

# IABC Brand Identity Guidelines



International Association  
of Business Communicators

# Preface

In September 2013, the International Association of Business Communicators (IABC) began a new branding journey. IABC members from around the world contributed their thoughts and insights to help reshape the new brand, which launched in June 2015.

These brand guidelines will help you tell the IABC story consistently and powerfully around the world and guide key areas of visual identity along with tone of voice.

What's important to realize is that the IABC brand is more than how we look and sound in our communication vehicles. It's also about how we communicate our unique value proposition to members and non-members through our words and our actions.

The Brand Taskforce's research validated that IABC's diversity and international presence is a key differentiator for the association. That's why the brand guidelines provide you with freedom within a framework. This allows your chapter and region the flexibility to represent your unique programs and culture while still demonstrating your connection to IABC as a whole.

These guidelines will explain how to work with the tactical ingredients like logos, colors and brand messaging. Keep in mind that this program is also supported by a brand orientation program for IABC staff and leaders to create alignment between our visual identity, our everyday actions and our long-term strategy.

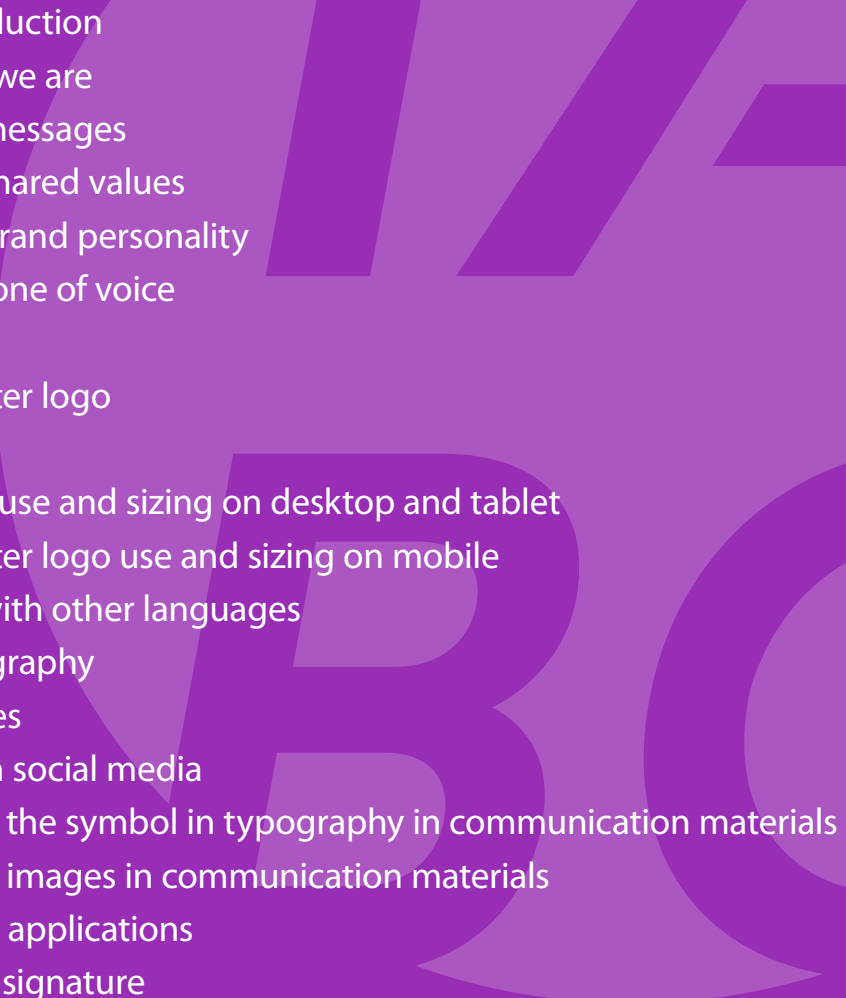
These guidelines are intended to help us communicate in three ways: The way we look, the way we talk and write, and the way we behave.

A great brand connects on an emotional level, consistently, with everyone who comes in contact with it. You play an important role in bringing that brand to life. Thank you for helping us tell the IABC story.

## **IABC Branding Task Force:**

Priya Bates, ABC, MC  
Alain Legault  
Bonnie Caver  
Dianne Chase  
Mike Jenkins  
Maliha Aqeel  
Maria Constantinescu  
Megan Wolfinger  
Robin McCasland  
Sharon Habib  
Tessa O'Neill  
Zora Artis

# Table of Contents



<b>3</b>	Introduction
<b>4</b>	Who we are
<b>4</b>	Our messages
<b>5</b>	Our shared values
<b>5</b>	Our brand personality
<b>6</b>	Our tone of voice
<b>7</b>	Logo
<b>12</b>	Chapter logo
<b>19</b>	Color
<b>26</b>	Logo use and sizing on desktop and tablet
<b>27</b>	Chapter logo use and sizing on mobile
<b>28</b>	Use with other languages
<b>29</b>	Typography
<b>30</b>	Images
<b>32</b>	Use in social media
<b>34</b>	Using the symbol in typography in communication materials
<b>37</b>	Using images in communication materials
<b>40</b>	Other applications
<b>42</b>	Email signature
<b>43</b>	Headquarters items
<b>46</b>	Conclusion

## Introduction

### Why have visual identity guidelines?

The International Association of Business Communicators (IABC) logo is much more than just a logo—it works to represent a set of values, attributes and brand identity to reflect IABC business endeavors, aspirations and personality to members, business and beyond. Using it consistently will help reinforce IABC’s objective of being positioned as the world’s business communications leader. The visual identity program plays a key role in helping create and determine the desired brand image of IABC in an ever-growing and changing competitive marketplace. The consistent implementation of visual brand elements work to help create a stronger brand identity to generate greater awareness, recognition, and relevance for the IABC brand. This guide is an overview prepared to assist and facilitate IABC staff and leaders to apply the visual components and elements to a desired effectiveness. By standardizing the visual identity, IABC will be able to increase public recognition, reduce cost of materials, and avoid duplication and redundancies of efforts. Graphic standards provide a sound, flexible structure for using logos, graphic elements, color, and typography—creating a graphic “narrative” unique to the IABC brand.

## Who we are (our value proposition)

IABC is the recognized global community of communication professionals representing diverse industries and disciplines. We connect communicators with a global and local network, career opportunities, resources and knowledge – using communication to engage, influence, counsel and execute. At the forefront of the communication profession and setting the global standard, our members are professionals who practice with integrity and passion.

## Our messages

A broadly diverse community of communication professionals, IABC connects members to ideas, job opportunities and people through professional learning and a generous culture of sharing.

We believe that in today's world, communication can be a force for good in business and society. We connect members and businesspeople together for this purpose.

With thousands of members worldwide, representing diverse industries, sectors and disciplines, this is a community alive with knowledge, experience, ideas, and support; all of which are freely exchanged.

### **Ours is the association of choice for communicators because...**

- Whether you're a student, an experienced communicator, or an accredited professional, our diverse programming has something for you: lively and varied networking events, international and regional conferences, engaging professional and career development opportunities, and recognition and certification programs that inspire us to be great communicators.
- As communicators we share a lot in common, so it's easy to build valuable connections – even friendships.
- IABC offers global communications resources and best practices to keep members current and relevant.
- Members have access to diverse volunteer opportunities to build their skills, give back to their community, and contribute to a great member experience.

### **IABC is the only place that connects communicators globally.**

## Our shared values

Shared values are principles that help define the culture and behavior of an organization and its members. The IABC shared values, created as a result of the Brand Taskforce’s research, define what makes our association unique, but also allow us to build further on these strengths.

**We represent the global profession.** As the only global communication association, we strive to advocate for the profession, represent best practices, define the global standard and live by a code of ethics.

**We create connection.** We connect business and communication and connect people with communication. We foster community, build special relationships and learn from each other.

**We are a diverse community.** We welcome diverse communication professionals of all levels and practices. We embrace diverse viewpoints, encourage conversation and celebrate cultural differences.

**We focus on insights and results.** We position communication as a strategic function that has impact on return on investment and demonstrates business value of communication.

When our words and actions demonstrate and reinforce who we are and how we deliver, IABC stands out amongst the crowd.

## Our brand personality

### CHARACTERISTIC

### BEHAVIOR – WHAT IT MEANS

---

**Accessible**

Collaborative, supportive, consultative

---

**Open**

Transparent, direct, open minded

---

**Lighter**

Fun, friendly, welcoming

---

**Contemporary**

Current, leading-edge

---

**Professional**

Effective and efficient

## Our tone of voice

Our tone of voice is the way in which we write and speak; what we say and how we say it. It is informed by our personality.

It is important that our brand personality is translated into words as well as the visuals. The way we express ourselves in words is a reflection of our brand.

## IABC's voice is:

<b>TO NE OF VOICE</b>	<b>WHAT IT MEANS</b>	<b>WHAT IT DOESN'T MEAN</b>
<b>Human</b>	We are personable. Address the audience with an inclusive tone in first person (i.e. you, we, us). It is a member-first perspective. We are welcoming and friendly. We are collegial and down-to-earth.	We don't mean we are too familiar, soft, cute or alternatively stiff. We don't mean a corporation talking to a customer but a colleague talking with another colleague.
<b>Open</b>	We are clear, uncomplicated and easy to understand. We are approachable and positive.	We don't mean patronizing, lacking substance, or double meanings. We avoid unnecessary jargon and rhetoric.
<b>Confident</b>	We are accomplished, relevant and leading-edge. We celebrate our successes and are proud of who we are (meaning our brand and our member community).	We don't mean arrogant, pompous, vain, or over-promising.
<b>Professional</b>	We are responsive, dependable and timely. We are knowledgeable and collaborative. We understand that quality underlies what we do and what we deliver to our members.	We don't mean stuffy, corporate or formal, boring or lacking a sense of humor.

# Logo

The logo is the official identifying mark of the IABC brand. The symbol consists of a circle with the italic letters I, A, B & C stacked and bleeding off the circle's edge. The circle references the globe and the stacked letters create movement and dynamic negative space in the logo. The letter A can also be seen as an arrow shape pointing up which lends the logo a progressive feel. These elements combine to present IABC as a modern and progressive organization.

The logo is uniquely rendered and should not be modified in any way. This logo replaces all older designs and is the only mark to be used when identifying IABC, its services, and products.

## Our tagline/strapline

After much consideration, we have chosen to not have a tagline as part of our brand. As professional communicators, we rely on the right words at the right time for the right audience to drive results. The lack of a tagline means we're free to use the appropriate communication messaging, through words and images in the body of the vehicles we create and that we are not limited. This will also allow us to customize messaging based on the situation or culture. Taglines should not appear with IABC logos.

The symbol



The logotype

**International Association  
of Business Communicators**

The logo



# Logo

## Clear space and minimum size

### Clear space

To make sure that the logo stands out clearly, it should always be framed within an area of unobstructed space.

The optimum minimum space should be the same height as the letters in the symbol.

### Minimum size

For maximum legibility the minimum logo size is 1.25 inches or 31.75 mm.

### Minimum size



1.25 inches  
31.75 mm  
120 pixels

X			X
X		International Association of Business Communicators	
X			X

# Logo

## Acceptable versions

There are three acceptable versions of the IABC logo:

### 1. Color version

The symbol in the color version uses one of the IABC Pantone colors and the wordmark appears in Pantone Cool Grey 9. See the color section for further instructions on color use.

### 2. Black & white version

### 3. Reverse version



Color

International Association  
of Business Communicators

Logotype color  
Pantone Cool Grey 9



Black & white

International Association  
of Business Communicators



Reverse

# Logo

## Unacceptable versions

The logo is uniquely rendered and should not be modified in any fashion. While computer technology allows for easy modification of graphics, any modifying should not be considered.

This page illustrates some of the ways the logo can be impaired by improper modifications.



International Association  
of Business Communicators

**DO NOT add a drop shadow to the logo.**



International Association  
of Business Communicators

**DO NOT rotate the logo.**



International Association  
of Business Communicators

**DO NOT horizontally scale the logo.**



International Association  
of Business Communicators

**DO NOT use color in wordmark.**



International Association  
of Business Communicators

**DO NOT use unapproved color in symbol.**



International Association  
of Business Communicators

**DO NOT vertically scale the logo.**

# Logo Dimensions

The logo dimensions, type face and type size are as shown. The dimensions are based on a 3 inch / 76.2 mm IABC symbol.

Myriad Pro Semi-Bold Semi-Condensed - 65 point



# Chapter logo

The Chapter Logo is used as an identifier in chapter materials. The logo includes the full IABC name and name of the chapter location.

### Acceptable versions

There are three acceptable versions of the IABC Chapter Logo:

#### 1. Color Version

The symbol in the color version uses one of the IABC Pantone colors and the wordmark appears in Pantone Cool Grey 9. See the color section for further instructions on color use.

#### 2. Black & white version

#### 3. Reverse version

The symbol



The logotype

International Association  
of Business Communicators  
Ohio

The logo



International Association  
of Business Communicators  
Los Angeles

Logotype color  
Pantone Cool Grey 9

Color



International Association  
of Business Communicators  
Ohio

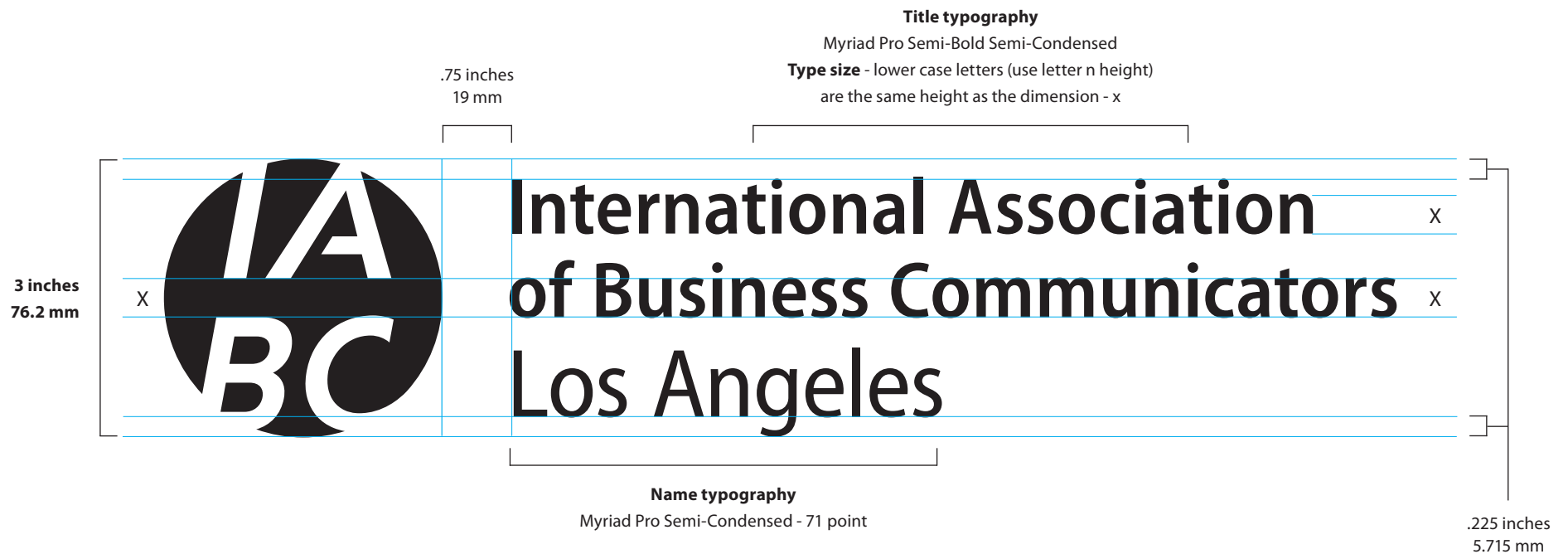
Black & white



Reverse

# Chapter logo Dimensions

The chapter logo dimensions, type faces and type sizes are as shown. The dimensions are based on a 3 inch / 76.2 mm IABC symbol.



## Secondary chapter logos

The secondary chapter Logos are used as alternates to the full chapter logo. They're used when space is limited or the legibility of the full logo is compromised. When using a secondary chapter logo the full IABC name should appear somewhere on the communication materials.

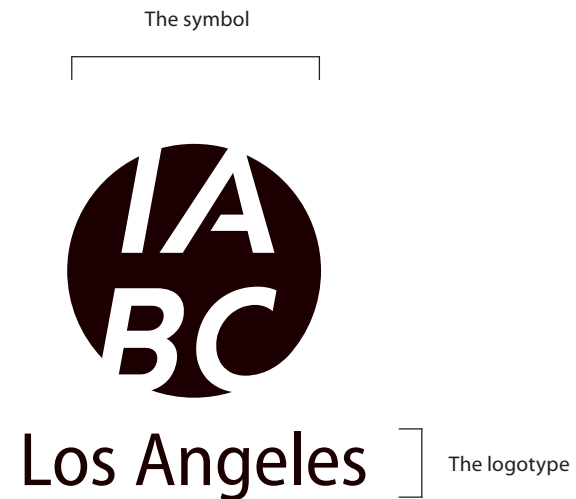


Example of horizontal secondary chapter logo use

### Horizontal version



### Vertical version



Example of vertical secondary chapter logo use

## Secondary chapter logos

### Acceptable versions

There are three acceptable versions of the IABC logo:

#### 1. Color version

The symbol in the color version uses one of the IABC Pantone colors and the wordmark appears in Pantone Cool Grey 9. See the color section for further instructions on color use.

#### 2. Black & white version

#### 3. Reverse version

#### Horizontal version



Ohio

Logotype color  
Pantone Cool Grey 9

Color



Wellington

Black & white



Reverse

#### Vertical version



Logotype color  
Pantone Cool Grey 9



Ohio

Color



Los Angeles

Black & white

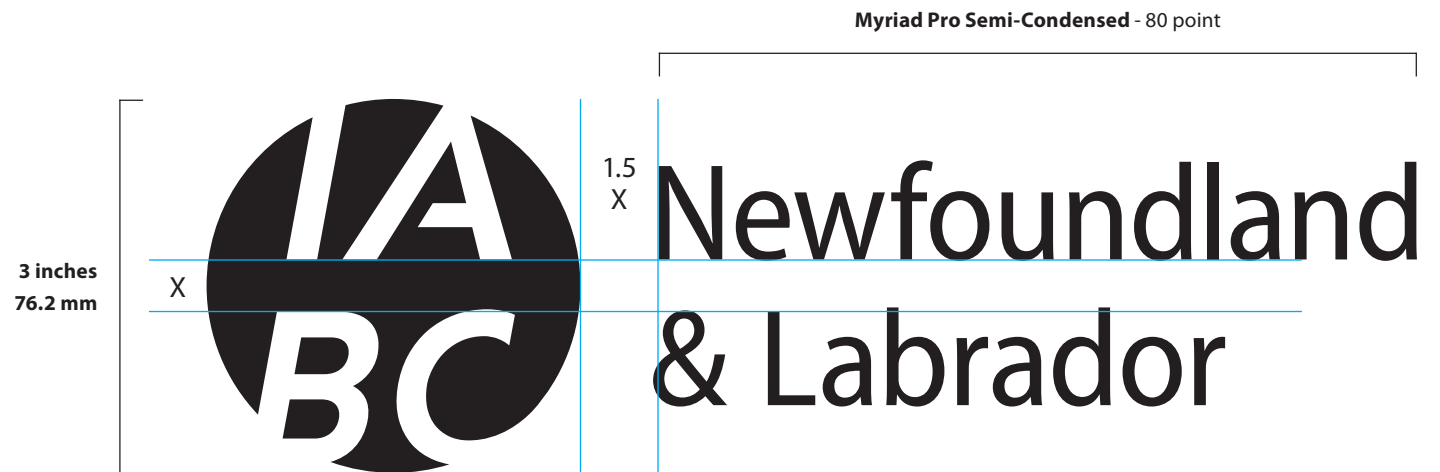
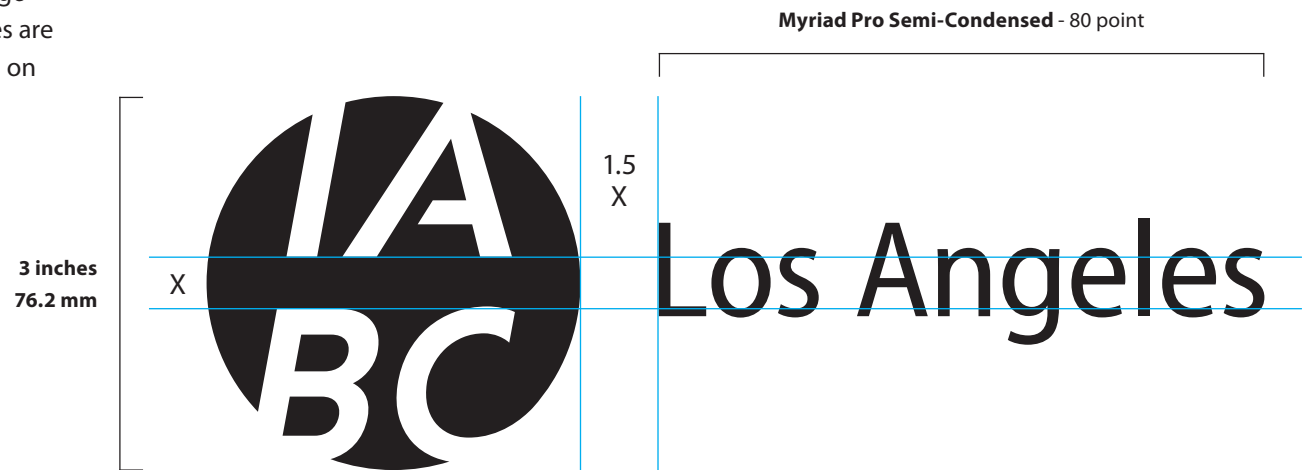


Reverse



## Horizontal secondary chapter logo Dimensions

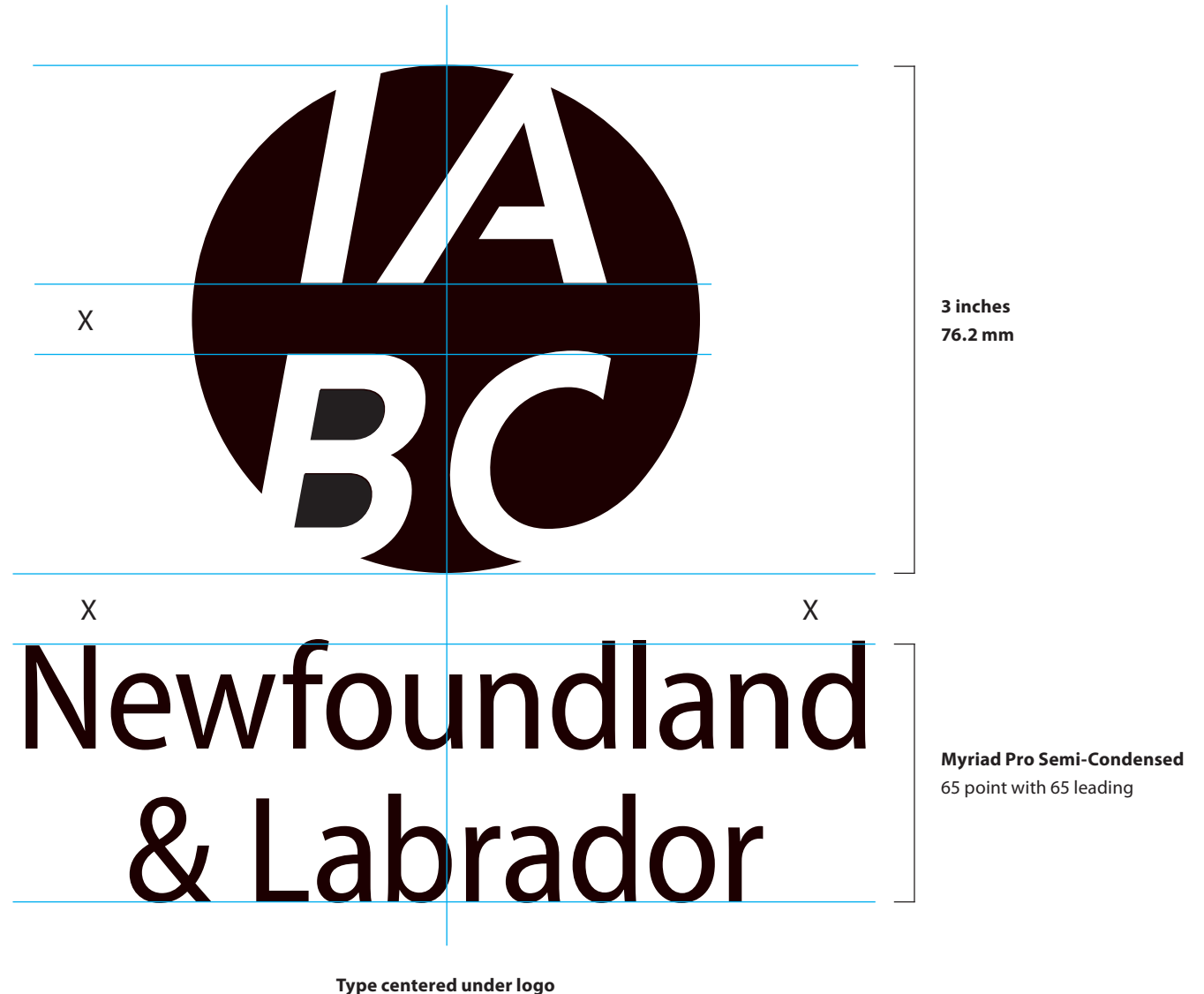
The horizontal secondary chapter logo dimensions, type faces and type sizes are as shown. The dimensions are based on a 3 inch / 76.2 mm IABC symbol.



## Vertical secondary chapter logo

### Dimensions

The vertical secondary chapter logo dimensions, type faces and type sizes are as shown. The dimensions are based on a 3 inch / 76.2 mm IABC symbol.



# Chapter logos

## Clear space and minimum size

### Clear space

To make sure that the logos stand out clearly, they should always be framed within an area of unobstructed space.

The optimum minimum space should be the same height as the letters in the symbol.

### Minimum size

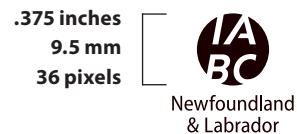
For maximum legibility the minimum logo size for each logo is shown below.



1.5 inches  
38.1 mm  
144 pixels



.375 inches  
9.5 mm  
36 pixels



.375 inches  
9.5 mm  
36 pixels

	X		X
X		 International Association of Business Communicators Ohio	
	X		X

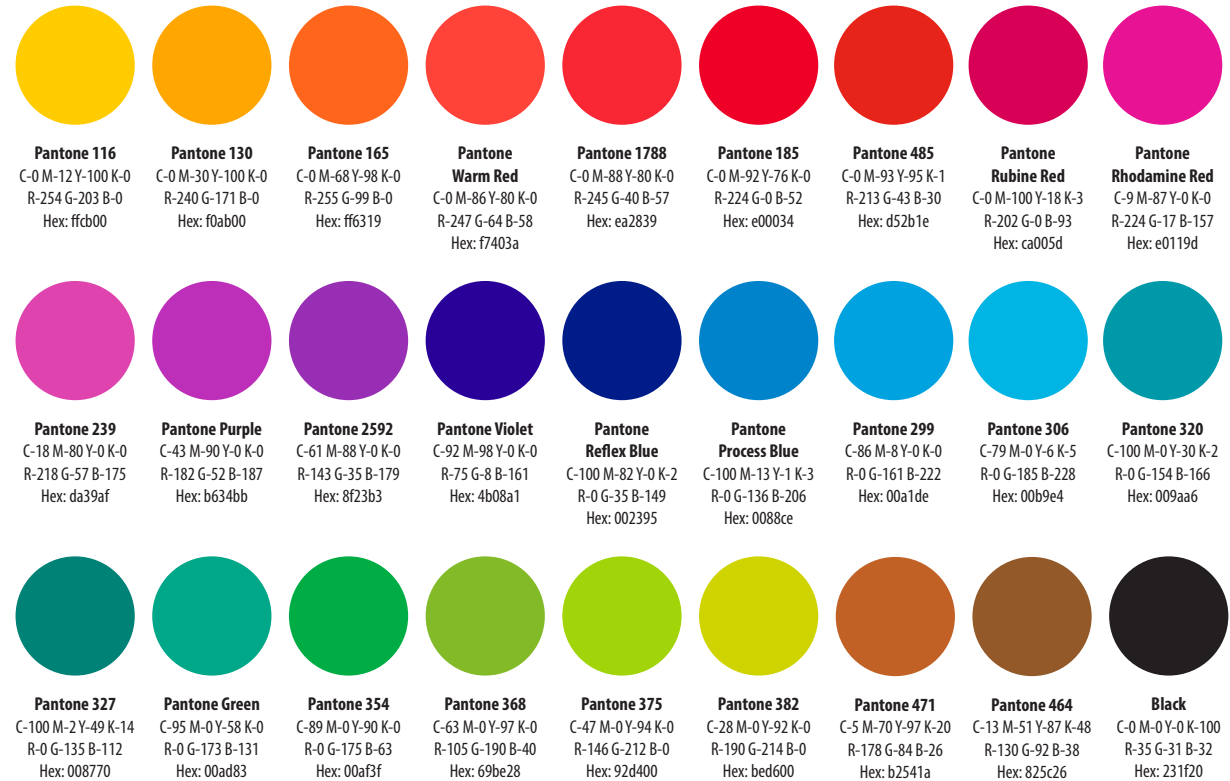
	X		X
X		 Wellington	
	X		X

	X		X
X		 Newfoundland & Labrador	
	X		X

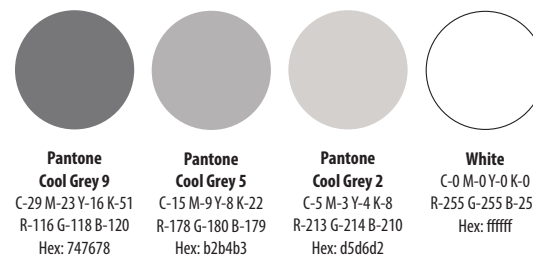
# Color

Color can portray different representations and meanings in different parts of the world. The IABC logo color palette takes this into account by providing an extensive palette of colors for IABC chapters to choose from. The primary color palette is used in coloring the logo's symbol and in communication materials. The secondary color palette is used for coloring typography (Pantone Cool Grey 9 and white in reverse applications) and as accents for the primary colors.

## Primary Color Palette



## Secondary Color Palette



## Using color in the logo

Chapters can choose any color from the primary palette to color the symbol of their logo. The chapter does not need to stick with one symbol color. Chapters are free to use different colors in different applications if desired. The color must be used at 100% opacity and must not be screened. The wordmark in the color logo uses Pantone Cool Grey 9.



## Using color in reverse logo versions


Chapters may place the reverse version of their logo on any color from the primary palette. The chapter does not need to stick with one background color and are free to use different background colors in different applications if desired. The background color must be used at 100% opacity and must not be screened.



## Color use in materials

### Use on white backgrounds

- Symbol in logo can be in color
- Symbols used in headlines can be in color
- Symbols in headlines can be multicolored
- Headline text should be Pantone Cool Grey 9 when set with symbols
- Headlines without symbols should be Pantone Cool Grey 9
- Body copy can be Pantone Cool Grey 9 or black based on legibility




**When you join  
you're  connected  
with thousands  
of business  
professionals  
around the  
 world.**

Betty Smith, South Africa  
IABC member since 2005

This is body copy for the International Association of  
Business Communicators. This is body copy for the  
International Association of Business Communicators.

IABC.com



International Association  
of Business Communicators



**Looking for  
a business  
communicator  
in Los Angeles?**



International Association  
of Business Communicators  
Los Angeles



**Looking for  
a business  
communicator  
in Los Angeles?**



International Association  
of Business Communicators  
Los Angeles



**Looking for a business  
communicator in Los Angeles?**



International Association  
of Business Communicators  
Los Angeles

## Color use in materials

### Use on full color or full image backgrounds

- Any approved IABC color may be used as a background color
- Logos, and symbols are reversed out of the background color in white
- Headlines should be reversed out of background color in white
- Body copy over background color may be set in white or black based on legibility

**When you join you're connected with thousands of business professionals around the world.**

Betty Smith, South Africa  
IABC member since 2005

**IABC** International Association of Business Communicators

IABC.com

I can connect with communication professionals all over the world. That's the power of IABC.

Alison Lee, IABC member since 2002

**I'm Connected.**

**IABC** International Association of Business Communicators

**Looking for a business communicator in Los Angeles?**

**IABC** International Association of Business Communicators Los Angeles

**Looking for a business communicator in Los Angeles?**

**IABC** International Association of Business Communicators Los Angeles

**Looking for a business communicator in Los Angeles?**

**IABC** International Association of Business Communicators Los Angeles

**Connect**

**IABC**

**Connect**

**IABC**



## Color use in materials

Use on combination  
white and full color  
backgrounds


IABC materials may use a combination  
of a full color and a white background.

### White background section

- Symbol in logo can be in color
- Symbols used in headlines can be in color
- Symbols can be multicolored
- Headline text should be Pantone Cool Grey 9 when set with Symbols
- Headlines without Symbols should be Pantone Cool Grey 9
- Body copy should be Pantone Cool Grey 9 or black

### Color background section


- Any approved IABC color may be used as a background color
- Logos, and symbols are reversed out of the background color in white
- Headlines should be reversed out of background color in white
- Body copy over background color may be set in white or black based on legibility


**When you join  
you're  connected  
with thousands  
of business  
professionals  
around the  
world.**

Betty Smith, South Africa  
IABC member since 2005

This is body copy for the International Association of Business Communicators. This is body copy for the International Association of Business Communicators.

IABC.com


 International Association of Business Communicators

**When you join  
you're  connected  
with thousands  
of business  
professionals  
around the  
world.**

Betty Smith, South Africa  
IABC member since 2005

This is body copy for the International Association of Business Communicators. This is body copy for the International Association of Business Communicators.

IABC.com

 International Association of Business Communicators

**Looking for  
a business  
communicator  
in Toronto?**

 International Association of Business Communicators Toronto

**When you join  
you're connected  
with thousands  
of business  
professionals  
around the  
world.**

Betty Smith, South Africa  
IABC member since 2005

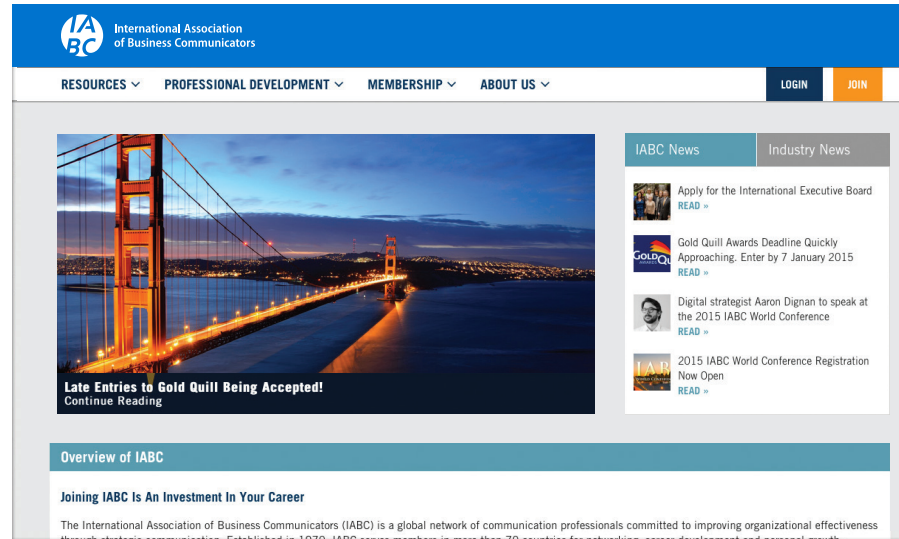
This is body copy for the International Association of Business Communicators. This is body copy for the International Association of Business Communicators.

IABC.com

 International Association of Business Communicators

# Logo use and sizing on desktop and tablet

This page shows optimal sizing and spacing for the logo in desktop and tablet applications.



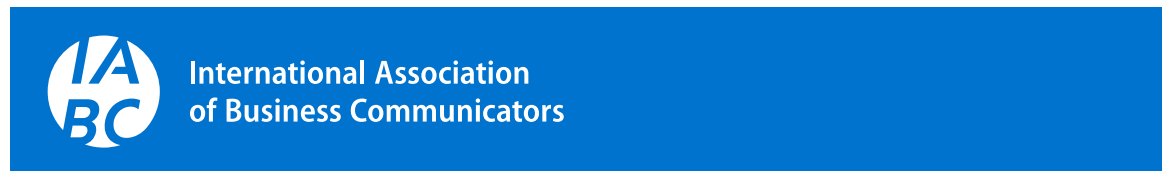
## Minimum size on web, desktop and mobile



## Logo and masthead height for desktop and tablet

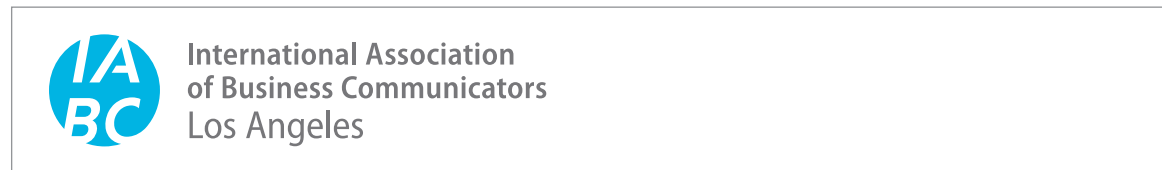
Masthead height  
100 pixels

Logo height  
70 pixels



Masthead height  
100 pixels

Logo height  
70 pixels



# Chapter logo use on desktop and tablet

This page shows optimal sizing and spacing for the logo in desktop and tablet applications.

## Minimum size on web, desktop and mobile



150 pixels

## Masthead using reverse chapter logo



## Masthead using color chapter logo on white background



## Masthead using reverse horizontal secondary chapter logo



## Masthead using color horizontal secondary chapter logo on white background

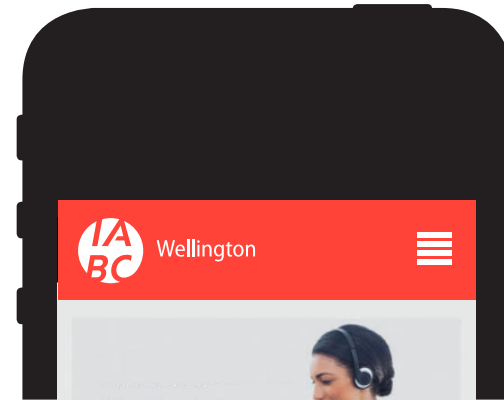


# Chapter logo use and sizing on mobile

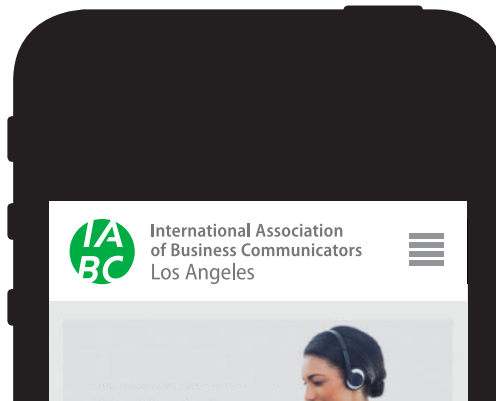
This page shows optimal sizing and spacing for the logo in mobile applications.



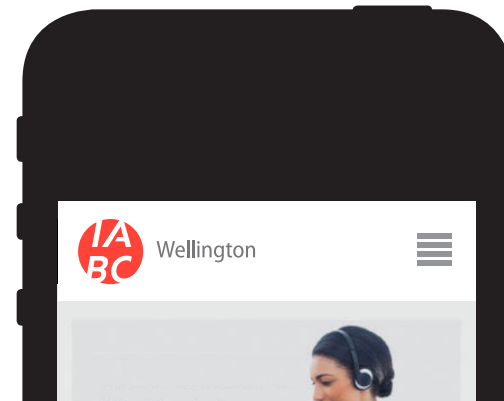
Masthead using reverse logo



Masthead using reverse symbol



Masthead using color logo on white



Masthead using color symbol on white

## Use with other languages

When another language is used with the logo the text is set the in the same style as the English language version. See pages 11, 13, 16 & 17 for instructions. The symbol stays unchanged.



**International Association  
of Business Communicators**



**Международной Ассоциацией  
Бизнес-Коммуникаторов**



**Association Internationale des  
Professionnels de la Communication**

# Typography

The family of fonts to be used in ongoing IABC identity applications is the Myriad Pro family.

Only this font should be used – consistently – throughout all communications materials and should not be substituted, unless deemed appropriate by IABC marketing department staff.

If Myriad Pro is not available then the Segoe or Arial font families may be substituted.

## Myriad Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456890

## Myriad Pro Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*123456890*

## Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456890

## Myriad Pro Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*123456890*

## Myriad Pro Semi Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**123456890**

## Myriad Pro Semi Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***123456890***

## Myriad Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**123456890**

## Myriad Pro Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***123456890***

## Myriad Pro Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**123456890**

## Myriad Pro Black Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***123456890***

## Myriad Pro Semi Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456890

## Myriad Pro Bold Semi Condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**123456890**

## Myriad Pro Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456890

## Myriad Pro Bold Condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**123456890**

# Images

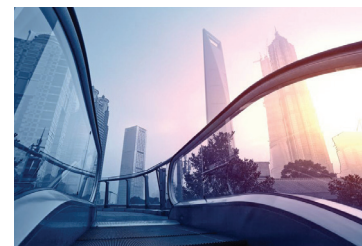
## Acceptable imagery

What is acceptable: Strong hero images, bright colors, crisp and clean photos, contemporary and focused style. Try to use images that represent your chapter or region. If using photos of people, make sure you have the rights to use the photos via signed photo releases, and please try to represent the diversity within your chapter or region.

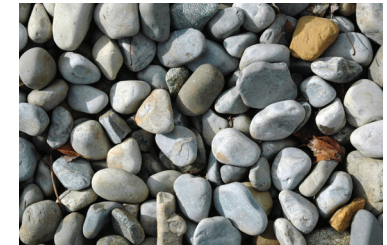
PEOPLE



ENVIRONMENTS



PATTERNS



# Images

## Unacceptable imagery

Photos of people should be clear, bright and appropriate.

What is not acceptable: Graphics, montages, clip art, clichéd images, photos that are low resolution or out of focus, blurry photos, black and white or sepia-toned photos, highly edited or stylized photos, images with special effects applied, or photos that are overly processed or filtered a la Instagram style.



**No blurry image**



**No black and white images**



**No overly stylized images**



**No dark image**



**No overly busy images**



**No sepia-toned images**



**No images with alcoholic beverages**



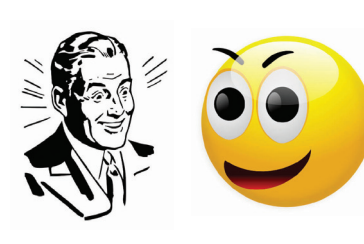
**No vector graphics**



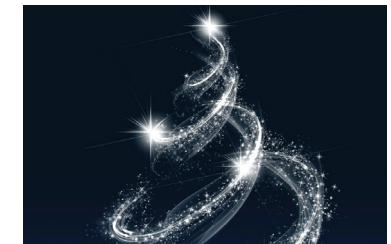
**No overly manipulated images**



**No images with eyes closed**



**No cheesy clip art**

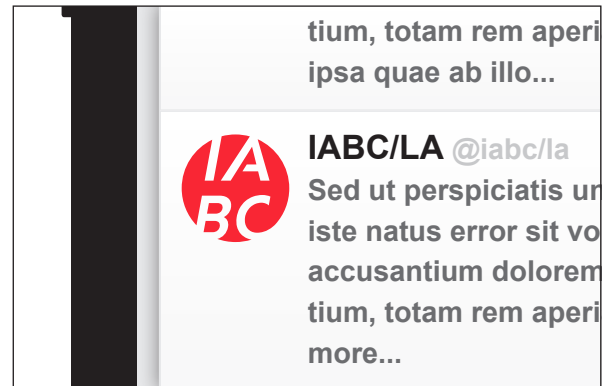


**No overly stylized images**



## Use in social media Avatar

IABC social media avatars are created using the IABC symbol. The symbol may appear in any approved IABC color. The name of each chapter will appear in the account name at the top of each post.



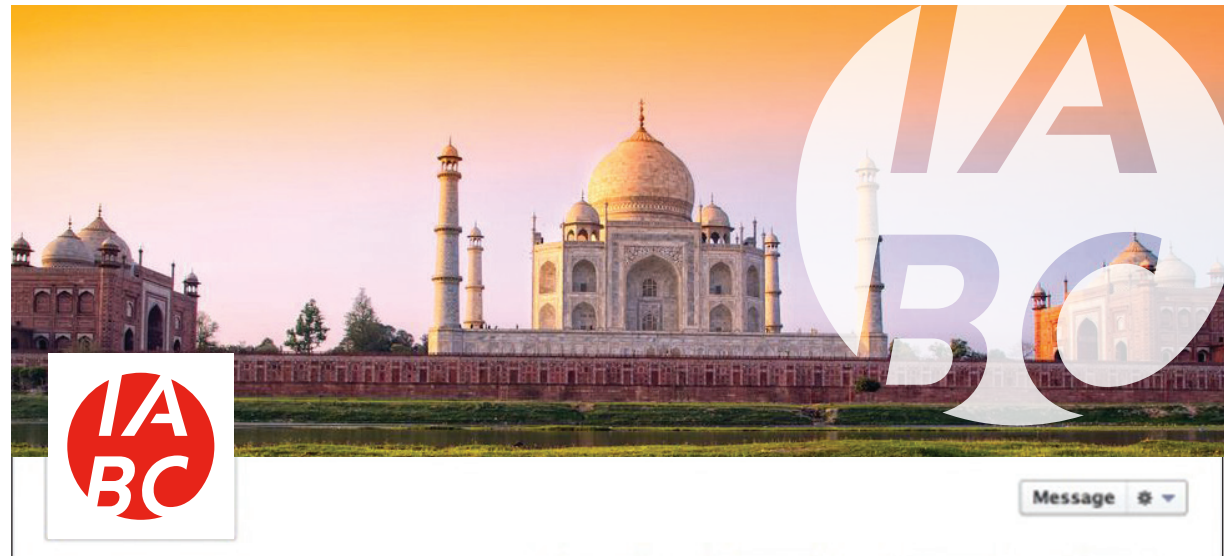
# Use in social media

## Examples

This page shows examples of layouts for social media homepages. Each IABC chapter picks the color of its avatar and uses an image that represents their location in the world for their social media pages.

Symbol over image  
80% Opacity

Facebook Page design examples



## Using the symbol in typography in communication materials

The IABC symbol may be used as a graphic element in headline typography if desired. The circular symbol can replace a letter O or number zero. The symbol may appear in any of the approved IABC colors.

Hell 


B  njour

5 

## Using the symbol in headlines in communication materials

### Possible layout examples


This page shows examples of IABC symbol use in headlines and display copy. The symbol should only be used in larger headlines (36 point and larger) and should never be used in body copy. The symbol should not be over used in a headline. The symbol is an accent and should not overpower the message. To make the colored symbols stand out on white backgrounds, headline type should appear in Pantone Cool Grey 9.

**When you join you're  connected with thousands of business professionals around the  world.**

Betty Smith, South Africa  
IABC member since 2005


This is body copy for the International Association of Business Communicators. This is body copy for the International Association of Business Communicators.


IABC.com

 International Association of Business Communicators

I can connect with communication professionals all over the world. That's the power of IABC.

Alison Lee, IABC member since 2002

**I'm  Connected.**

 International Association of Business Communicators

**When you  j i n y o u r e  connected with the world.**

**Connect**



# Using the symbol in typography in communication materials

## Unacceptable versions

This page illustrates some of the ways the logo can be impaired by improper modifications.



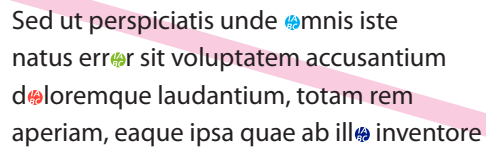
The word "Hello" is written in a blue sans-serif font. The letter "o" is replaced by the IABC logo, which consists of a blue circle containing the letters "IA" in white above "BC" in white.

**DO NOT color the type. The color symbol stands out best when used with grey text.**



The word "School" is written in a grey sans-serif font. The two "o"s are replaced by the IABC logo. The first "o" is blue with white text, and the second "o" is red with white text.

**DO NOT use too many symbols in a word or headline.**



Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore

**DO NOT use the symbol in body copy.**



The headline "When you join you're connected." is written in a grey sans-serif font. The "o" in "you" and the "o" in "connected" are replaced by the IABC logo. The "o" in "you" is blue with white text, and the "o" in "connected" is red with white text.

**DO NOT use the symbol in a headline under 36 point. The symbol will be too small.**

## Using images in the symbol in communication materials

In communication materials you may insert an image into the IABC symbol. This is used mostly for larger display applications (posters, banners, etc.). Because of the design of the symbol the images that work best are details of an image (a portion of a landscape for example), close-ups and textures. An image should never be placed in a symbol smaller than 1 inch 25.4 mm in height.

An internal dark glow may be added inside the logo (as shown below) to make an image stand out more if required.

**Minimum size**  
1 inch  
25.4 mm



# Using images in the symbol in communication materials

## Examples

Examples of image use in the IABC symbol



Button designs



Large wall application



Banner design

# Using images in the symbol in communication materials

## Unacceptable versions

This page illustrates improper image use  
in the symbol.



**DO NOT use too small.**



**International Association  
of Business Communicators**

**DO NOT put images into the logo.**



**DO NOT use images that are too light.**



**DO NOT put people in symbol.**



## Other applications

This page shows examples of the IABC symbol being used on various promotional materials and apparel.



# Other applications

This page shows examples of the IABC symbol being used creatively in display and advertising materials.



## Email signature

This page shows the IABC email signature set up for chapter emails. Chapters may color the symbol in their logo. The font used for information in the email signature is Arial as shown.

**Name Namerson, ABC, CMP**  
Title Specialist



**International Association  
of Business Communicators**  
Los Angeles

**International Association of Business Communicators / Los Angeles**  
direct [000.000.0000](tel:000.000.0000) cell [000.000.0000](tel:000.000.0000) fax [000.000.0000](tel:000.000.0000) email [name@iabc.com](mailto:name@iabc.com)  
[iabc.com](http://iabc.com)



Please immediately notify me and destroy this email if you have received it in error. IABC encourages the discussion of confidential information over the phone as email may be intercepted. Email exchanged with IABC is subject to the

## Color used for Headquarters logo

The color used for IABC Headquarters logo symbol is Pantone 285. The color used for the Headquarters wordmark is Pantone Cool Grey 9 as per all other logos. Pantone 285 references the previous, more muted IABC blue while providing it a livelier appeal and presence. Blue also has many positive associations with business. This color can only be used for the IABC Headquarters logo.



Pantone 285



International Association  
of Business Communicators

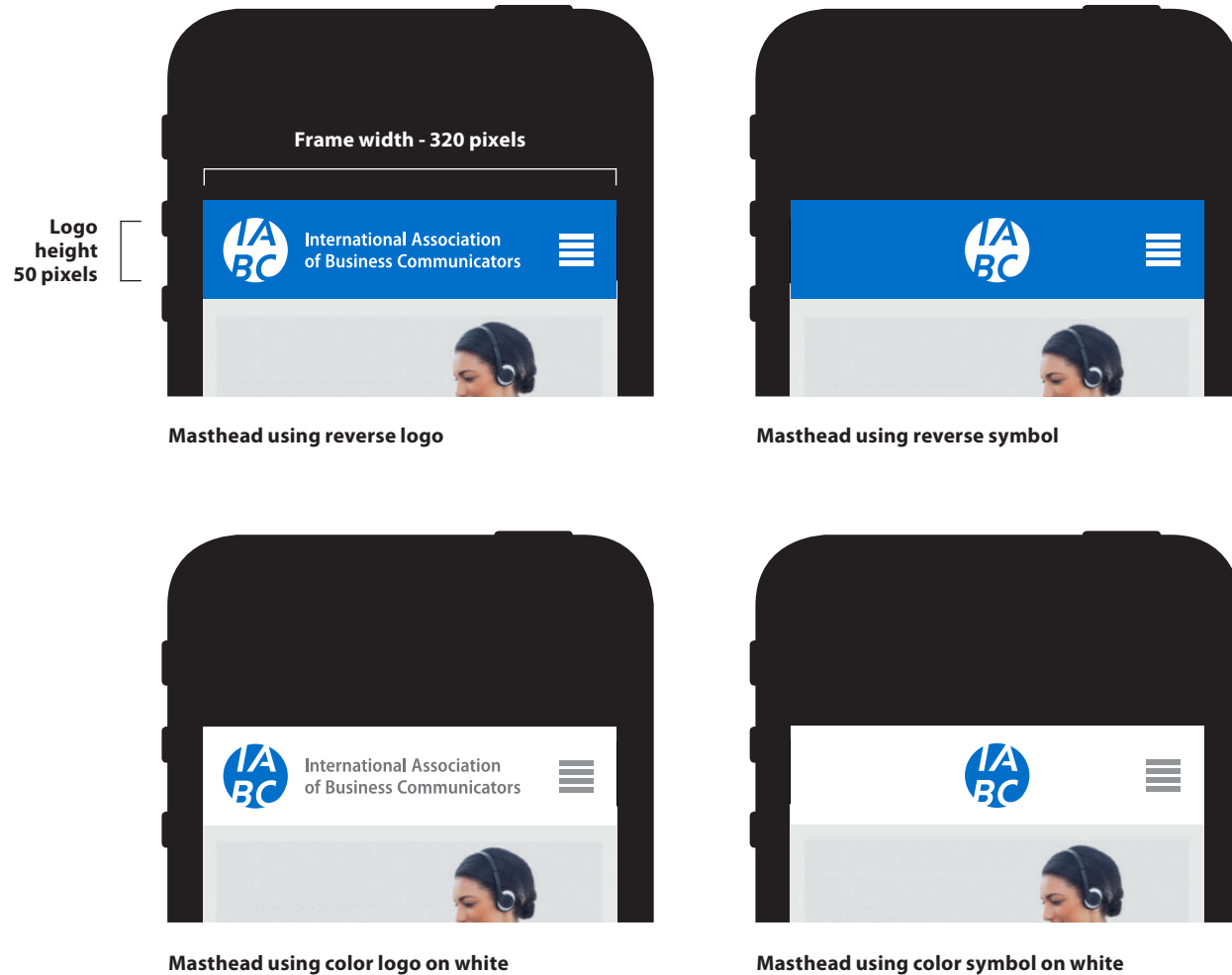
Wordmark color  
Pantone Cool Grey 9



Reverse

# Use of Headquarters logo and sizing on mobile

This page shows optimal sizing and spacing for the logo in mobile applications.



## Email signature

This page shows the IABC Headquarters email signature set up for chapter emails. The font used for information in the email signature is Arial as shown.

**Name Namerson, ABC, CMP**  
Title Specialist



**International Association  
of Business Communicators**

**International Association of Business Communicators**  
direct [000.000.0000](tel:000.000.0000) cell [000.000.0000](tel:000.000.0000) fax [000.000.0000](tel:000.000.0000) email [name@iabc.com](mailto:name@iabc.com)  
[iabc.com](http://iabc.com)



Please immediately notify me and destroy this email if you have received it in error. IABC encourages the discussion of confidential information over the phone as email may be intercepted. Email exchanged with IABC is subject to the

# Conclusion

The IABC brand couldn't have been possible without the help of staff, volunteers and our creative agency, Arcas Advertising Inc. Thank you to all involved for your support of and dedication to IABC. Templates and tools to help you deliver the IABC Brand are available for download through the **IABC Leader Centre**.

If you still have questions, please contact IABC at [leader\\_centre@iabc.com](mailto:leader_centre@iabc.com). Thanks for taking the time to understand the brand guidelines and help IABC bring them to life through powerful communication.