



The new branding guidelines.

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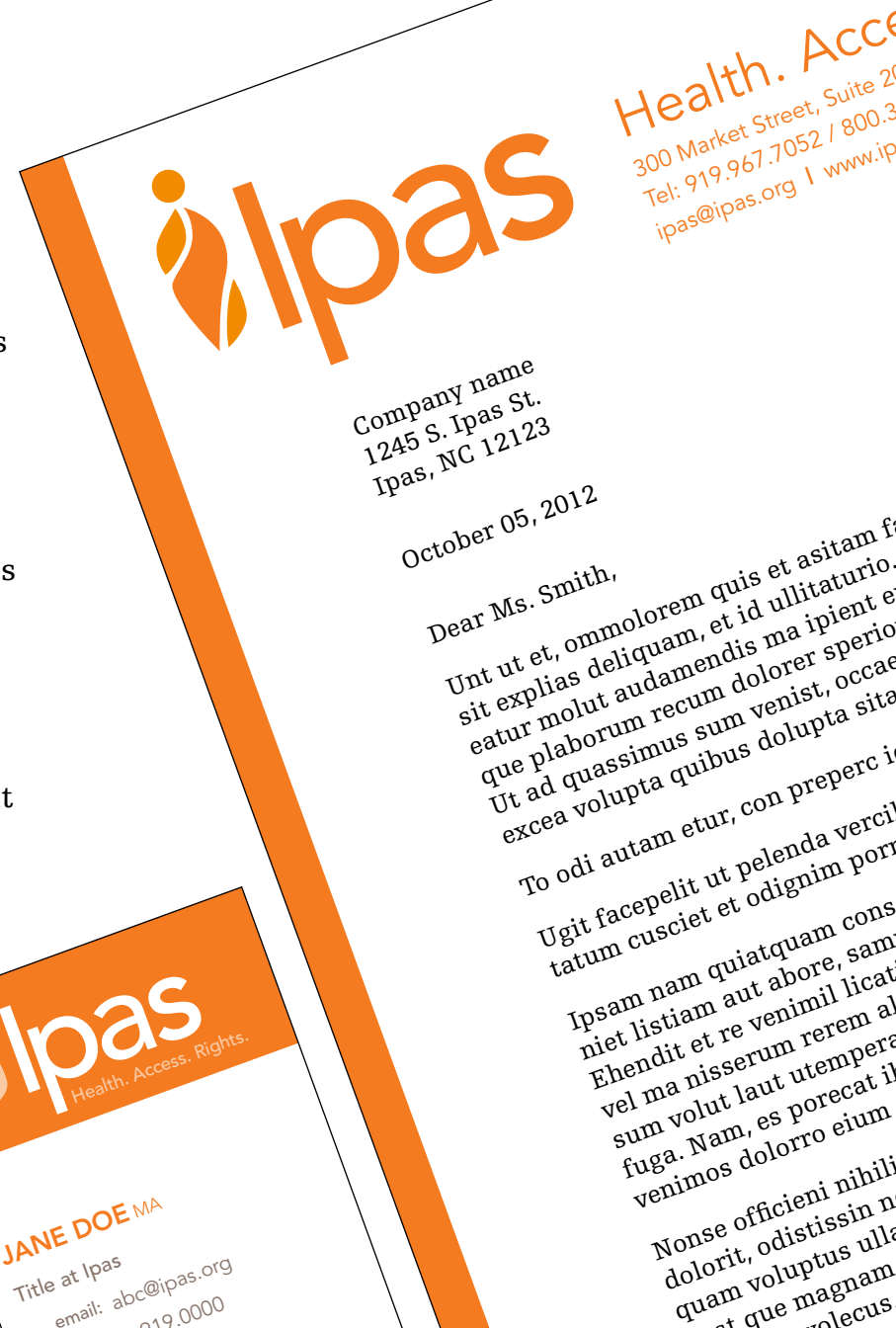
Introduction

Ipas has rebranded its image! In addition to a new logo, Communications has also created a new color palette and added new typefaces for company publications.

In most cases, identity design is based around the visual devices used within a company, usually assembled within a set of guidelines. These guidelines that make up an identity usually administer how the identity is applied throughout a variety of mediums, using approved color palettes, fonts, layouts, measurements and so forth. These guidelines ensure that the identity of the company is kept coherent, which in turn, allows the brand as a whole, to be recognizable.

This guide is designed to help you with any questions you may have about using any of the above.

Please note: the new logo replaces the old logo and its components, including the swoosh and tagline.



Logo



The new logo is composed of three different parts: the icon, the name and the tagline. Always use the tagline with the logo unless the available space hinders legibility of the tagline. The icon and name should always be used together. If you have a special case and would like to only use the icon, please contact either Jamie McLendon or Kristin Swanson and we will review your request.

The new logo is made up of two colors (PMS 166 and PMS 144). There are also one-color versions available, in black and white. Please choose whatever is appropriate for your needs. If you have trouble deciding which to use, contact Jamie or Kristin and we will be happy to advise you.



The white version of the logo has been designed to work with any color from our palette.

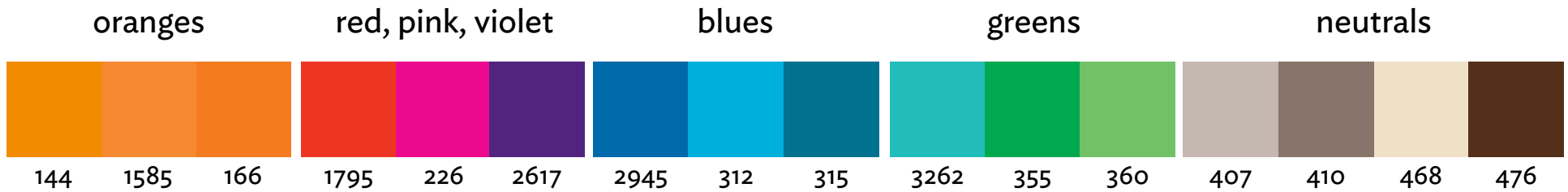


The logo is available in English and Spanish. There are also new logos for all of our country offices. You can find downloadable versions of the logos on the Communications Center Luna site.

Africa Alliance
Bangladesh
Bolivia
Centroamérica
Ethiopia
Ghana
India
México
Nepal
Nigeria
Pakistan
South Africa
Zambia



Color palette



As mentioned earlier, we have also selected a new color palette for our publications. These colors should be used when creating any document or presentation.

The Ipas palette consists of a family of colors that are used in our publications. Using these colors allows for variation from publication to publication, while still maintaining a consistent look. The colors were selected to complement each other so that all publications, regardless of which colors were used, look like they belong together.

The colors in the palette are identified by their Pantone Matching System number, commonly called their PMS number. This system is the standard way of identifying colors within the printing industry.

Converting PMS colors to RGB

Some programs, including most Microsoft applications, do not include a way to specify PMS colors. In these situations, you will want to convert the colors to RGB equivalents (red, green, blue — the three colors that combine to create all colors in screen-based media).

The following chart gives the numeric equivalents for the PMS colors. To convert them in PowerPoint, follow the directions below. For further assistance, contact the graphics team.

- Go to View
- Click on the Slide Master option
- Click on Background Styles
- Click on Format Background
- Click on the Color drop-down menu
- Click on More Colors
- Click on the Custom tab
- You will now see the RGB breakdown and can input colors in accordance with the chart

Note: if you have a need for the CMYK equivalents (cyan, magenta, yellow, black — the ink colors used in four color printing), please contact Jamie or Kristin.

PMS	R	G	B	PMS
144	248	151	29	144
1585	246	138	51	1585
166	244	123	32	166
1795	238	53	36	1795
226	236	9	141	226
2617	82	36	127	2617
2945	0	105	170	2945
312	0	175	219	312
315	0	114	143	315
3262	34	188	185	3262
355	0	169	79	355
360	115	193	103	360
407	197	184	177	407
410	136	116	106	410
468	238	225	198	468
476	84	48	26	476

Online color palette

The following colors have been selected from the larger Ipas palette in order to establish our brand online. The palette creates a cohesive look amongst all of our online products yet still allows for flexibility between various applications. These colors are to be used in any online Ipas efforts. Also, please keep in mind that any external web presence (including, but not limited to, websites, email newsletters, social media pages, videos) must be coordinated through the Communications unit.

WWW.IPAS.ORG and M.IPAS.ORG

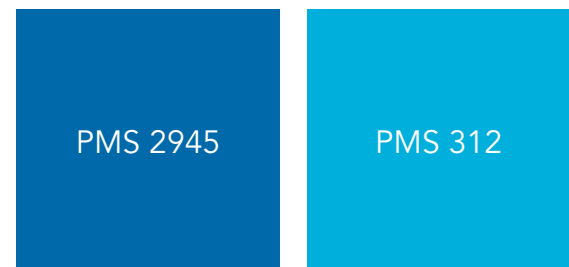
Main Ipas branding colors



Neutrals



Contrasting highlight
(used sparingly)



SOCIAL MEDIA SITES

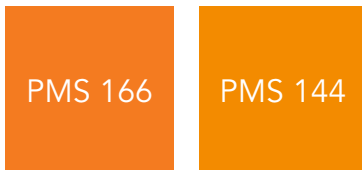
(Ipas online color palette contd.)



Facebook branding colors



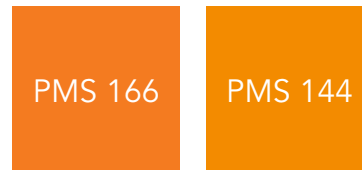
www.ipas.org/facebook



YouTube branding colors



www.ipas.org/youtube



Twitter branding color



@IpasOrg



@IpasLatina



@IpasYouth



Typefaces

Two new typefaces have been chosen for our publications. They are Egytienne and Avenir. Both were created by the same designer and therefore work seamlessly together. Avenir is the font used in the logo and works well for headers. Egytienne is a nice, wide serif font that is easily legible, making it ideal for body copy.

Handgloves

Avenir 65 Medium

Handgloves

Egytienne 55 Roman

Formats

It is imperative to choose the correct format so that the logo is represented at its best. Knowing which one to use can depend on several variables, so if you have questions about a particular need, please contact Communications.

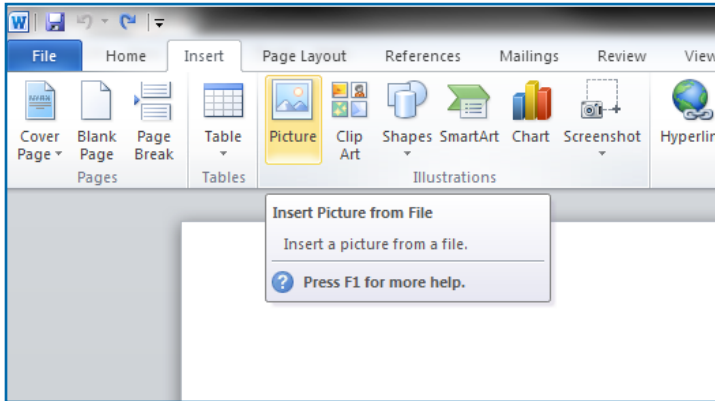
However, generally speaking, you should use the png format for electronic representation and internal communications and tiff formats for professional printing.

- For the Web, PowerPoint or any kind of an onscreen usage, use the **png**: png files are more compressed and therefore a smaller file than the pdf.
Note: Pngs should also be used for internal documents, such as Microsoft Word.
- For inserting into an external document that will be printed by a professional printer, use the **tiff** format: tiffs are higher resolution and are used for printing on laser printers, digital printing or for offset printing.

Inserting a logo into a Word document

The following instructions are a best practice for inserting pictures into Word files:

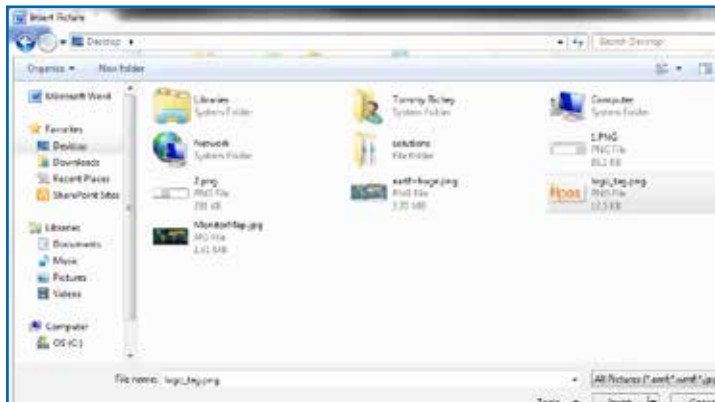
1. If you need a logo in a Word doc, you first need to download the png to your computer.



2. Next, create a new document in Microsoft Word and insert the logo into the document by going to the *Insert* tab and selecting the *Picture* icon.



4. You can now place and size the image however you would like it to lay on the page and print. **Helpful hint:** Place your cursor over a corner and hold down the *Shift* key to resize the logo proportionately.



3. Now select the logo from your computer.

White space guidelines



The “white space” or invisible border area around the logo serves to ensure the logo doesn’t look crowded. No matter what size logo you are using, the appropriate amount of white space around the logo should correspond directly with the circle on the icon in your logo. See example above.



The white space increases and decreases in proportion to the size of the logo.

Incorrect usage

The following are examples of the incorrect usage of the logo.



Don't change the color.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed id dolor nisl, urna.

Don't crowd the logo.



Don't distort the logo.



Don't use special effects such as drop shadows (shown), embossing or texture filters on the logo.



Don't try to "re-create" the logo. Use a file from Luna.