongoing research and the development of new radionuclides and other processes connected with the cyclotron. Ruđer Medikol Diagnostics Ltd. offers genetic testing services for hereditary breast and ovarian cancers.

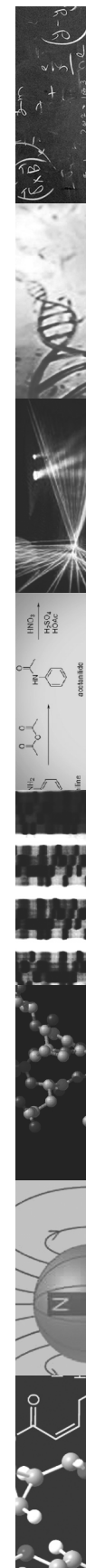
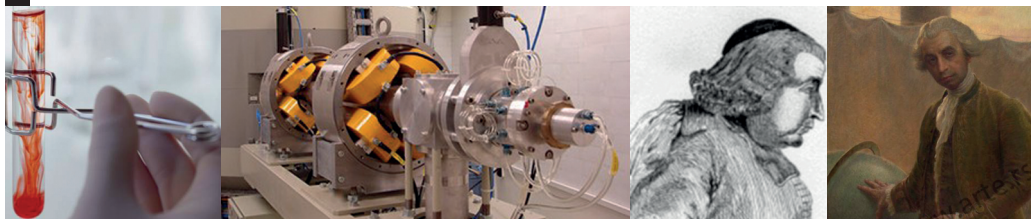
2009.

The Institute adopted new bylaws, providing the basis for the independent international evaluation and re-organization of the RBI into sub-institutes and centers.

A new 18 MeV cyclotron, the Cyclone 18/9 HC manufactured by IBA Molecular of Louvain-la-Neuve, Belgium, was installed in the newly refurbished cyclotron hall. In addition to the production of radiopharmaceuticals for medical diagnostics, It will be used in fundamental scientific research in physics, radiochemistry and biomedicine.

2010.

Artes Calculi, a spin-off company based on the Robin Hood method, was founded, thus making the RBI the leading scientific institution in Croatia in the creation of spin-off companies based on the results of scientific research, which represent one of the greatest economic driving forces worldwide.



Komparativni znakovi instituta iz svijeta



**Već šezdeset godina stožerna znanstvena institucija
Republike Hrvatske**

Institut Ruđer Bošković svojom veličinom, znanstvenom produktivnošću, međunarodnom prepoznatljivošću u istraživanju te kvaliteti znanstvenog kadra i istraživačke opreme predstavlja stožernu znanstvenu ustanovu u Republici Hrvatskoj u području prirodnih i biomedicinskih znanosti te istraživanju mora i okoliša. Institut je vodeća i međunarodno najkompetitivnija nacionalna ustanova s obzirom na sudjelovanje u međunarodnim istraživačkim projektima poput IAEA, EC FP5-7 programa Europske komisije, NATO, NSF, SNSF, DAAD i drugih inozemnih znanstvenih zaklada. Danas se preko 550 znanstvenika i istraživača u preko 80 laboratorija bavi istraživanjima iz teorijske i eksperimentalne fizike, fizike i kemije materijala, elektronike, fizičke i organske kemije i biokemije, molekularne biologije i medicine, mora i okoliša, informatike i računarstva te laserskim i atomskim istraživanjima i razvojem.

Misija: Stjecanje novih znanja kojima se pridonosi razvoju Republike Hrvatske. Razvoj inovativnih istraživanja, sudjelovanje u visokom obrazovanju, prijenos znanja u gospodarstvo s ciljem razvoja novih visoko-tehnologijskih proizvoda te jačanje društvene svijesti o važnosti i nužnosti znanja i znanosti u modernom društvu.

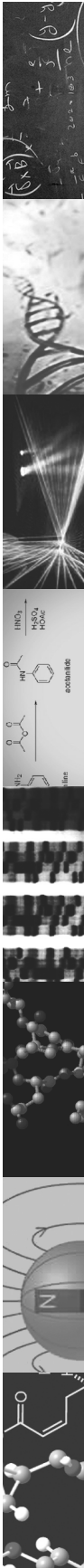
Vizija: U sljedećih 5 – 10 godina ostati vodeći nacionalni, te postati regionalni i europski prepoznatljiv centar izvrsnosti u istraživanjima i poslijediplomskom obrazovanju u temeljnim prirodnim i srodnim znanstvenim područjima iz djelokruga rada Instituta.

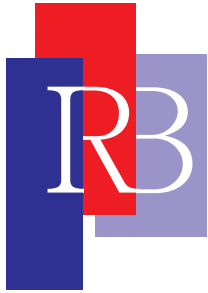
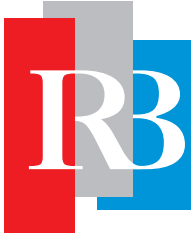
**Sixty Years As the Leading Scientific Institute in the
Republic of Croatia**

The Ruđer Bošković Institute is regarded as Croatia's leading scientific institute in the natural and biomedical sciences as well as marine and environmental research, owing to its size, scientific productivity, international reputation in research, and the quality of its scientific personnel and research facilities. The Institute is the leading and internationally most competitive Croatian institute by virtue of its participation in international research projects, such as the IAEA and EC FP5-7 programs funded by the European Commission, NATO, NSF, SNSF, DAAD and other international scientific foundations. Today, the Ruđer Bošković Institute has over 550 scientists and researchers in more than 80 laboratories pursuing research in theoretical and experimental physics, physics and materials chemistry, electronics, physical chemistry, organic chemistry and biochemistry, molecular biology and medicine, the sea and the environment, informational and computer sciences, laser and nuclear research and development.

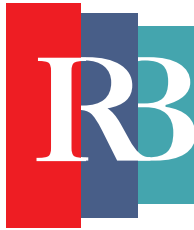
Mission: The acquisition of new knowledge to contribute to the development of the Republic Croatia. To develop innovative research, participate in higher education, transfer knowledge to the economic sector in order to develop new hi-tech products, and raise social awareness regarding the importance and necessity of knowledge and science in modern society.

Vision: Over the next 5 to 10 years, to remain the leading Croatian center and become a recognizable regional and European center of excellence in research and postgraduate education in fundamental natural and related scientific fields within the scope of the Institute.



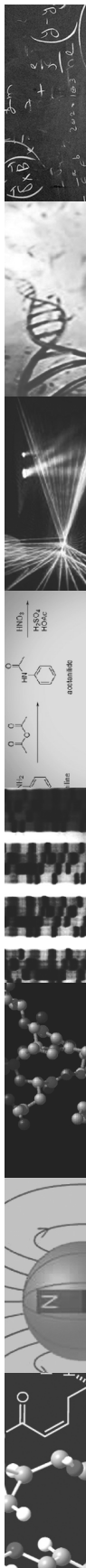


α



Ovo je novi logo i vizualni identitet Instituta Ruđer Bošković. Njegov suvremeni dizajn je realna potreba u vremenu 21. stoljeća. Jednostavan i čitak kao model znanstvene jasnoće i izvrsnosti ima samo tri inicijalna slova IRB. Poveznica tri inicijalna slova naziva Instituta Ruđer Bošković u jedinstvenu formu: iz okomice slova „I“ kao povijesnog kapitela u formi ovalnih krivulja oblikuju se slova „R“a iz njega slovo „B“. Prelijevanje svakog od slova u iduće slovo je poput pretvaranja iste materije u više agregatnih stanja. Raznoboјnim superponiranim pločama postiže se slojevitost Instituta Ruđer Bošković i njegova raznovrsnost u znanostima kojima se istraživači i znanstvenici na Institutu bave. Crveni kvadrat ispod slova „I“ je vizual kojim se određuje hrvatski identitet. Također i redoslijed boja: crvene, bijele (sive ili srebrne i plave boje) odgovara hrvatskom redoslijedu boja, jer je Institut Ruđer Bošković krovna znanstvena institucija u Republici Hrvatskoj. Sam logo je neovisan od pozadine jer su slova izolirana pravokutnim pločama i jednako se percipiraju na svijetloj i tamnoj podlozi. Pozitiv i negativ su jednake vizualne vrijednosti. Aplikacije su jednostavne i prezentne u svim medijima. Autor loga je Boris Ljubičić, Studio International iz Zagreba.

This is the new logo and visual identity of the Ruđer Bošković Institute. Its modern design represents the realistic needs of the 21st century. The simplicity and legibility of the three-letter initials «IRB» is a model of scientific clarity and excellence. The unique bonding of the three-letter initials for the Ruđer Bošković Institute shows: the vertical letter “I” as an historical capital moving into the oval curves of the letter “R”, followed by the letter “B”. The blending of each letter into the following letter is seen as the transformation of the same matter into a number of aggregate states. The multi-colored superimposed plates portray the stratification of the Ruđer Bošković Institute and the scientific diversity of the Institute's researchers and scientists. The red square underneath the letter “I” is a visual code that determines a Croatian identity. Also, the sequence of colors: red, white (gray or silver and blue colors) responds to the Croatian sequence of colors, as the Ruđer Bošković Institute is the leading scientific institute in the Republic of Croatia. The logo itself is independent from the background, as the letters are isolated by rectangular plates, and they are equally perceived on both light and dark backgrounds. The positive and negative aspects have identical visual values. The applications are simple and presentable in all mediums. The author of the logo is Boris Ljubičić, Studio International L.L.C (d.o.o.) from Zagreb.





01

Pravila i naputci o primjeni grafičkih standarda IRB-a

Priručnik grafičkih standarda služi pravilnom i učinkovitom korištenju svih u njemu prikazanih grafičkih elemenata. Visoka disciplina i određenost pojedinih standarda osiguravaju kvalitetu i kontinuiranu prepoznatljivost vizualnog identiteta IRB-a. Sam logo IRB-a je uvijek izvučen i naglašen u svakoj uporabi, čime se postiže osnovna prepoznatljivost Instituta Ruđer Bošković. Za slučaj da ga treba ponovno izraditi postoji nacrt (Logo na mreži) na stranici 11. Boja loga je strogo određena na stranicama 12 kao crvena, siva i plava. Srednju ili sivu boju moguće je zamijeniti metalik srebrenom kada to uvjeti tiska ili neke druge izvedbe zahtijevaju. Uporaba u 3D izvedbi je posebno prikazana kao virtualni i materijalni izgled (presjek)na stranici 16. Jednobojne izvedbe također su moguće (stranica 14) međutim, ostavljena je mogućnost i drugačije obojenosti za nove programe i razvoj Instituta. Program boja je vrlo velik (10 boja) a one su kodirane po Pantone skali i CMYK-u (str.20). Realnija i češća je aplikacija u 4-bojnom tisku, pa CMYK ima prednost. Prikazani program boja koristi se najšire i mimo loga ali tako da ga vizualno ne isključuje.

Za službeni naziv ili logotip se koristi logotip na stranici 19. Službena tipografija ima čak 7 tipografskih rezova: stranica 21. Velika uporabljivost tekstualnih informacija na materijalima IRB-a će time biti obogaćena. Format i prijelomi su izvedeni u standardima za dizajnere, ali i nedovoljno upućene u taj posao a nalaze se na stranicama 22-37. Za web stranicu je napravljena posebna flash animacija koja se može koristiti u raznim prilikama video prezentacije. Shematski prijelom web-a je na stranici 38. Službena zastava i stolna zastavica: stranica 40. Ulazni signalni stup je samostalan objekt sa ugrađenom rasvjetom za noćno vrijeme s nazivom i logom IRB-a (stranica 39). Promotivni materijali i suveniri su detaljno obrađeni i prikazani na stranicama 42 - 52. Svi korisnici ovog priručnika uz pravilnu uporabu zadanih standarda trebaju nastojati i kreativno koristiti iste.

Rules and guidelines on the application of the IRB graphic standards

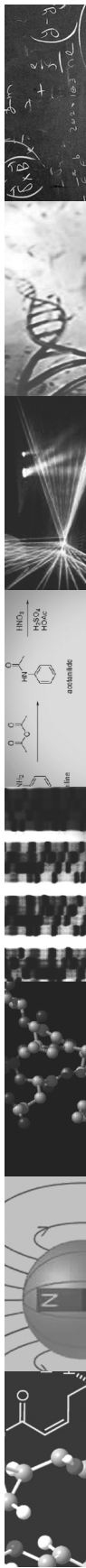
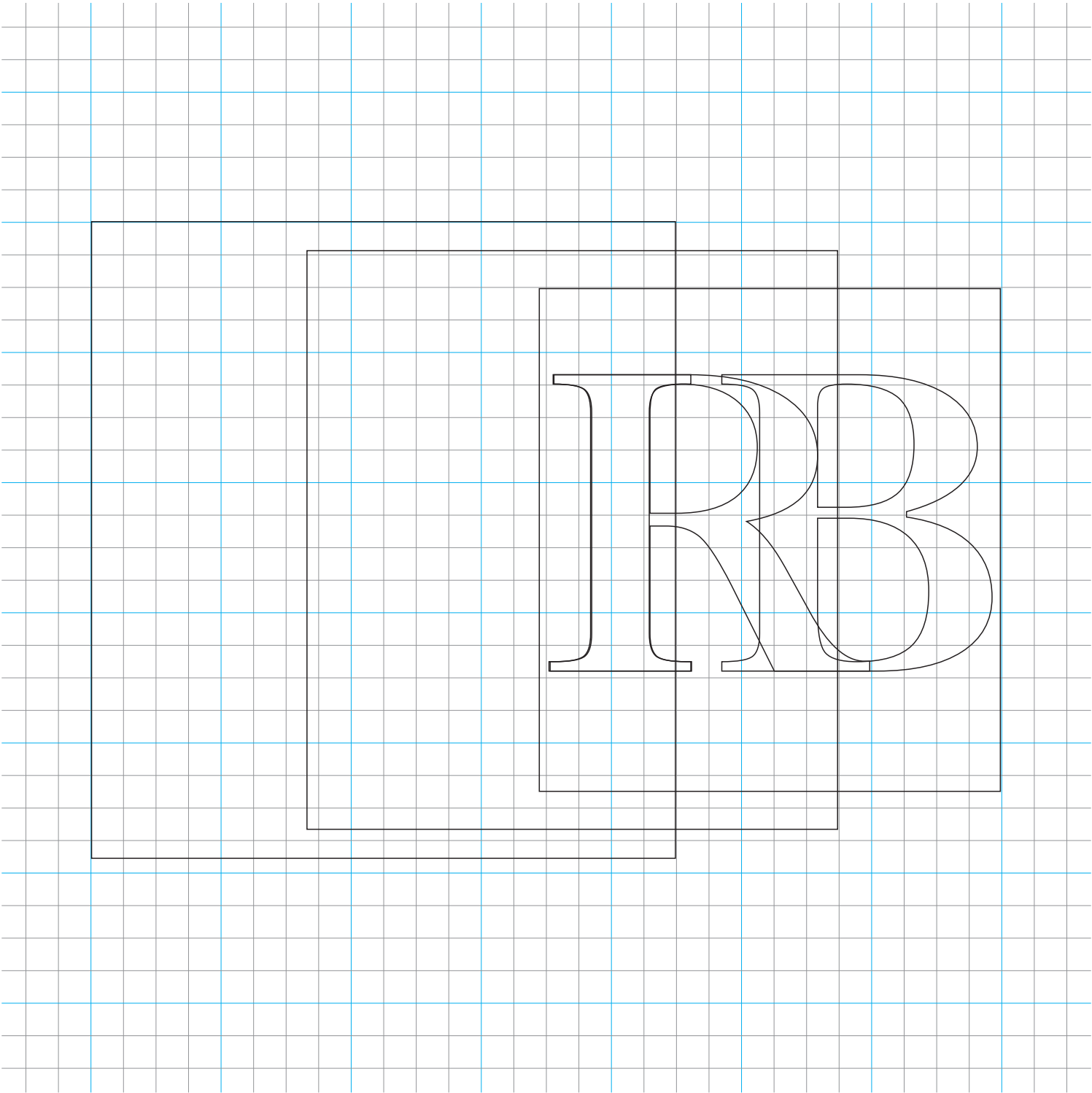
The Graphic Standards Manual offers a guideline for the proper and efficient use of all the graphic elements shown in the manual. The highly disciplined and explicitness of specific standards ensures quality and the continuous recognition of IRB's visual identity. The IRB logo itself is always extracted and emphasized in each application, by which the basic recognition of the Ruđer Bošković Institute is achieved. In case it has to be redone again, there is a drawing (Logo on the network) on pg. 11. The color of the logo is strictly specified on p. 12 as being red, gray or blue. The medium or gray color can be exchanged for a metallic silver one, if so required by printing or some other conditions. Its use in 3D is shown separately as a virtual and material portrayal (cross-section) on p. 16.

Single color applications are also possible (p. 14). However, a possibility has been left for the use of other colors in new programs and for the further development of the Institute. The color program is very broad (10 colors), which are coded according to the Pantone scale and CMYK colors (p. 20). The application in a 4-color print is more common and realistic, but CMYK takes precedence. The color program shown is used most broadly, bypassing the logo, but in a manner that does not visually exclude it.

The logotype on p. 19 is used for the official title or logotype. The official typography has as many as 7 typographical faces: p. 21. The broad use of textual information on IRB materials is thereby enriched. The formats and layouts are executed according to standards for designers, as well as for beginners in this line of work, on pp. 22-37. A separate flash animation was created for the web page, which can be used for various video presentations. The schematic layout for the web is shown on p. 38. The official flag and table flag are on p. 40. The entry signal post is an independent facility with in-built lighting for night time, with the IRB name and logo (p. 39). The promotional materials and souvenirs are worked out in detail and shown on pp. 42-52. All users of this manual must endeavor to use it creatively by adhering to the correct use of the standards set out.

Znak / konstrukcija

Logo / construction





Znak / pozitiv

crvena

Pantone 485 ■ C0 / M100 / Y100 / K10 ■ R179 / G18 / B24

plava

Pantone 294 ■ C100 / M70 / Y0 / K10 ■ R37 / G74 / B144

siva

Pantone Cool Gray 5 ■ C0 / M0 / Y0 / K40 ■ R177 / G177 / B176

Logo / positive

red

Pantone 485 ■ C0 / M100 / Y100 / K10 ■ R179 / G18 / B24

blue

Pantone 294 ■ C100 / M70 / Y0 / K10 ■ R37 / G74 / B144

gray

Pantone Cool Gray 5 ■ C0 / M0 / Y0 / K40 ■ R177 / G177 / B176



12

Znak / negativ

crvena

Pantone 485 ■ C0 / M100 / Y100 / K10 ■ R179 / G18 / B24

plava

Pantone 294 ■ C100 / M70 / Y0 / K10 ■ R37 / G74 / B144

siva

Pantone Cool Gray 5 ■ C0 / M0 / Y0 / K40 ■ R177 / G177 / B176

Logo / negative

red

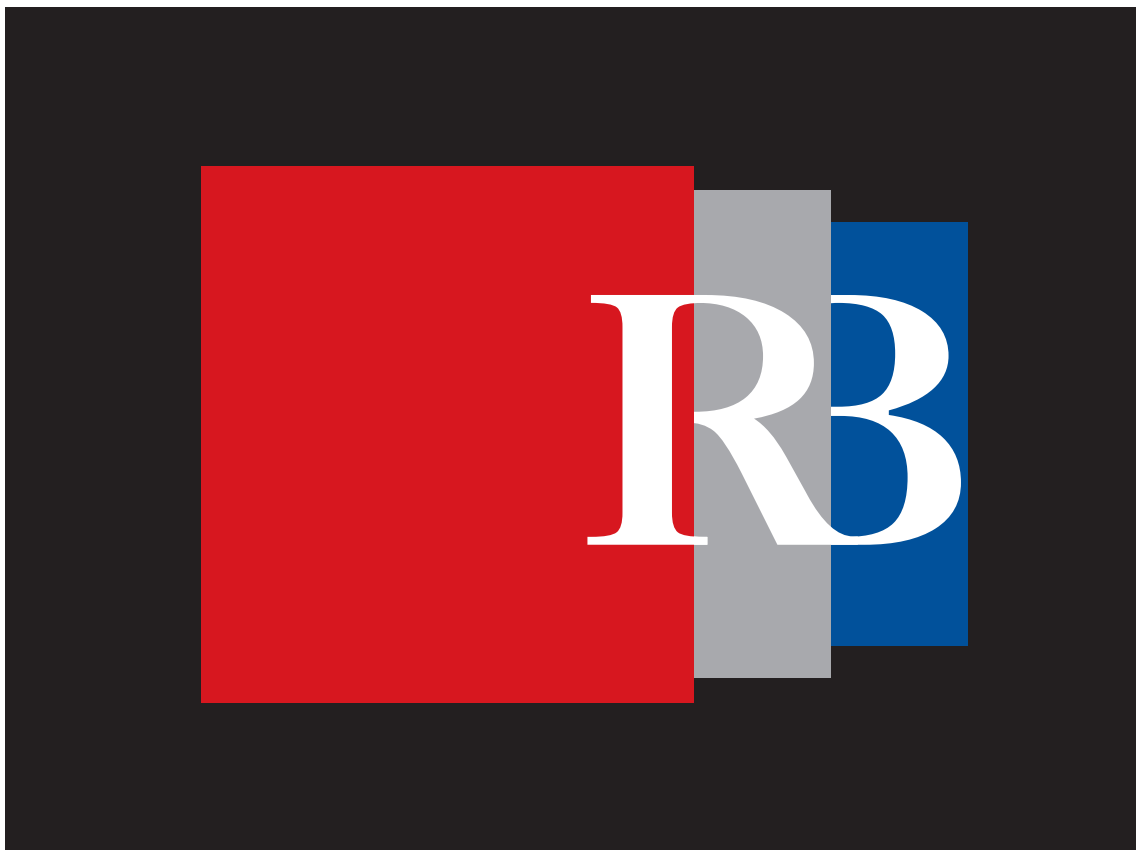
Pantone 485 ■ C0 / M100 / Y100 / K10 ■ R179 / G18 / B24

blue

Pantone 294 ■ C100 / M70 / Y0 / K10 ■ R37 / G74 / B144

gray

Pantone Cool Gray 5 ■ C0 / M0 / Y0 / K40 ■ R177 / G177 / B176



Ostale grafičke izvedbe znaka

Other graphic possibilities

Siva skala / pozitiv

Grayscale / positive



Jedna boja / pozitiv

One color / positive



Siva skala / negativ

Grayscale / negative



Jedna boja / negativ

One color / negative



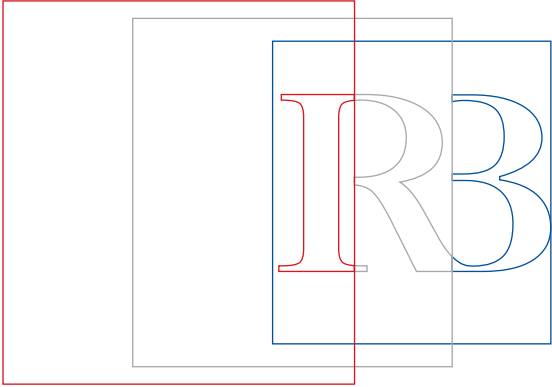
Na bijeloj podlozi / pozitiv

On white bacground / positive



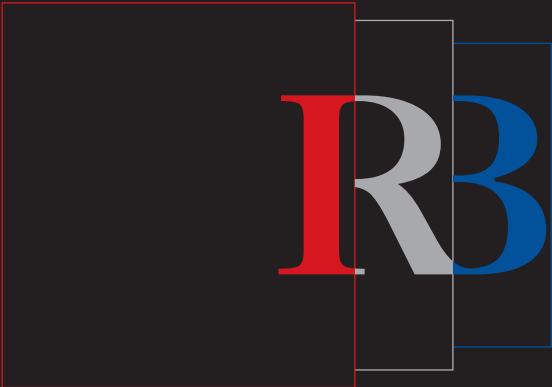
Linijski znak / pozitiv

Outline logo / positive



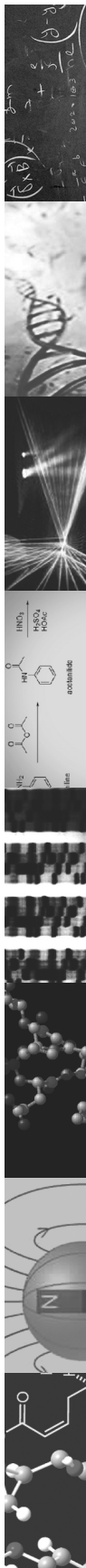
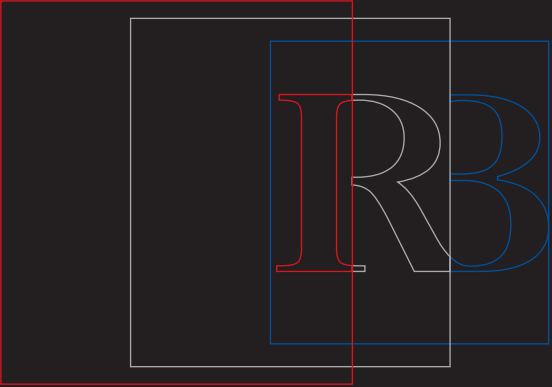
Na crnoj podlozi / negativ

On black bacground / negative

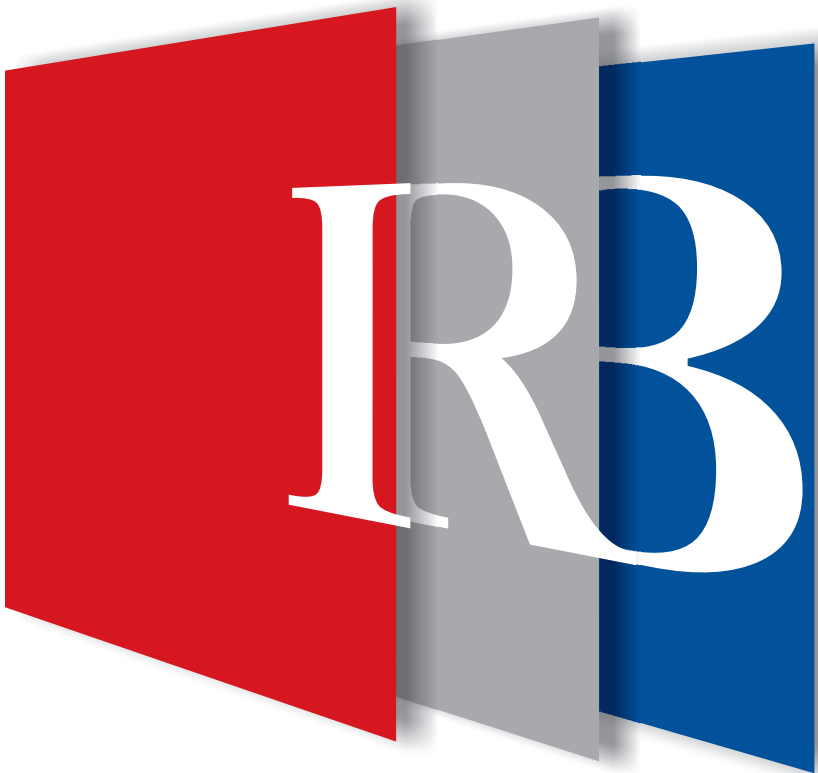


Linijski znak / negativ

Outline logo / negative



Prikaz znaka u 3D izvedbi
3D logo representation



U perspektivi
Perspective



Presjek
Section cut



Logotip / Caslon Bd / konstrukcija na mreži

Logo / Caslon Bd / construction on grid

I	n	s	t	i	t	u	t		R	u	đ	e	r		B	o	š	k	o	v	i	ć

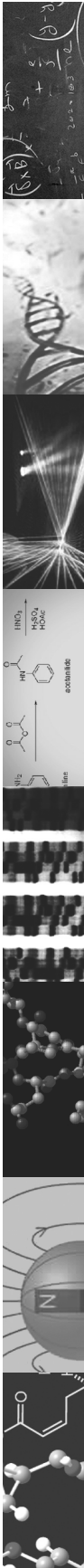
Logotip / Franklin Gothic Medium / konstrukcija na mreži

Logo / Franklin Gothic Medium / construction on grid

		I	n	s	t	i	t
		R	u	đ	e	r	
		B	o	š	k	o	v

R	u	đ	e	r		B	o	š	k	o	v	i	ć		I	n	s	t	i	t	u	t	e

		R	u	đ	e	r	
		B	o	š	k	o	v
		I	n	s	t	i	t

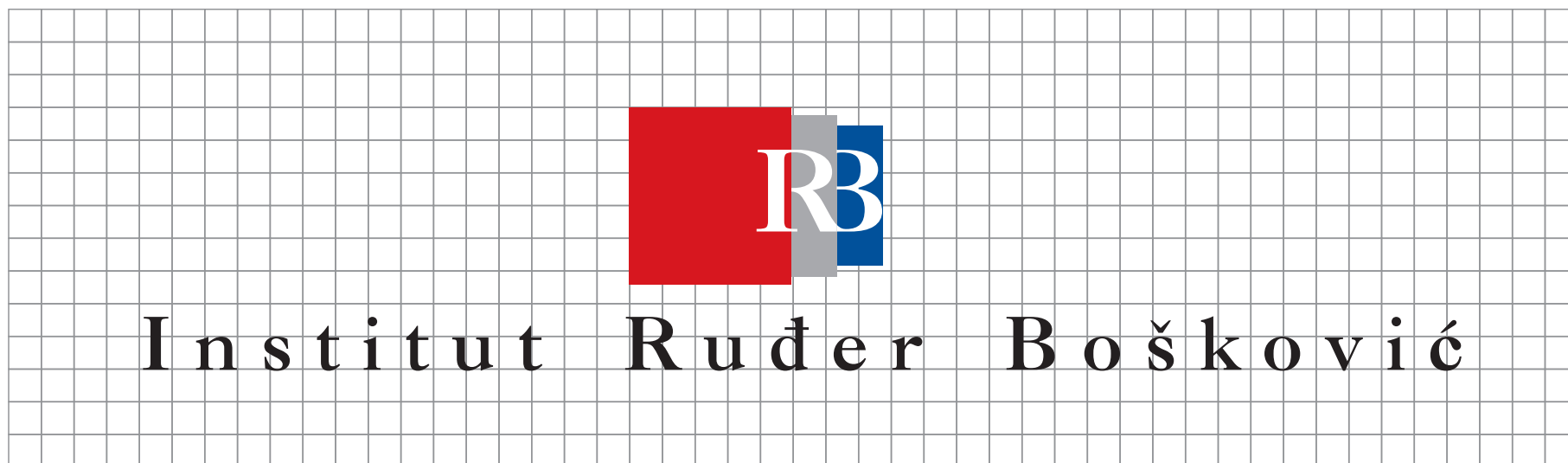




Odnos znaka i logotipa / konstrukcija na mreži

Relation between logo and logo font / construction on grid

18



Logo Institut Ruđer Bošković

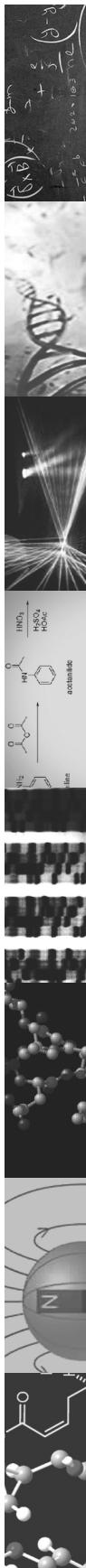
Logo Ruđer Bošković Institute



I n s t i t u t R u đ e r B o š k o v i ć



R u đ e r B o š k o v i ć I n s t i t u t e





Program boja

Color programme

uži spekter

narrow spectre



C0 / M100 / Y100 / K10
R197 / G18 / B24
Pantone 485



C0 / M0 / Y0 / K40
R177 / G177 / B176
Pantone Cool Gray 5



C100 / M70 / Y0 / K10
R37 / G75 / B144
Pantone 294



C0 / M0 / Y0 / K0
R255 / G255 / B255
Pantone White



C0 / M0 / Y0 / K100
R34 / G34 / B33
Pantone Process Black

prošireni spekter

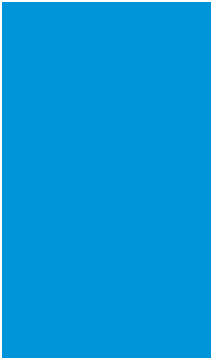
wide spectre



C0 / M60 / Y100 / K0
R214 / G124 / B28
Pantone 716



C0 / M100 / Y0 / K0
R196 / G0 / B122
Pantone 226



C100 / M20 / Y0 / K0
R0 / G138 / B207
Pantone Process Blue



C60 / M0 / Y60 / K20
R119 / G160 / B116
Pantone 556



C100 / M100 / Y0 / K0
R50 / G43 / B128
Pantone 273

Tipografije / nazivi i prikazi

Typography / names and previews

A B C D
E F G H
a b c d e f
1 2 3 4 5 6

R
Caslon BdB

A B C D
E F G H
a b c d e f
1 2 3 4 5 6

A B C D E F
G H I J K L
a b c d e f
1 2 3 4 5 6

e
Franklin Gothic Book

A B C D E F
G H I J K L
a b c d e f
1 2 3 4 5 6

A B C D E F
G H I J K L
a b c d e f
1 2 3 4 5 6

4
Franklin Gothic Medium

A B C D E F
G H I J K L
a b c d e f
1 2 3 4 5 6

A B C D E
F G H I J
a b c d e
1 2 3 4 5

a
Swis721 BT

A B C D E F G H I J
a b c d e f
1 2 3 4 5 6 7 8 9

A B C D E F G
H I J K L M N
a b c d e f g h
1 2 3 4 5 6 7

d
Square721 CnBT

A B C D E F G
H I J K L M N
a b c d e f g h
1 2 3 4 5 6 7

A B C D E F G
H I J K L M N
a b c d e f g h
1 2 3 4 5 6 7

C
Calibri

A B C D E F G H I J K L M N
a b c d e f g h
1 2 3 4 5 6 7 8 9

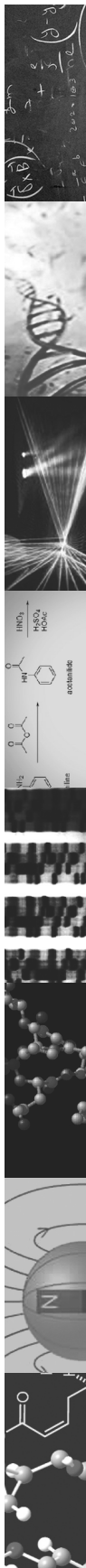
A B C D E F
G H I J K L
a b c d e f g
1 2 3 4 5 6

5
Tahoma

A B C D E F G H I J
a b c d e f
1 2 3 4 5 6 7 8 9

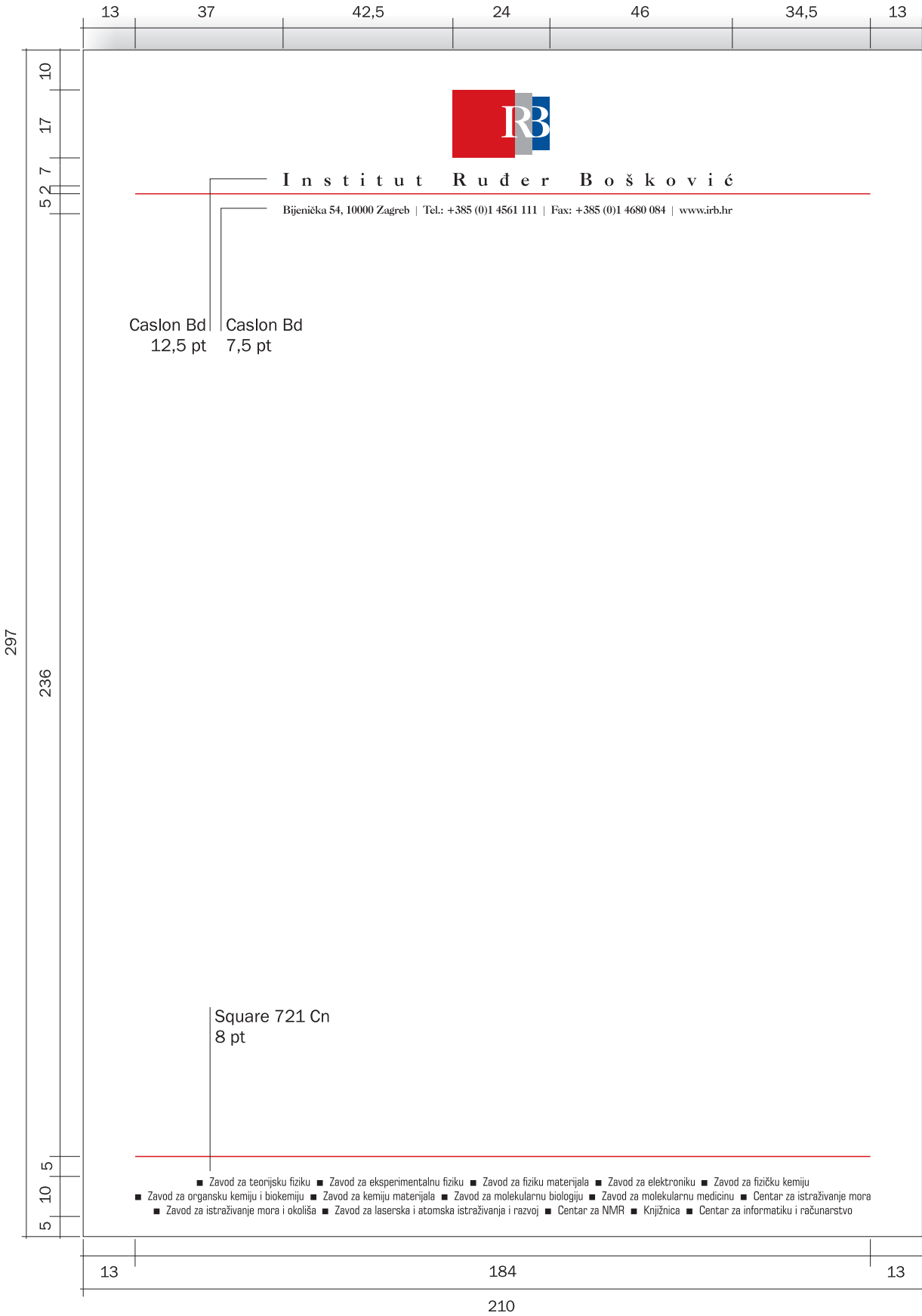
A B C D E F
G H I J K L
a b c d e f g
1 2 3 4 5 6

B
H2D2 Lefthand



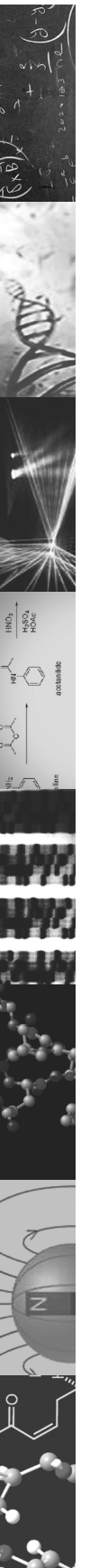
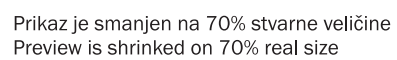
Tiskalice / konstrukcija
memorandum / hrvatski

Stationery / construction
letter-head / croatian



Prikaz je smanjen na 70% stvarne veličine
Preview is shrinked on 70% real size

Stationery / construction
letter-head / english



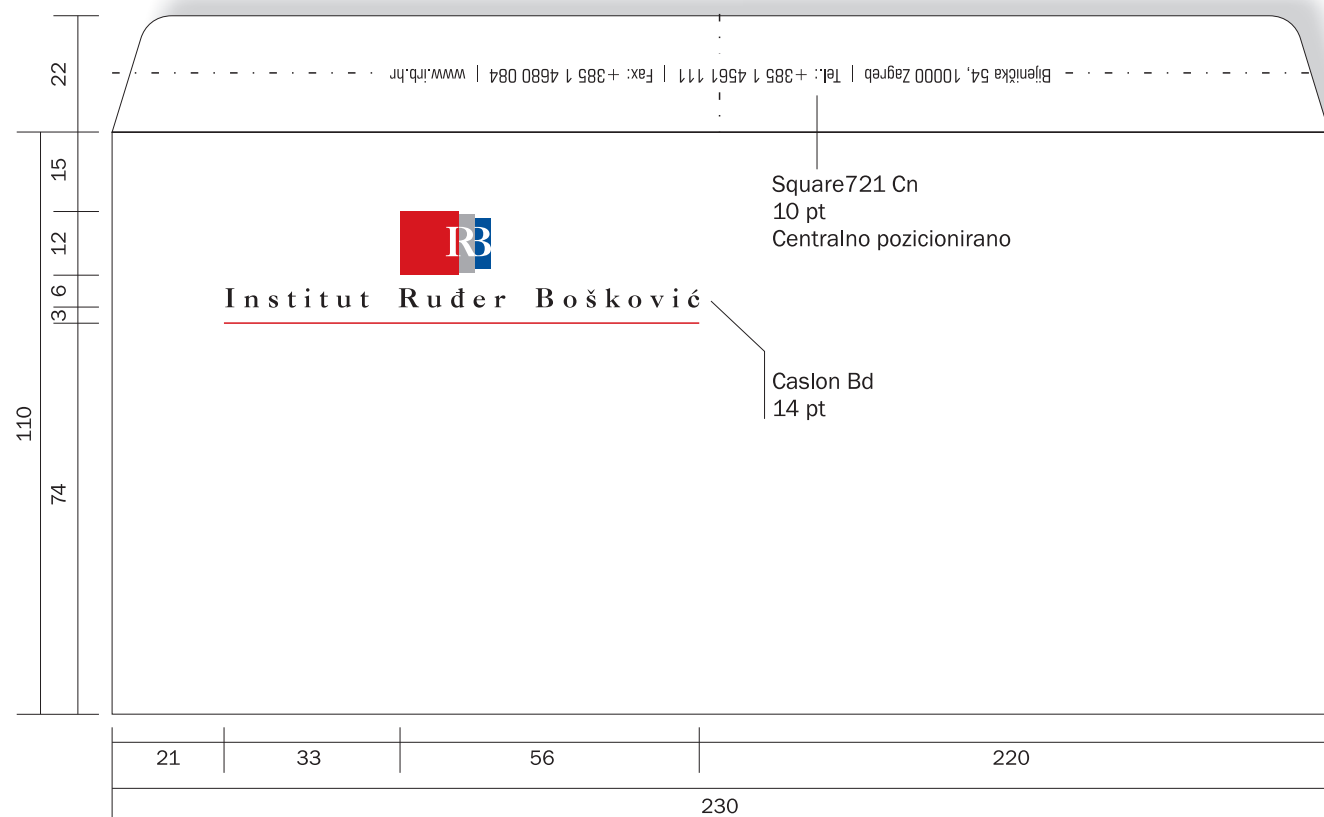
Tiskanice / konstrukcija
memorandum / druga stranica

Stationery / construction
letter-head / second page

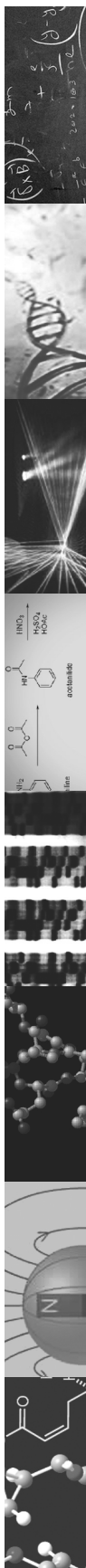


Prikaz je smanjen na 70% stvarne veličine
Preview is shrinked on 70% real size

Stationery / construction
envelopes / 230x110

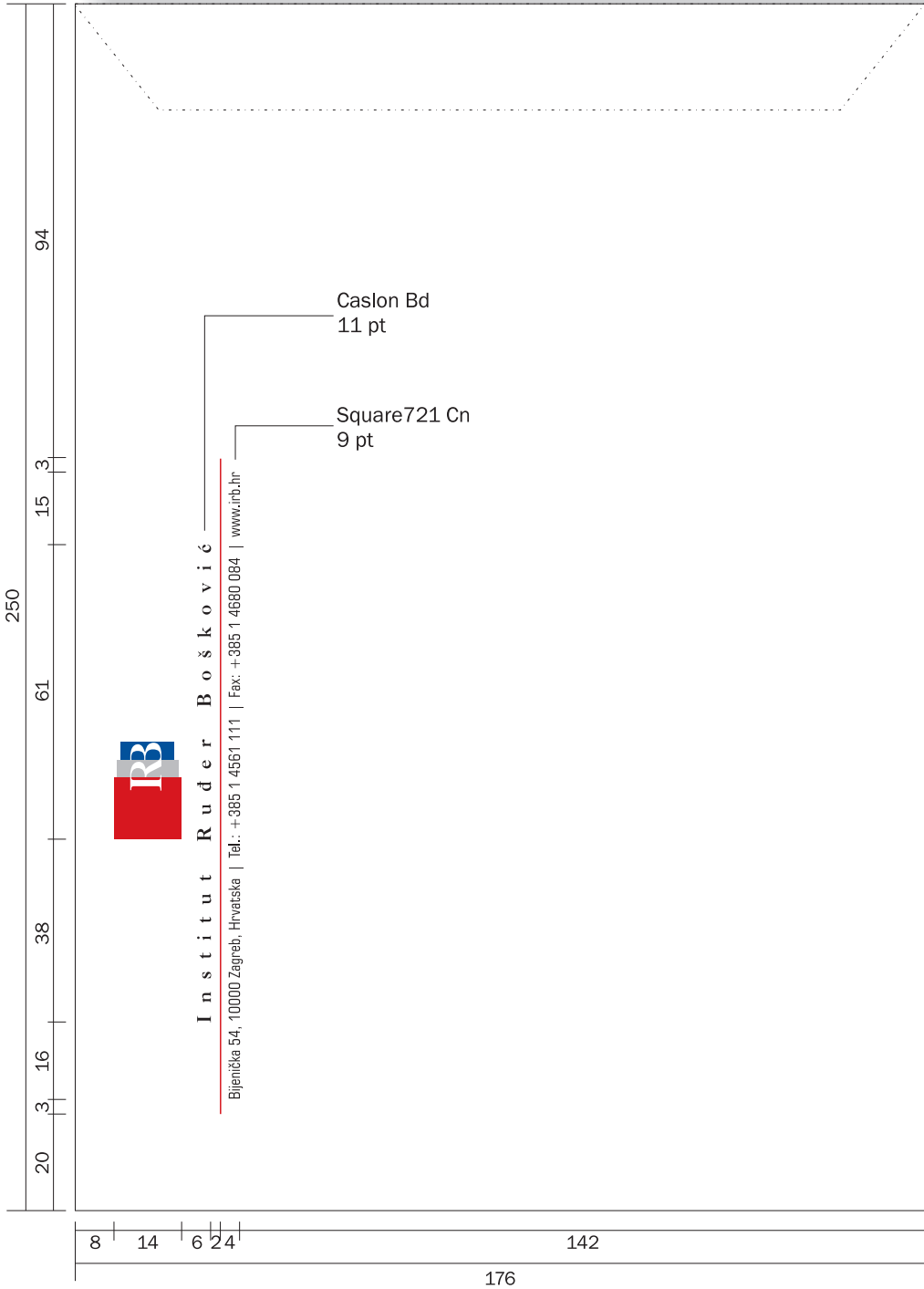


Prikaz je smanjen na 70% stvarne veličine
Preview is shrunk on 70% real size



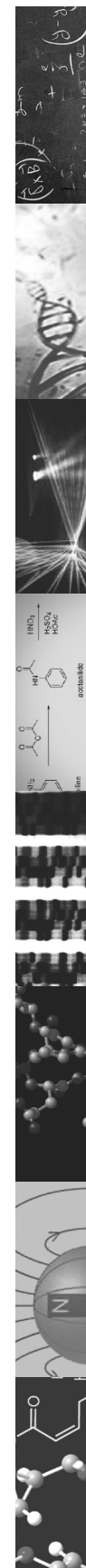
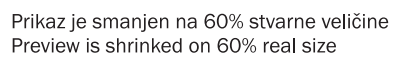
Tiskalice / konstrukcija
koverte / 176x250

Stationery / construction
envelopes / 176x250



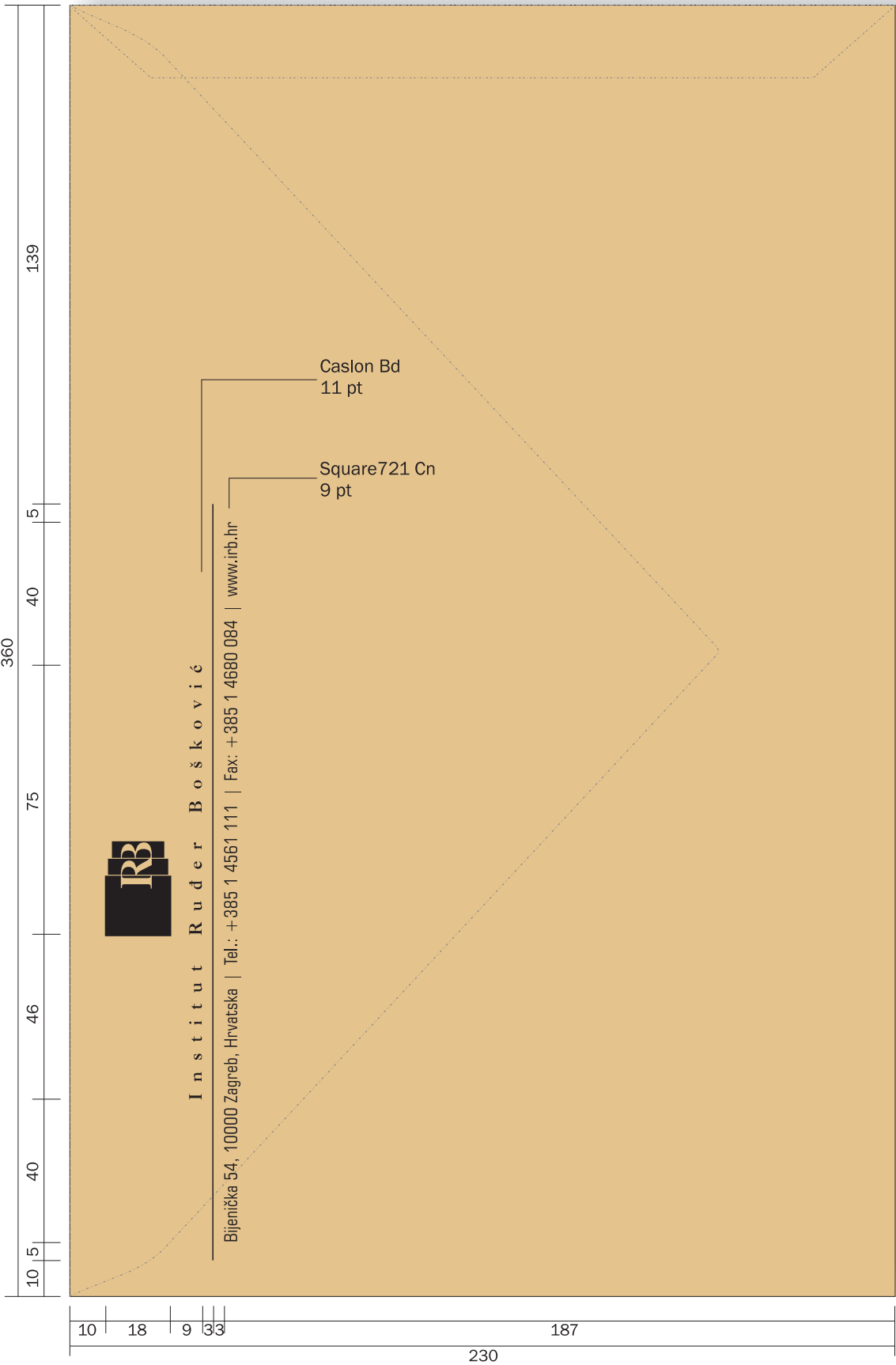
Prikaz je smanjen na 70% stvarne veličine
Preview is shrunked on 70% real size

Stationery / construction
envelopes / 360x230



Tiskalice / konstrukcija
koverta / 360x230

Stationery / construction
envelopes / 360x230



Prikaz je smanjen na 60% stvarne veličine
Preview is shrunk on 60% real size

Tiskalice / konstrukcija
vizitkarte / 80x50

Stationery / construction
business cards / 80x50

Hrvatska verzija
Croatian version

centar / center

50

4 7 5 10 3 10 4

10 60 10 80

Logo

Institut Ruđer Bošković — Caslon Bd / 9pt / središnje poravnanje
center alignment

Dr. sc. Ime Prezime — Caslon Bd / 7pt / središnje poravnanje / italic
Funkcija center alignment / italic

Bijenička 54, 10000 Zagreb, Hrvatska
Tel.: 01 4561 111 | Fax: 01 4680 084 | Mob.: 098 0000 000
E-mail: ime.prezime@irb.hr | www.irb.hr — Franklin Gothic Book / 6pt / središnje poravnanje
center alignment

Engleska verzija
English version

centar / center

50

4 7 5 10 3 10 4

10 60 10 80

Logo

Ruder Bošković Institute — Caslon Bd / 9pt / središnje poravnanje
center alignment

Name Surname, Ph. D. — Caslon Bd / 7pt / središnje poravnanje / italic
Function center alignment / italic

Bijenička 54, 10000 Zagreb, Croatia
Tel.: +385 1 4561 111 | Fax: +385 1 4680 084 | Mob.: +385 98 0000 000
E-mail: name.surname@irb.hr | www.irb.hr — Franklin Gothic Book / 6pt / središnje poravnanje
center alignment

Komplimentarna verzija
Complimentary version

centar / center

50

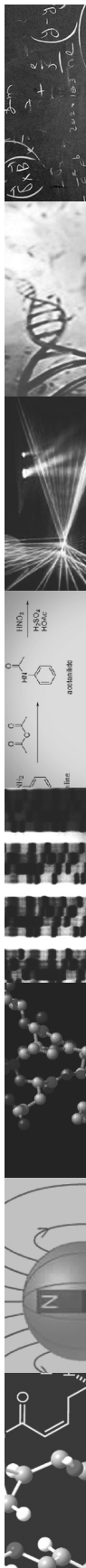
4 19 15

10 60 10 80

Logo

Ruder Bošković Institute — Caslon Bd / 9pt / središnje poravnanje
center alignment

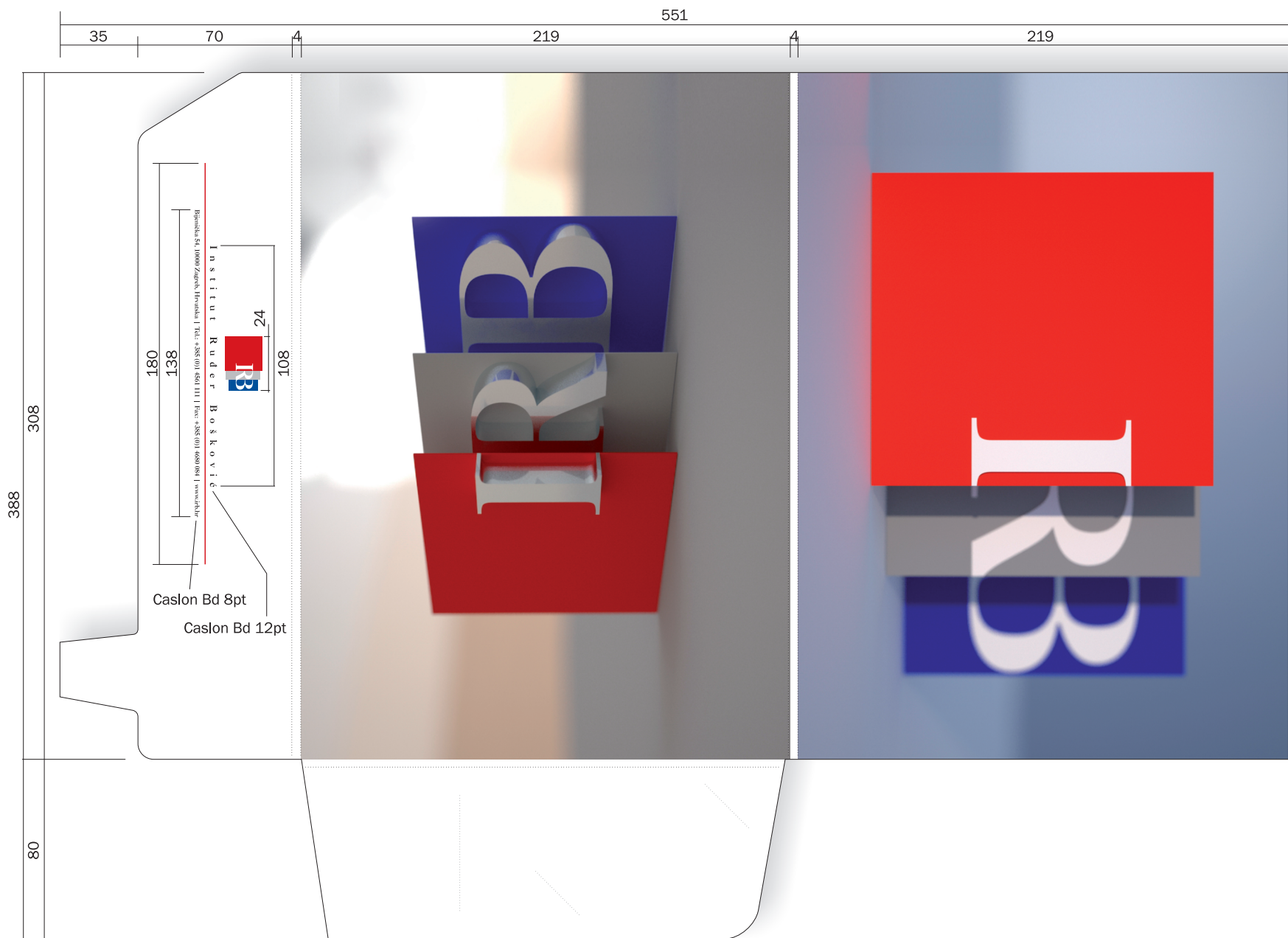
with compliments — Franklin Gothic Book / 15pt / središnje poravnanje / italic
center alignment / italic



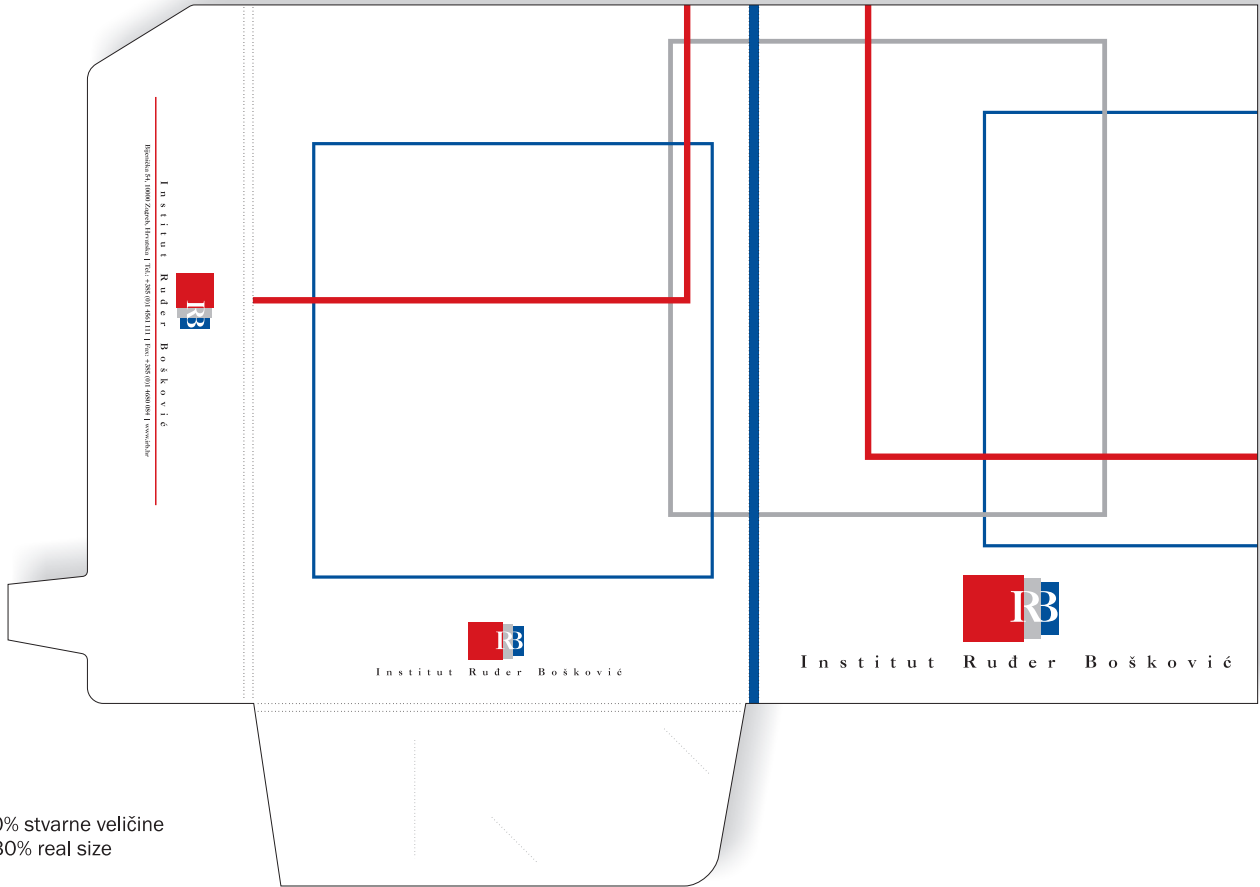
ns

Tiskanice / konstrukcija
fascikla

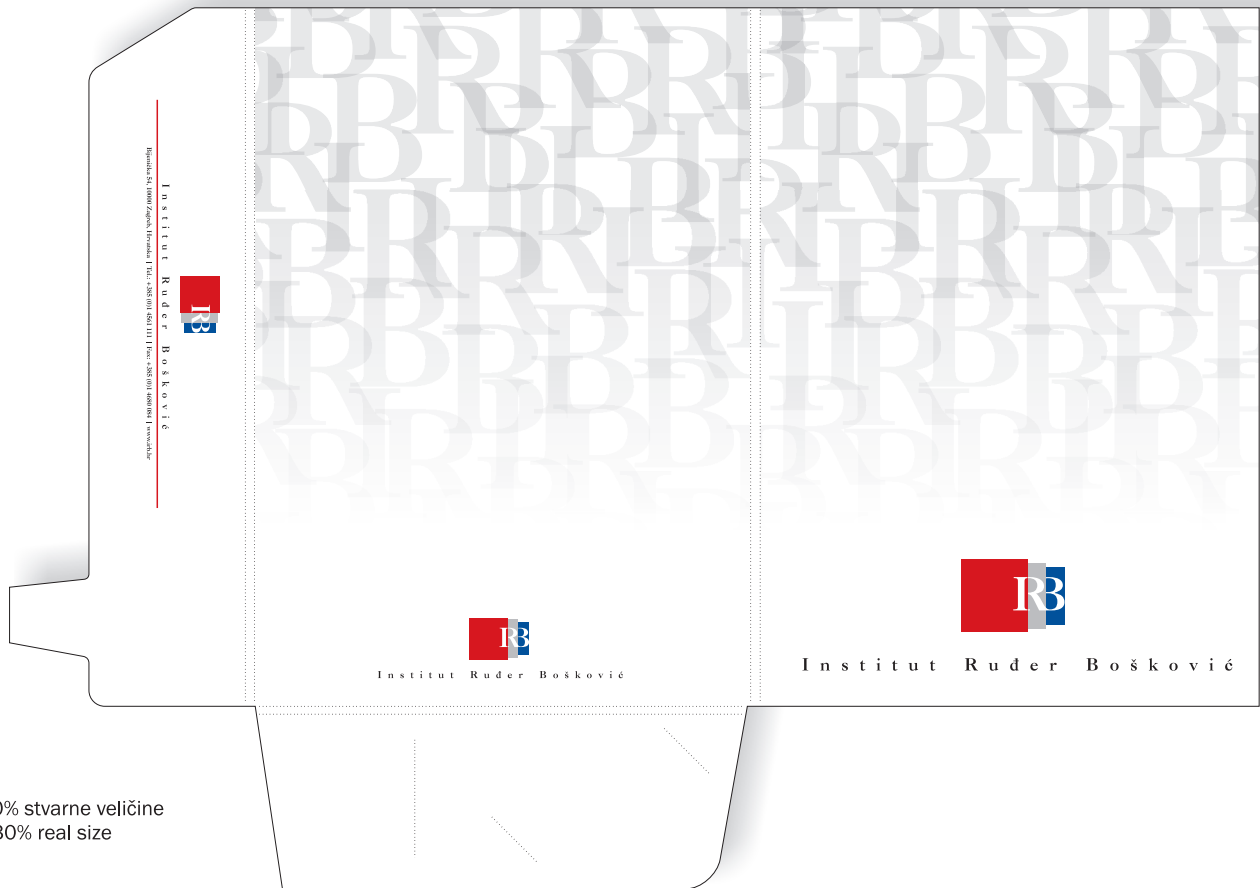
Stationery / construction
folder



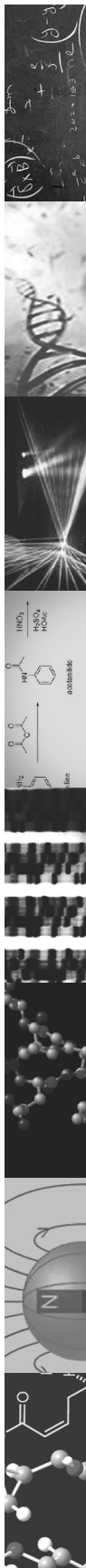
Prikaz je smanjen na 40% stvarne veličine
Preview is shrinked on 40% real size

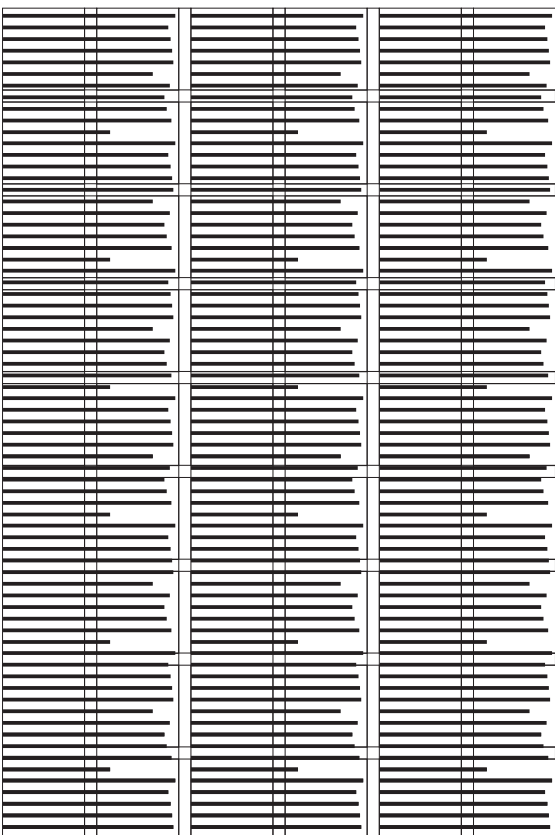
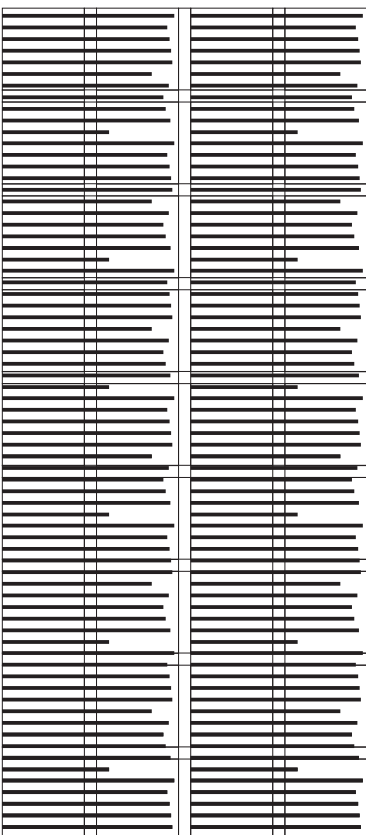
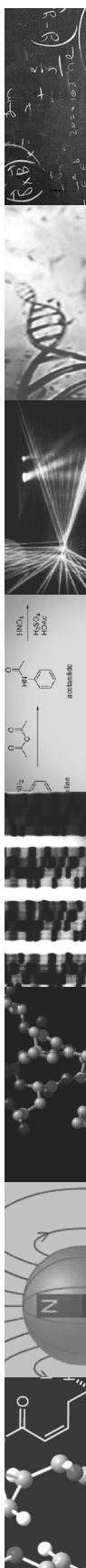


Prikaz je smanjen na 30% stvarne veličine
Preview is shrinked on 30% real size



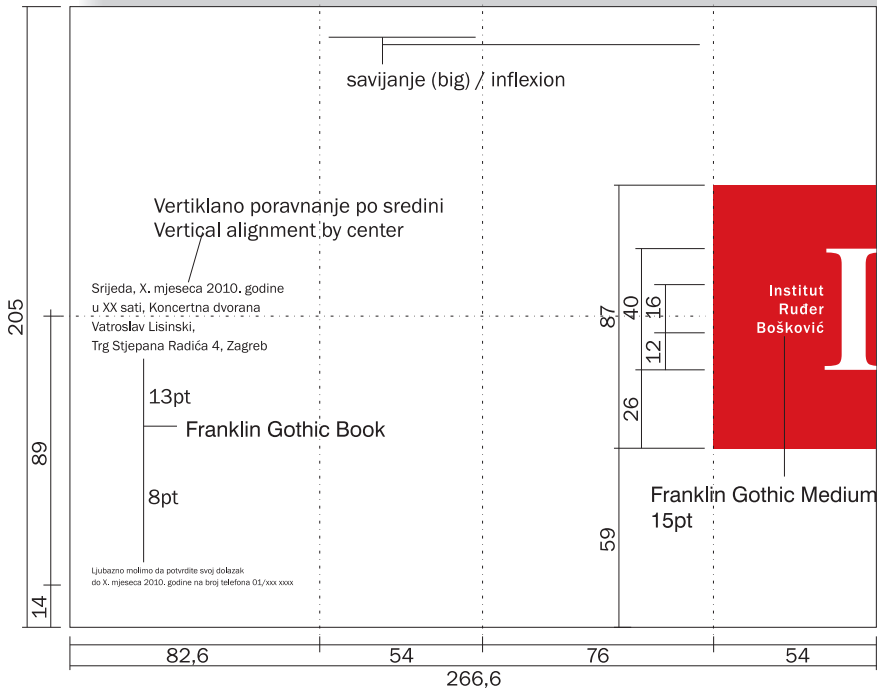
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Preview is shrinked on 30% real size



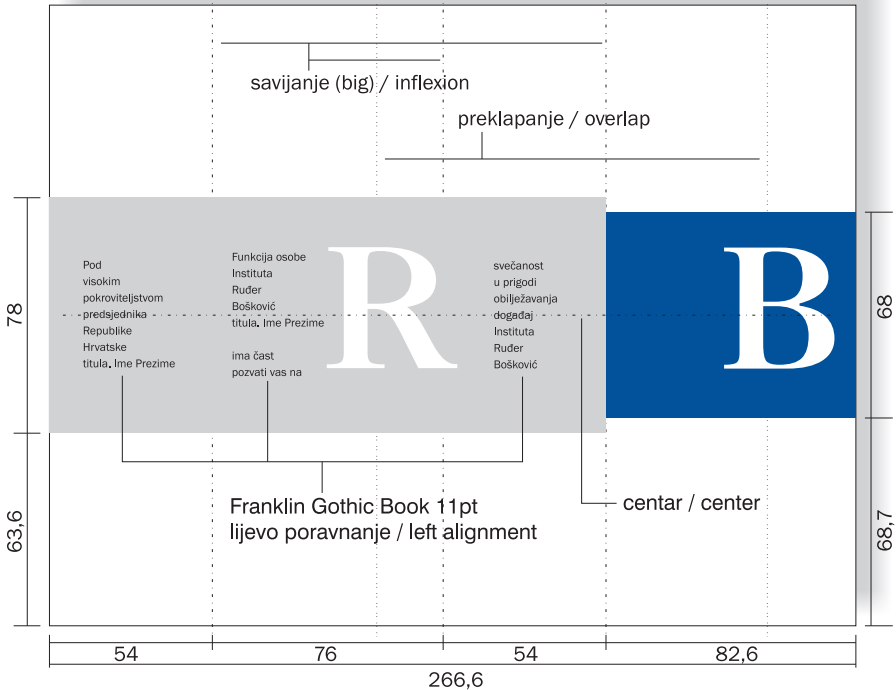


Letak / brošura / pozivnica

Flyer / brochure / invitation

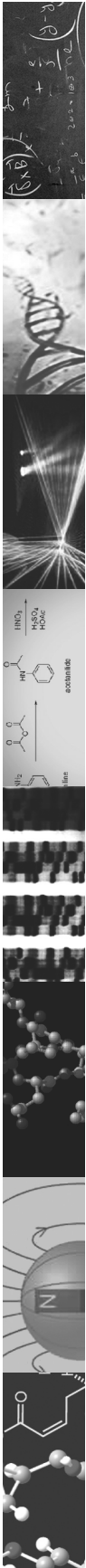
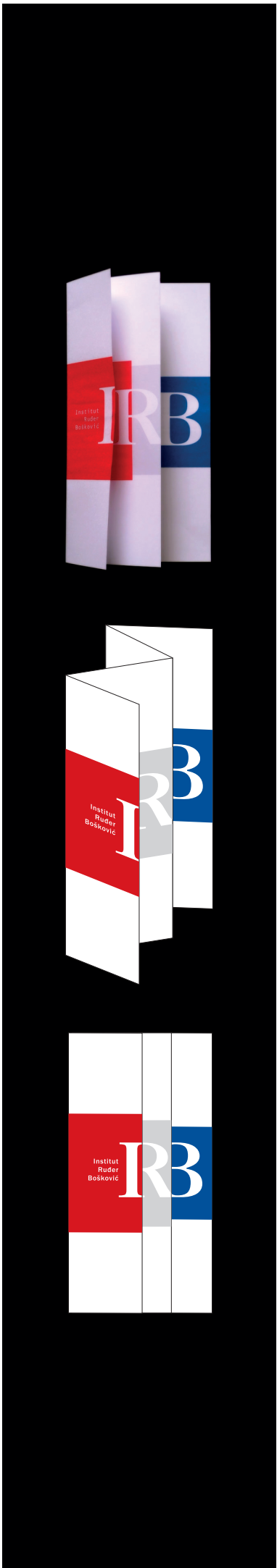


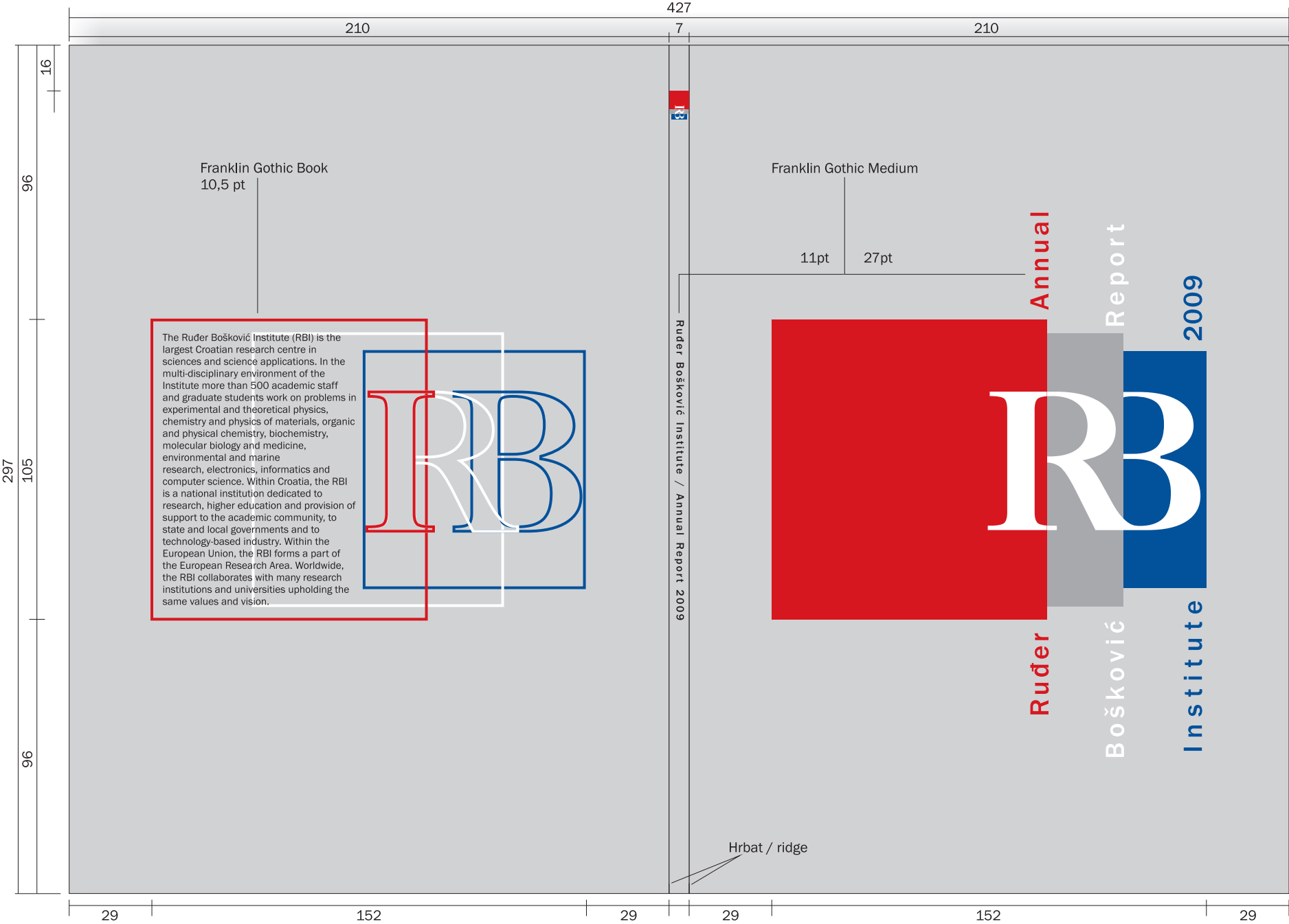
vanjska strana / outer side

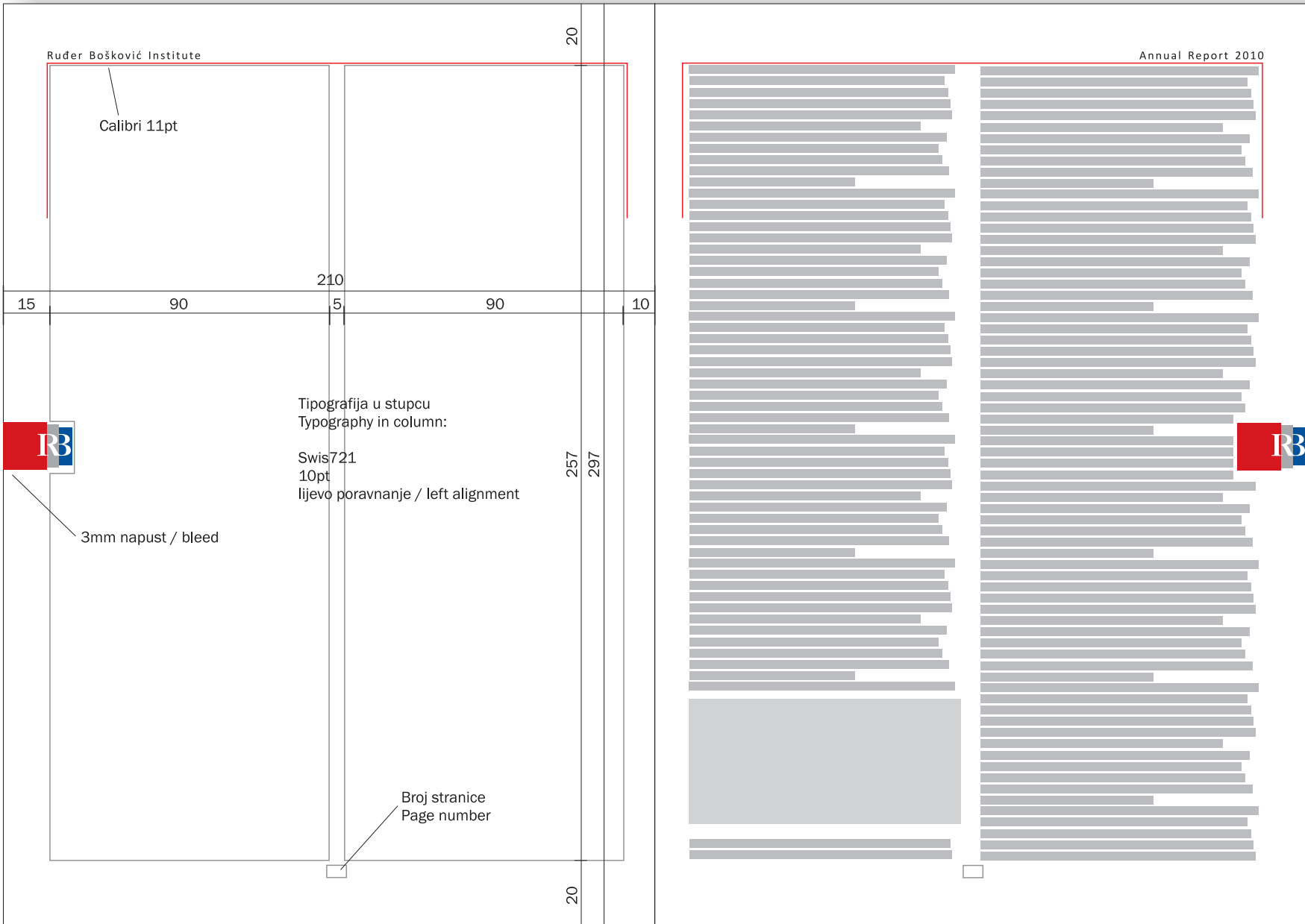


unutranja strana / inner side

Prikaz je smanjen na 40% stvarne veličine
Preview is shrinked on 40% real size

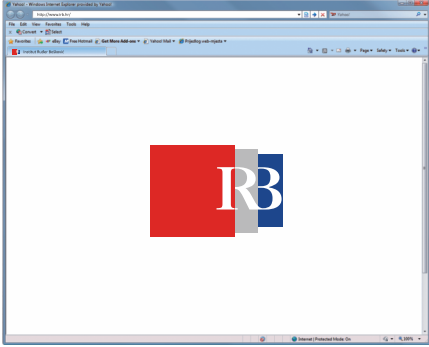
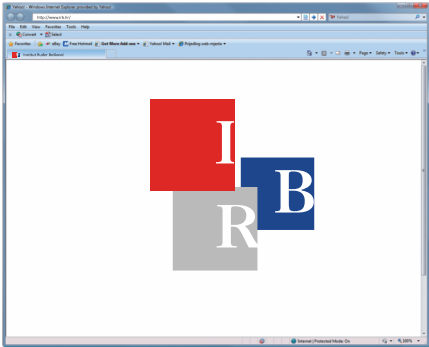
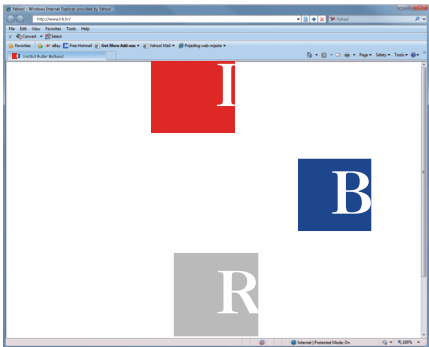
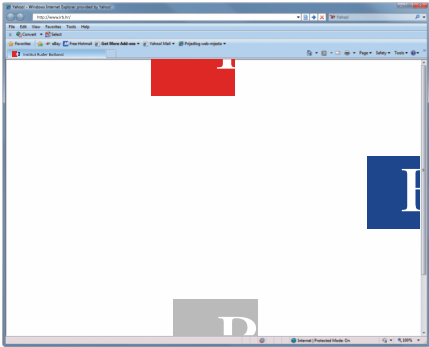
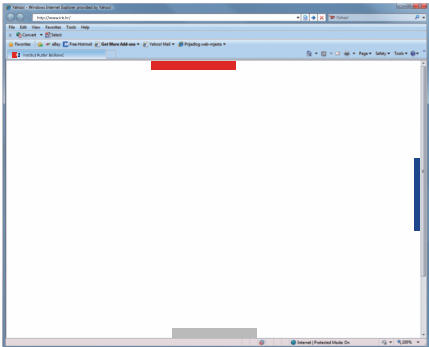
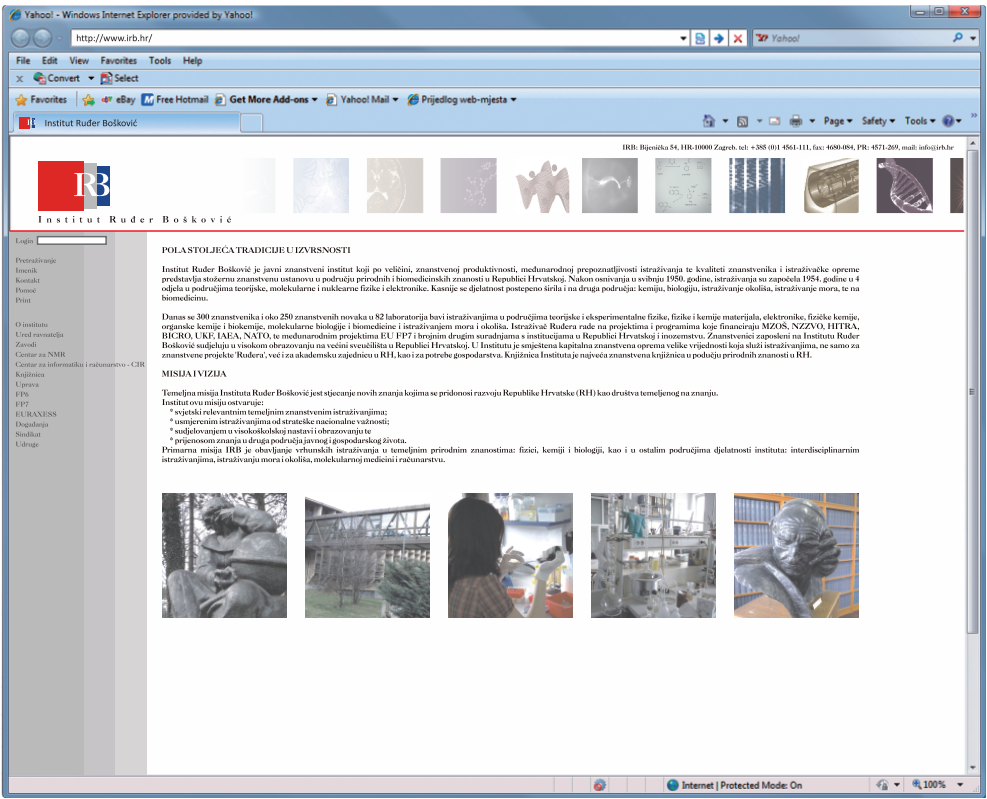






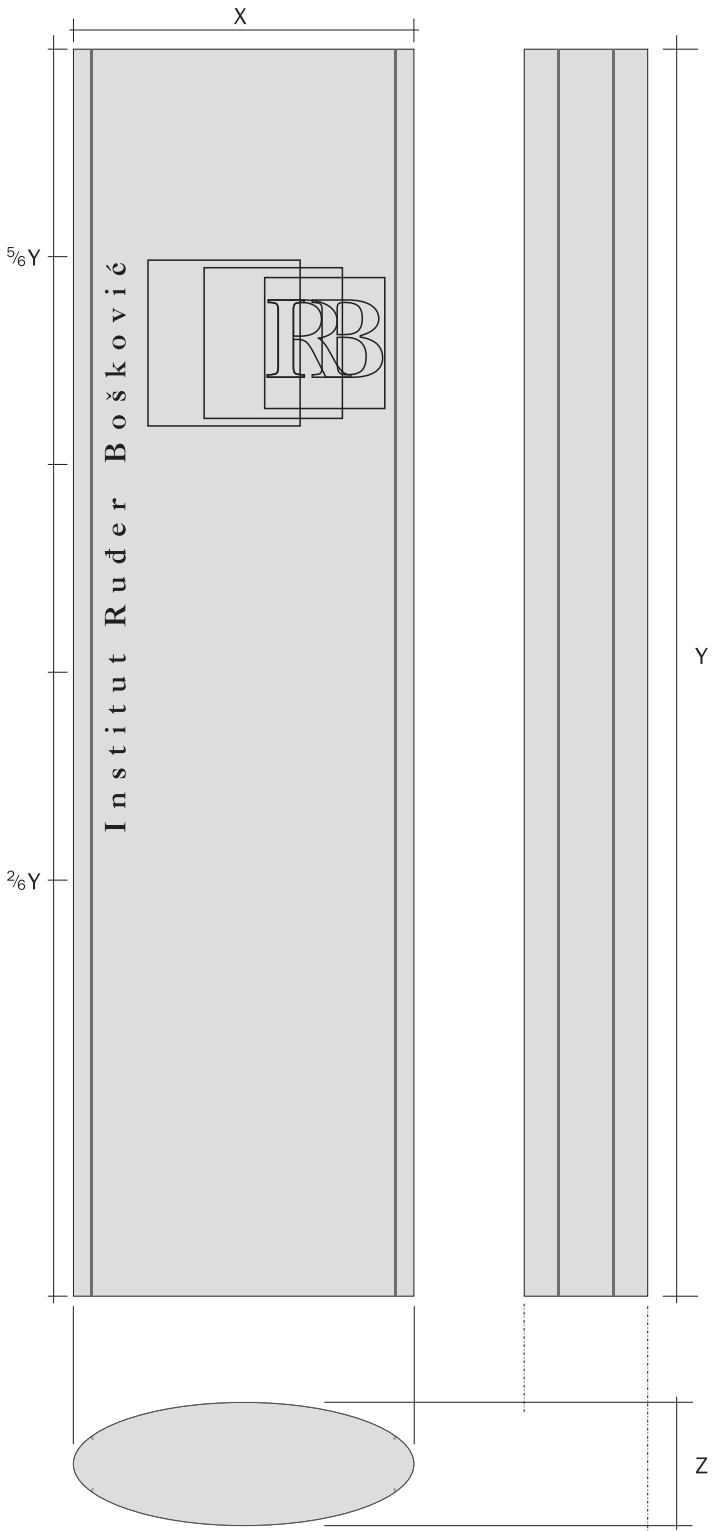
Prijelomi i primjeri za internet stranice

Formats and examples for internet website



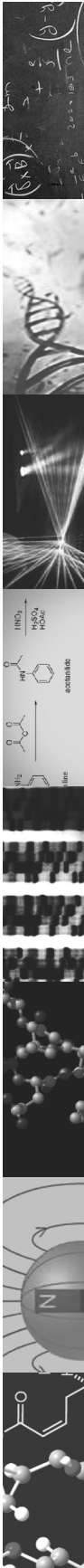
Totem display / oznaka sjedišta

Totem display / headquarter sign



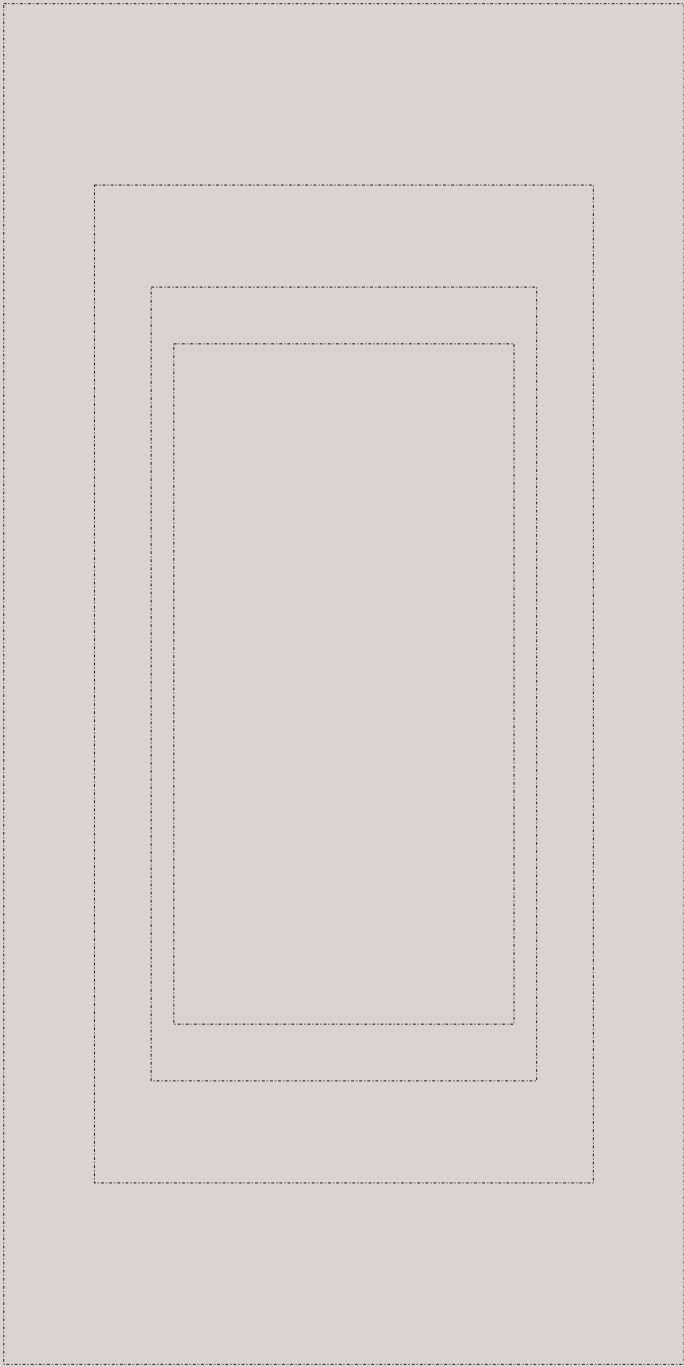
Moguće veličine
Possible sizes

X	Y	Z
800	2250	350
1425	4303	488
1655	6062	600



Primjena
stolne zastavice

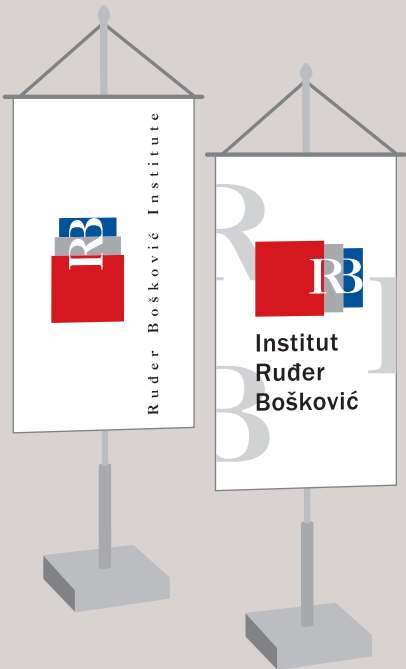
Application
table flags



Prikaz je smanjen na 60% stvarne veličine
Preview is shrinked on 60% real size

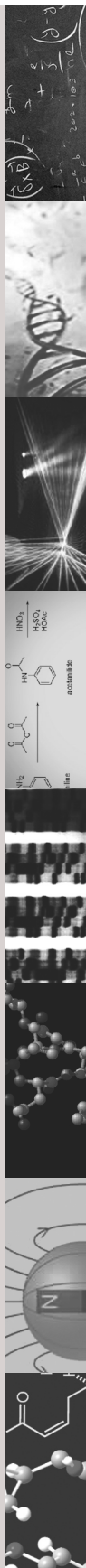
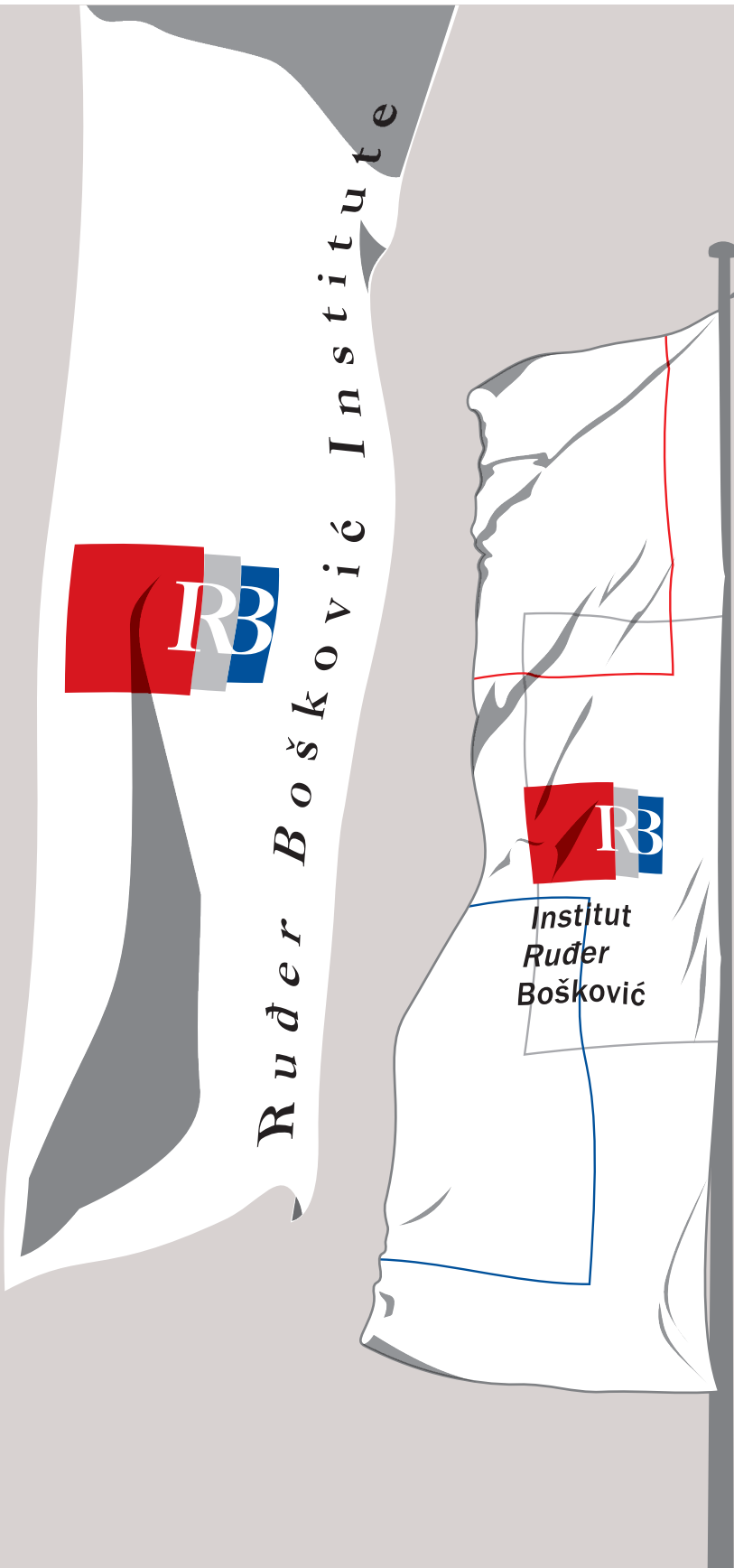
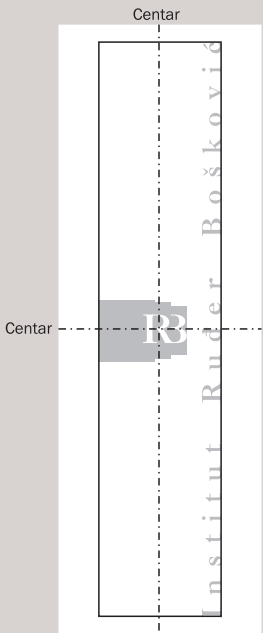
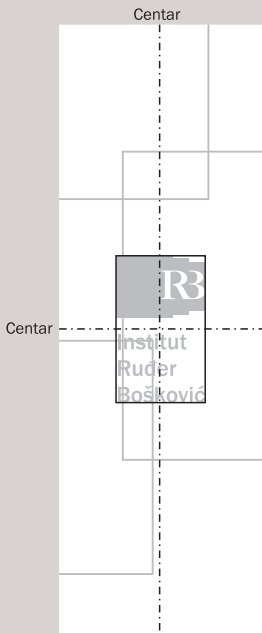
Moguće veličine
Possible sizes

- 75 x 150 mm
- 85 x 175 mm
- 110 x 220 mm
- 150 x 300 mm



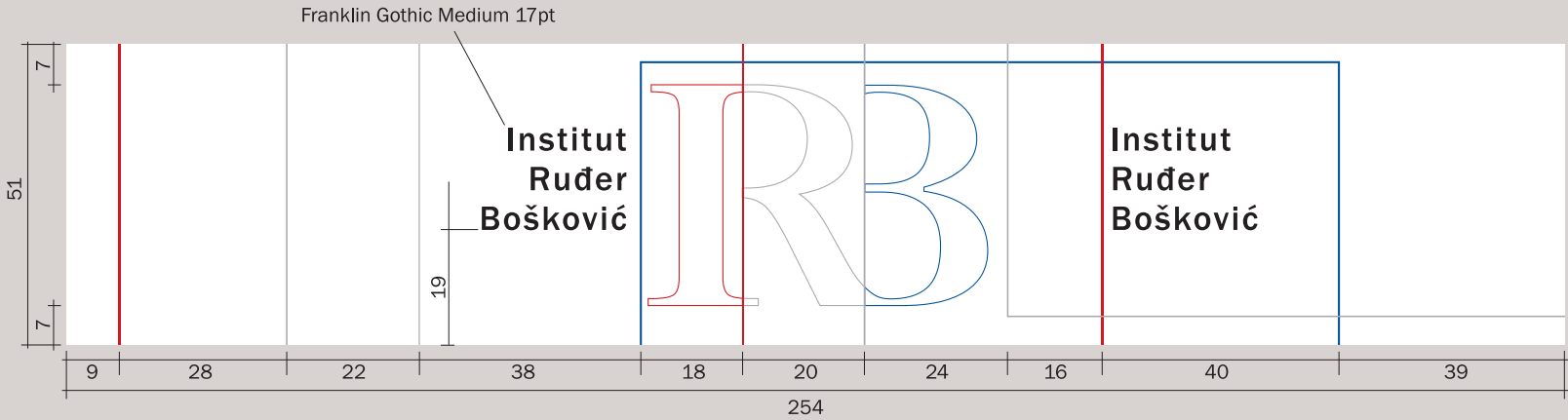
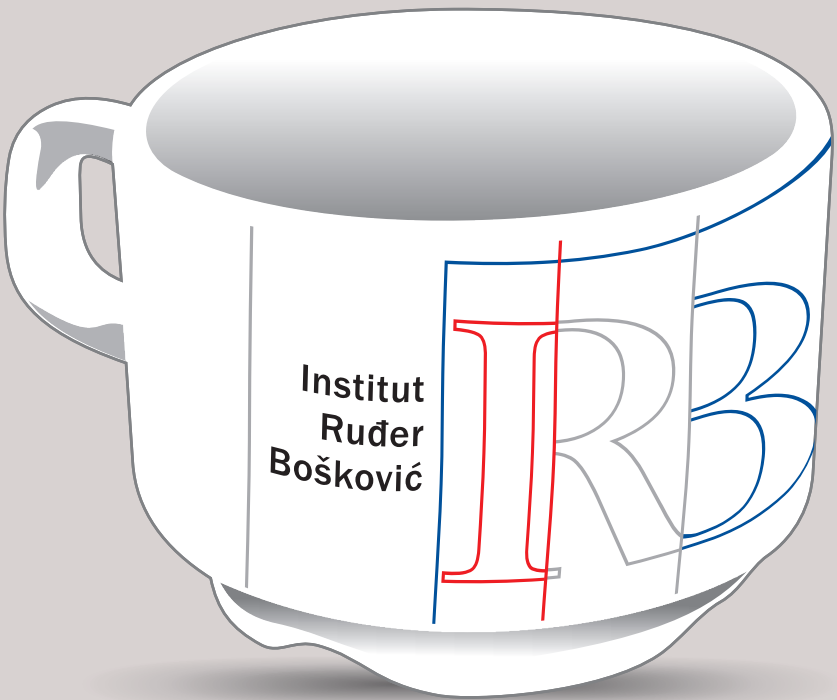
Primjena
zastave

Application
flags



Primjena
šalica za kavu/čaj

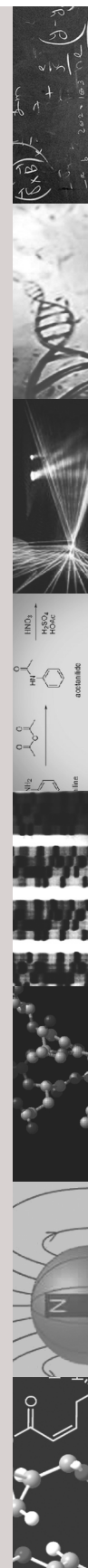
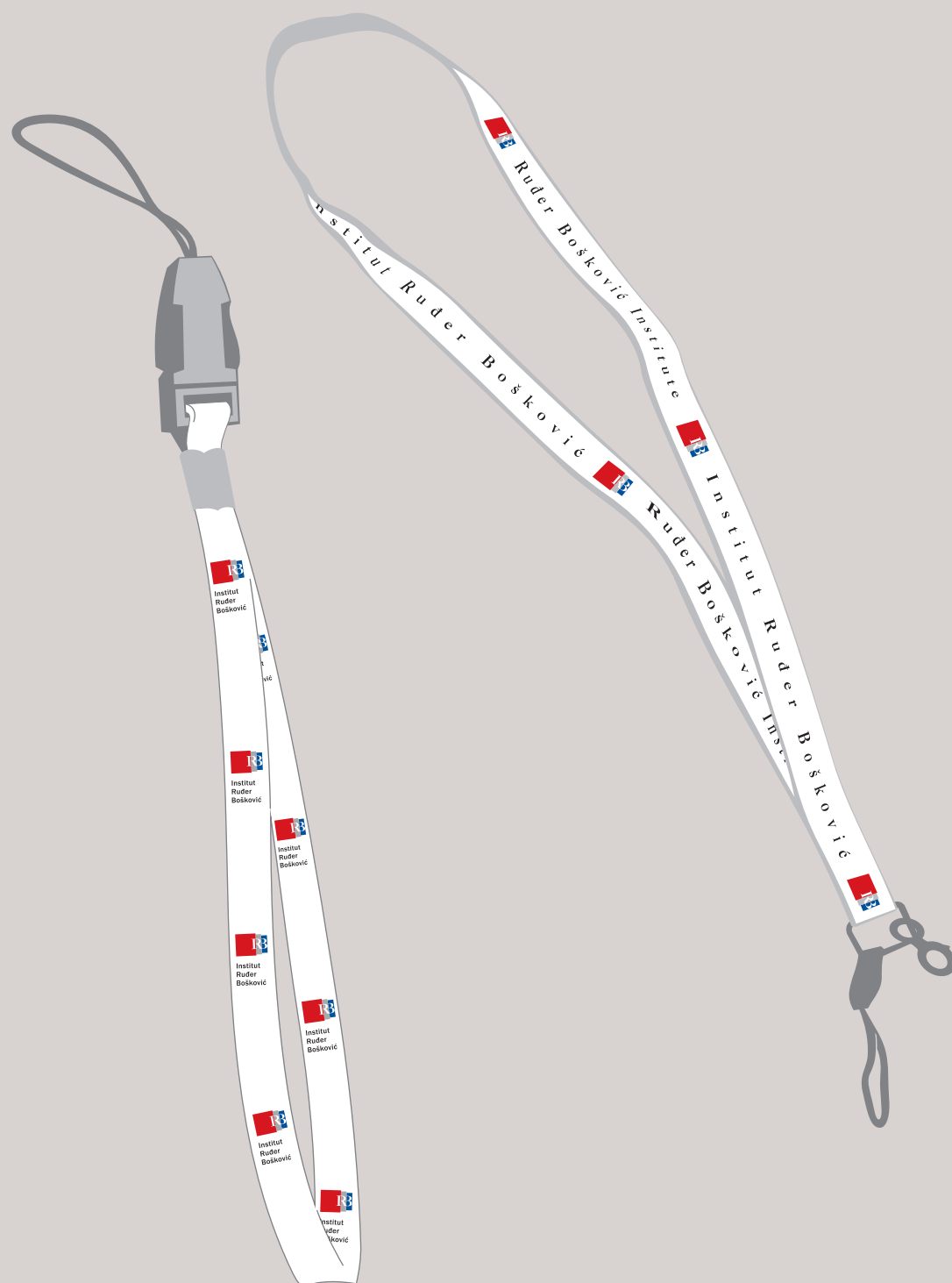
Application
coffee/tea cup



Prikaz je smanjen na 80% stvarne veličine
Preview is shrinked on 80% real size

Primjena
trakica za mobitel

Application
ribbon for cell phone



Primjena
majica

Application
T-shirt

44



Primjena
rokovnik

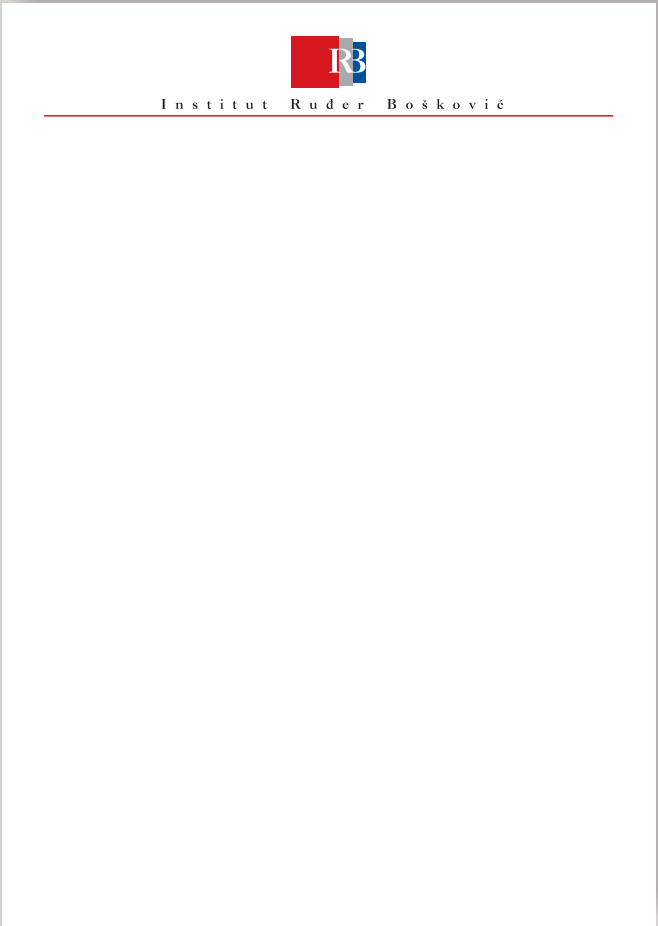
Application
organizer



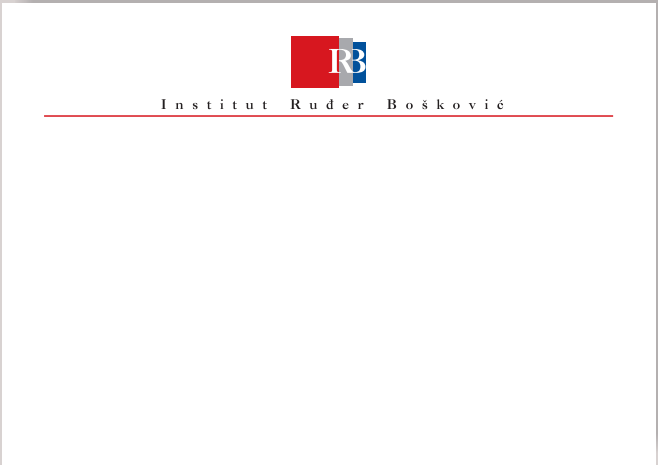
Primjena
blok za pisanje

Application
writing pad

A4

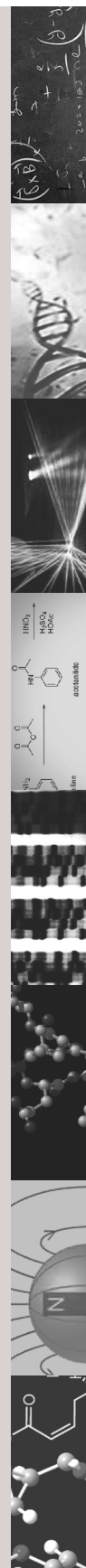
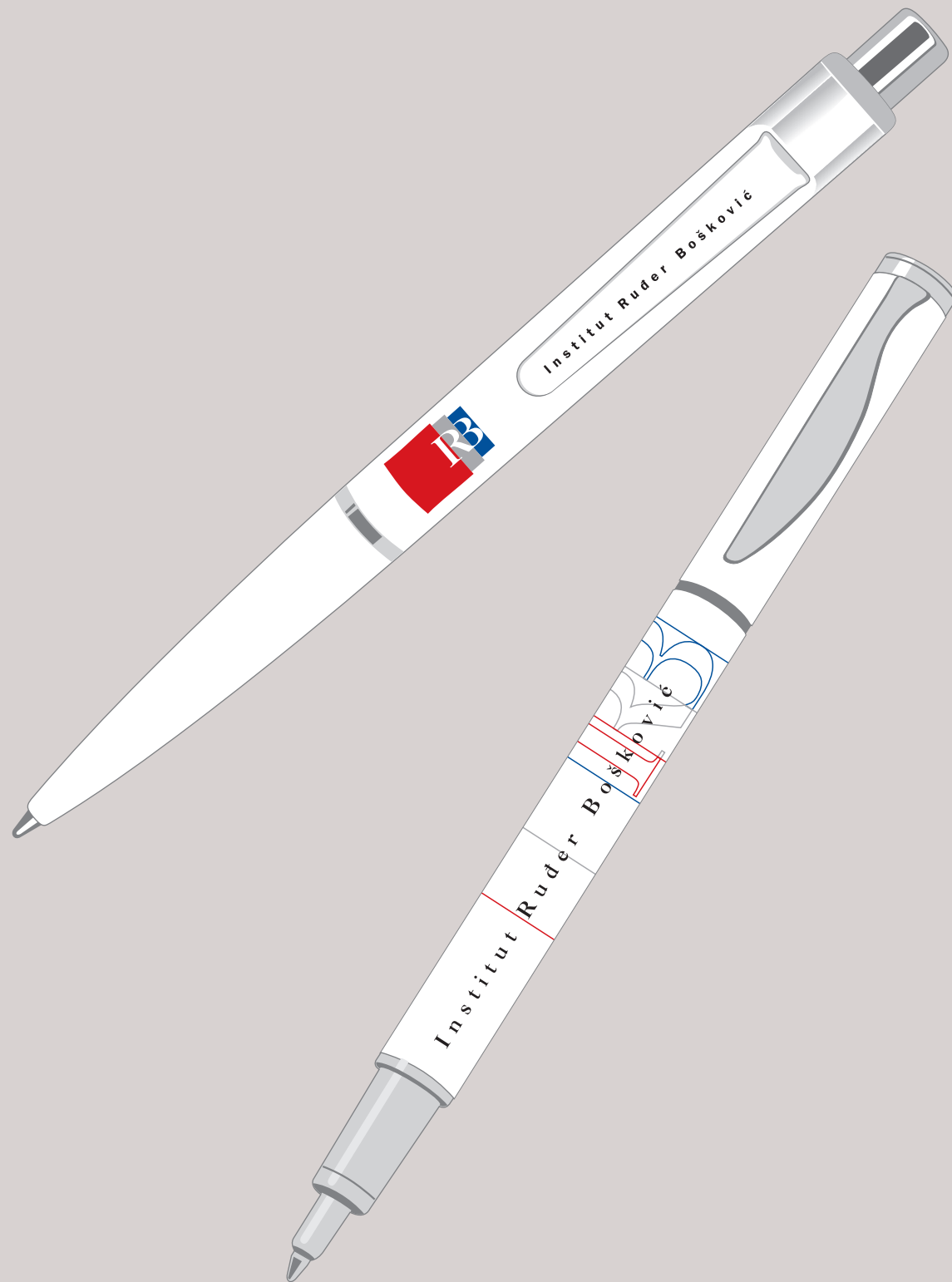


A5



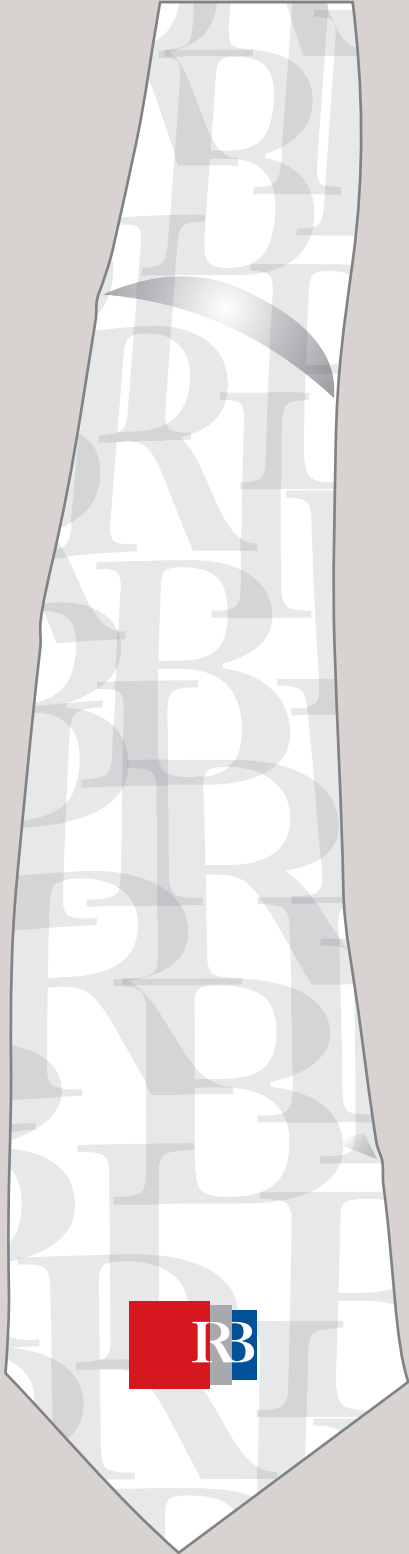
Primjena
kemijska olovka

Application
ballpoint pen

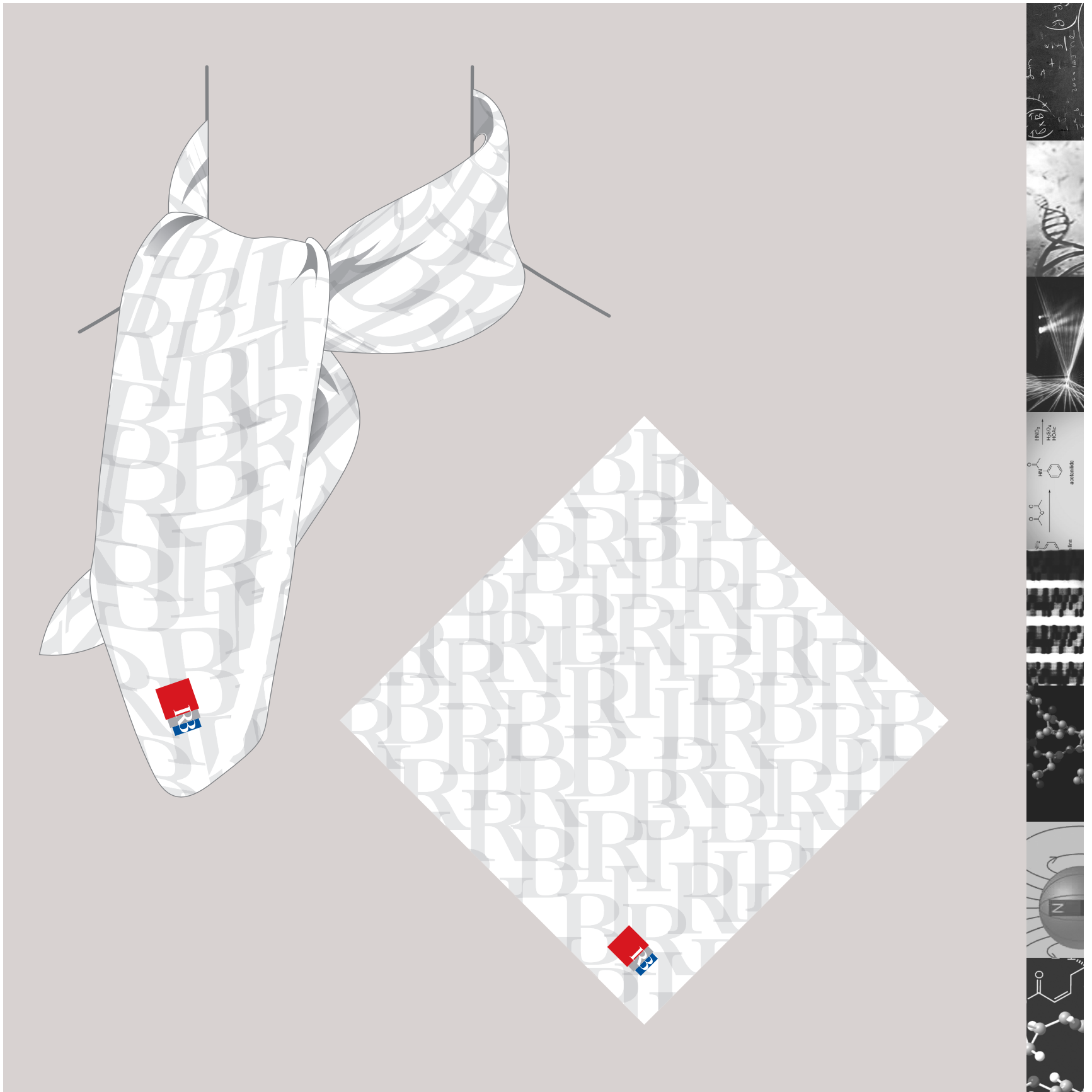


Primjena
kravata

Application
necktie



Application
scarf



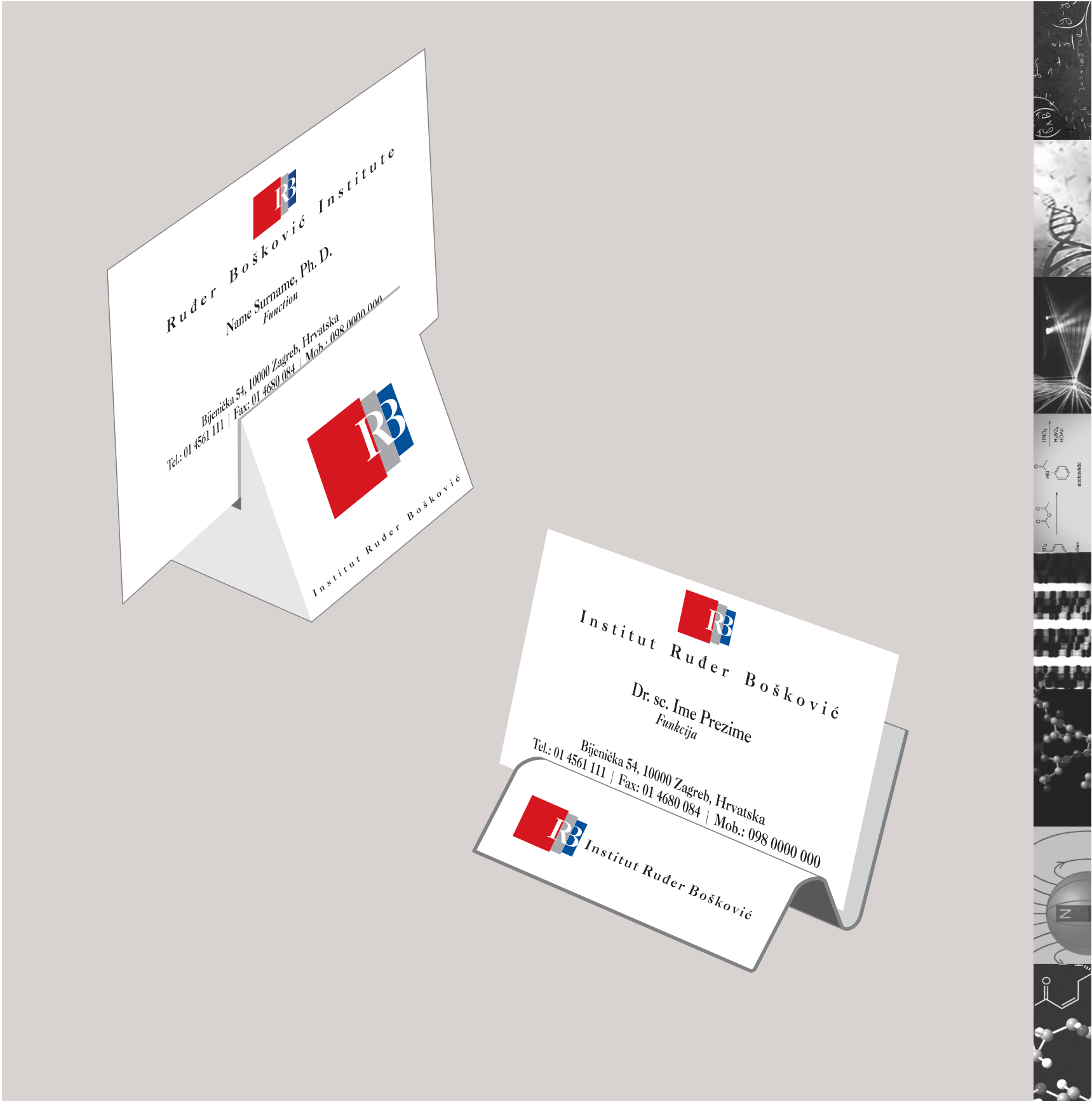
Primjena
kišobran

Application
umbrella



Primjena
stalak za vizitkarte

Application
business-card banister



Primjena
vrećice papir / platno

Application
bags paper / canvas

