

IBPSA LOGO

I. BACKGROUND



The original art work of IBPSA logo was done by graphic designer Maurice Linehan of South Australia. It was designed as part of the visual identity for the 1993 Building Simulation Conference in Adelaide.

The logo has a meaning. It represents the junction (via simulation ... the ellipse) between buildings (the horizontal bars) and the world of research and practice (the vertical bars).

The light blue colour represents inspiration and the dark blue represents truth.

II. EVOLUTION OF IBPSA LOGO



The subtlety of this logo may be lost when it was "re-coloured" into a red tone by the organisers of the 1995 Building Simulation conference in Madison. Red was used perhaps with the intention to symbolize heat, the most common 'theme' of building performance simulation.

Following this event, most IBPSA affiliates adopted the red-toned IBPSA logo, except: IBPSA Czech (original version), IBPSA France (brighter blue), IBPSA India (yellow/orange), IBPSA Italy (green), and IBPSA UAE (red-further modified), see below. For consistency and to ensure that the original meaning is not lost, it is important that IBPSA adopts a policy on use of IBPSA logo.



IBPSA India



IBPSA Italy



IBPSA UAE