



CAC2026 visual identity guideline



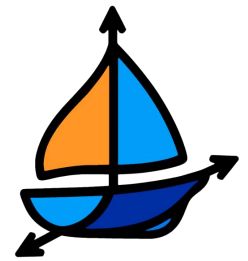
Visual Symbolism



- **Colors** — Blues and Oranges: These colors are intended to symbolize the Mediterranean and its beaches, which we want to highlight as the distinctive element of this edition and as a shared identity among all the organizers.
- We incorporate fluid, sinuous shapes, subtly inspired by **modernist mosaic patterns**, an important element of Catalan cultural heritage.
- **The waves featured in the logo** represent the Mediterranean Sea that embraces and welcomes both the congress and its participants. By playing with these stylistic elements and their forms, we reinterpret the letters C, A, and C that make up “CAC.”

The ship serves as a complementary decorative element, continuing the visual language established by the other components to ensure a coherent and consistent identity. Its structure incorporates coordinate axes, a characteristic feature of many previous CAC editions and a symbolic element of chemometrics as a discipline.

The ship therefore represents the vessel of chemometrics, gently carried by the waves that define the visual identity of the congress and connect the scientific community it brings together.



Construction and Application

The CAC 2026 logo, due to its constructive typology, is an **isologo**—that is, a single unified element composed of both graphic imagery and typography. As such, the logo must not be separated into its individual components or used in parts. It should always be applied as a complete, indivisible unit



Logotype – Variants



Color Logo
For general use.



Black Logo
For producing materials in black and white.

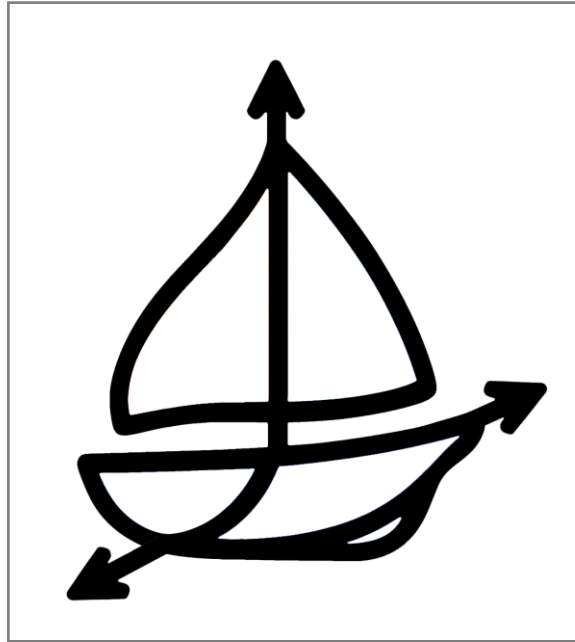


White Logo
For use on dark backgrounds to ensure optimal visibility.

Complementary Visual Element



Color Decorative Element
For general use



Black Decorative Element
For producing materials in
black and white.



White Decorative Element
For use on dark backgrounds
to ensure optimal visibility

Color Palette



#11b2e2

"Azure Blue". A vibrant sky-blue tone, reminiscent of light azure but with a brighter, more energetic character.



#005ed5

"Royal Blue". A deep and intense blue that conveys strength and confidence, while maintaining an elegant and professional appearance.



#f39535

"Tangerine". A vivid orange hue with a warm undertone, evoking energy, dynamism, and a sense of visual impact.

Typography

Seriguela Black

The typeface selected for the isologo, and recommended for use in headings and titles, is Seriguela Black.

“Seriguela Sans Serif is a condensed type family created by Latinotype, featuring a distinctive visual character and a friendly yet energetic neo-grotesque nature.

Seriguela embodies ‘flavour in motion,’ with every part of its system working together to captivate the viewer. It combines expressiveness with usability, allowing designers to create unique and engaging compositions.

The design of Seriguela follows a highly distinctive recipe: it begins with a grotesque foundation and introduces movement and vibrancy in an original way. The bolder and more contrasted the style, the more expressive its personality becomes.

Contrast is one of Seriguela’s most characteristic features: it presents an unconventional relationship between thick and thin strokes, deviating from historical contrast models and making its presence felt. This high contrast is not distributed evenly across all characters and is often found in unexpected places. Seriguela’s unique charm is preserved throughout all its styles. Notable details include its verticality, its proportions, and hook-like terminals on certain curves—elements that break the modular vertical rhythm and contribute to its distinctive identity.”



This Identity Manual has been developed by the Organizing Committee of CAC2026