WORLD IA DAY 2017
LOCAL CONNECTIONS. GLOBAL IMPACT.

BRAND GUIDELINES

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IDENTITY & BRANDING

IDENTITY & BRANDING

We are a brand, whether we choose to be or not. We're out there—and our members and community are constantly forming opinions about us. Those opinions can be positive, negative or neutral. Those opinions can change over time. The way to put our best foot forward is to be deliberate and consistent with our communication and messaging. We can be most successful in conveying our message by maintaining a unified presence worldwide. We are the standard bearers. Let's work together to help the world see us as we want to see ourselves.

IS A LOGO A BRAND?

"Our logo is a thing—it identifies us on objects and in environments. In and of itself, it doesn't say a whole lot about the [WIAD or information architecture]. As beautiful or unique as any logo may be, it remains essentially inanimate. Without being placed onto or into something, it has very little meaning. Branding starts when the identifier is placed into an environment. When our logo is placed into positive environments that reflect our goals, values and initiatives, our organization will be well-represented and our desired messages delivered. Placed into a poor or inappropriate environment, the logo may only serve to misrepresent or confuse our goals, values and initiatives, and may reflect negatively on the organization. By the same token, an environment, action, product or service may be spectacular, but without displaying our identifier it may afford us little or no credit for our efforts. Our visual identity—our logo and supporting elements—identifies us. It says who we are. Our brand is the activation and manifestation of our goals, initiatives, mission and values. It demonstrates what we are, and why we are. The purpose of our branding program is to evoke an appropriate emotional response from the viewer by embodying—within all our messages and actions —the positive emotional characteristics of the organization." - excerpt from *AIGA Identity Guidelines 2008*

OUR COMMITMENT

- World IA Day is a one day event that happens simultaneously across the world.

- World IA Day is the flagship event of the Information Architecture Institute, a 501(c)6 organization.

- World IA Day is about bringing the information architecture community together. We're fostering links within the local communities and on a global scale. We're sharing information, ideas, and research. We're doing it through unconventional, exciting and engaging IA events this February 18th.

- Expected participation includes 64 locations from 28 countries this year.

- Attendees include information architects, user experience designers, scholars, students, content strategists, entrepreneurs, business leaders and others interested in learning and discussing IA.

- This is open to everyone.

LOGOS

OUR LOGO

You may have noticed, our logo has stayed the sameover the last couple of years. The essence of the globe remains. Our 2015 global team wanted to create a mark that would best signify the world-wide reach of the event. Perhaps it's subtle, but the facets are meant to visualize the manner in which we bring order to our endeavors. Additionally, the triangles can be used as design elements throughout our collateral materials, if we choose.

Pure Cyan was used because, on the most obvious level, our continents are connected by water. It's bold and clear, while also being easy to print. We want to keep things practical for our partners worldwide. For full color treatments (on web or for those with access to full color printing), there is an additional palette of complimentary colors.

The typeface, DIN, has a clean, modern feel. Its origins reach back to 1905 and the Prussian Rail System. In 1936 it was adopted by the German Institute for Standardization and in the decades since, has become a favorite with designers who appreciate its lean, geometric lines.

LOGO GUIDELINES

SPACING

Always provide an appropriate amount of white space or padding around the World IA Day logo. The padding will vary depending on the logo size, but a useful trick is to use the cap height of the typeface to get a rough idea of spacing requirements.

COLOR LOGOS (FOR USE ON WHITE BACKGROUNDS ONLY)

GENERAL USE

WORLD IA DAY 2017
LOCAL CONNECTIONS. GLOBAL IMPACT.

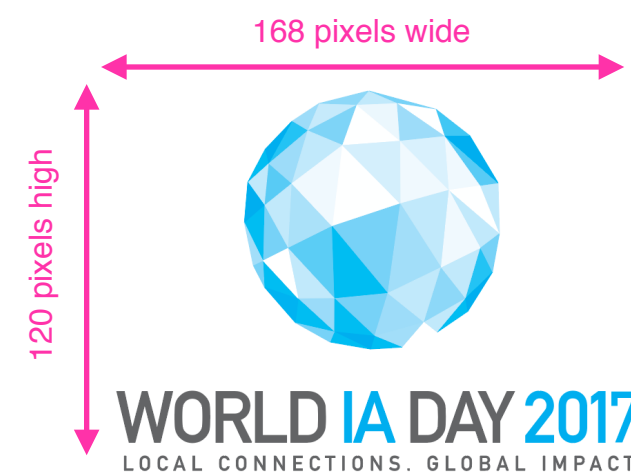Primary Logo for use on all external-facing and sponsorship-related collateral.

WIAD 2017
LOCAL CONNECTIONS. GLOBAL IMPACT.

Secondary Logo. For use when Primary Logo isn't an ideal option.

WORLD IA DAY 2017
LOCAL CONNECTIONS. GLOBAL IMPACT.

Text-Only Logo for use when a horizontal option is needed or legibility of tagline in other options will be compromised.

WEB AND ON-SCREEN USE

168 pixels wide
120 pixels high

WORLD IA DAY 2017
LOCAL CONNECTIONS. GLOBAL IMPACT.

Smallest size for legibility
168 pixels x 120 pixels

168 pixels wide
140 pixels high

WIAD 2017
LOCAL CONNECTIONS. GLOBAL IMPACT.

Smallest size for legibility
168 pixels x 140 pixels

174 pixels wide
26 pixels high

WORLD IA DAY 2017
LOCAL CONNECTIONS. GLOBAL IMPACT.

Smallest size for legibility
174 pixels x 26 pixels

GREYSCALE LOGOS (FOR USE ON WHITE BACKGROUNDS ONLY)

GENERAL USE

WORLD IA DAY 2017
LOCAL CONNECTIONS. GLOBAL IMPACT.

Primary Logo for use on all external-facing and sponsorship-related collateral.

WIAD 2017
LOCAL CONNECTIONS. GLOBAL IMPACT.

Secondary Logo. For use when Primary Logo isn't an ideal option.

WORLD IA DAY 2017
LOCAL CONNECTIONS. GLOBAL IMPACT.

Text-Only Logo for use when a horizontal option is needed or legibility of tagline in other options will be compromised.

WEB AND ON-SCREEN USE

168 pixels wide
120 pixels high

WORLD IA DAY 2017
LOCAL CONNECTIONS. GLOBAL IMPACT.

Smallest size for legibility
168 pixels x 120 pixels

168 pixels wide
140 pixels high

WIAD 2017
LOCAL CONNECTIONS. GLOBAL IMPACT.

Smallest size for legibility
168 pixels x 140 pixels

174 pixels wide
26 pixels high

WORLD IA DAY 2017
LOCAL CONNECTIONS. GLOBAL IMPACT.
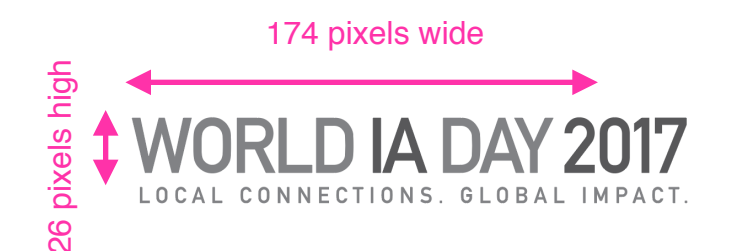
Smallest size for legibility
174 pixels x 26 pixels

REVERSED OUT LOGOS (FOR USE ON BLACK OR DARK GREY BACKGROUNDS)

GENERAL USE

WORLD IA DAY 2017
LOCAL CONNECTIONS. GLOBAL IMPACT.

Primary Logo for use on all external-facing and sponsorship-related collateral.

WIAD 2017
LOCAL CONNECTIONS. GLOBAL IMPACT.

Secondary Logo. For use when Primary Logo isn't an ideal option.
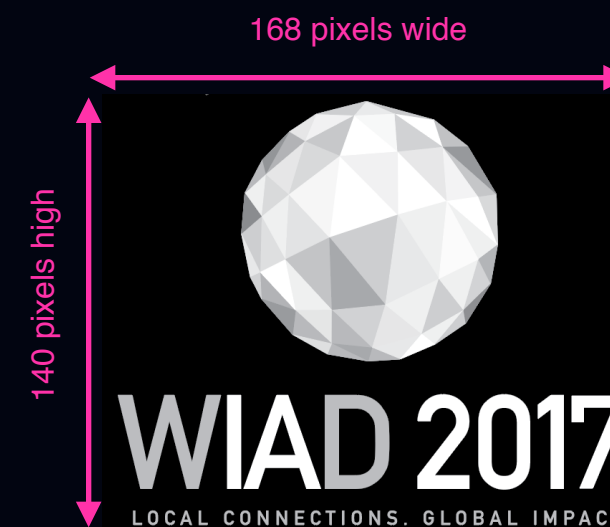
WORLD IA DAY 2017
LOCAL CONNECTIONS. GLOBAL IMPACT.

Text-Only Logo for use when a horizontal option is needed or legibility of tagline in other options will be compromised.

WEB AND ON-SCREEN USE

168 pixels wide
120 pixels high

WORLD IA DAY 2017
LOCAL CONNECTIONS. GLOBAL IMPACT.

Smallest size for legibility
168 pixels x 120 pixels

168 pixels wide
140 pixels high

WIAD 2017
LOCAL CONNECTIONS. GLOBAL IMPACT.

Smallest size for legibility
168 pixels x 140 pixels

174 pixels wide
26 pixels high

WORLD IA DAY 2017
LOCAL CONNECTIONS. GLOBAL IMPACT.

Smallest size for legibility
174 pixels x 26 pixels

HOW **NOT** TO USE OUR LOGOS

DO NOT PLACE LOGO ON A NON-APPROVED COLOR

DO NOT ADD DROP SHADOWS OR OTHER EFFECTS TO LOGO

DO NOT RECONFIGURE OR REARRANGE THE LOGO

DO NOT CHANGE THE COLOR OF THE LOGO

DO NOT SKEW OR ROTATE LOGO

DO NOT CUT OR CROP OUT ANY PIECES OF THE LOGO

TYPOGRAPHY

TYPOGRAPHY

LOGO TYPEFACE:

DIN ALTERNATE BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

1234567890

BODY TYPEFACES:

Helvetica Neue Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

1234567890

Helvetica Neue Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

1234567890

TYPOGRAPHY (CONTINUED)

BODY TYPEFACES:

Helvetica Neue Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

1234567890

WEB TYPEFACES:

Arial Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

1234567890

Arial Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

1234567890

COLOR PALETTE

HOW TO USE OUR PALETTE

Color usage needs to support and reflect the direct and plain spoken message. A stripped-down palette can create a sense of urgency, forthrightness and a 'tell-it-like-it-is' attitude. It serves to keep messaging clear and simple.

Our primary colors are Pure Cyan, Pure Black and Pure White. Cyan evokes a sense of connectedness to the world, while feeling bright and modern. This is ultimately a "two-color" palette, which is meant to make printing for the various location easy and cost-effective. Tints of these colors can be used as-needed.

Grey can be used in a variety of ways and is simply a tint of black, this can also factor into ease of use for printing.

Our secondary palette brings Pure Magenta and Pure Yellow for added punches of emphasis. They are bright and direct, yet familiar. They can have equal weight with Pure Cyan, when needed. These colors should only be used at full saturation.
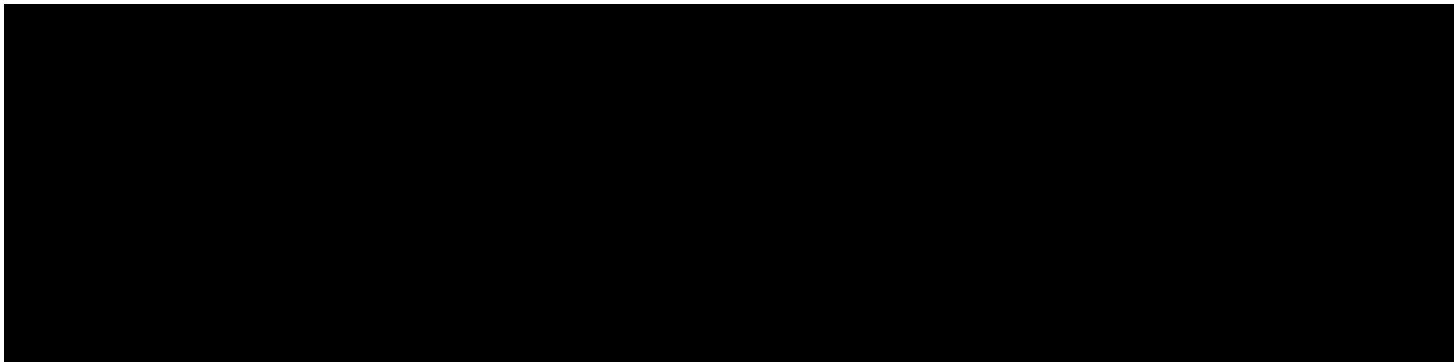
Finally, the tertiary palette brings in Pure Orange and Pure Green when a full spectrum of color is desired. These colors should also only be used at full saturation.

COLOR PALETTE

PRIMARY PALETTE

Pure Cyan
CMYK: 100, 0, 0, 0
RGB: 0, 174, 239
Hex: 00AEEF
Pantone: 306 U or Process Cyan C

Pure Black
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
Hex: 000000
Pantone: Process Black U or Black 6 C

Pure White
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
Hex: FFFFFF

SECONDARY PALETTE

Pure Magenta
CMYK: 0, 100, 0, 0
RGB: 236, 0, 140
Hex: FF0099
Pantone: 806 U or Hexachrome Magenta C

Pure Yellow
CMYK: 0, 0, 100, 0
RGB: 255, 255, 0
Hex: FFFF00
Pantone: Yellow U or Process Yellow C

TERTIARY PALETTE

Pure Orange
CMYK: 0, 63, 100, 0
RGB: 255, 125, 0
Hex: FF7D00
Pantone: Orange 021 U or Hexachrome Orange C

Pure Green
CMYK: 73, 0, 100, 0
RGB: 0, 204, 0
Hex: 00CC00
Pantone: 802 U or 802 C

GREY PALETTE

Any tint between Pure White and Pure Black is acceptable as long as contrast and readability are completely preserved and logo guidelines are strictly adhered to.

LOCATION USAGE

LOCATION USAGE (LONG NAME EXAMPLE)

WORLD IA DAY 2017
LOCAL CONNECTIONS. GLOBAL IMPACT.
JOHANNESBURG

WIAD 2017
LOCAL CONNECTIONS. GLOBAL IMPACT.
JOHANNESBURG

WORLD IA DAY 2017
LOCAL CONNECTIONS. GLOBAL IMPACT.
JOHANNESBURG

JOHANNESBURG

JOHANNESBURG, SOUTH AFRICA

Spell out location name in DIN Alternate Bold and size appropriately to match logo lock-up. See example for long name above.

LOCATION USAGE (SHORT NAME EXAMPLE)

WORLD IA DAY 2017
LOCAL CONNECTIONS. GLOBAL IMPACT.
TOKYO, JAPAN

WIAD 2017
LOCAL CONNECTIONS. GLOBAL IMPACT.
TOKYO, JAPAN

WORLD IA DAY 2017
LOCAL CONNECTIONS. GLOBAL IMPACT.
TOKYO, JAPAN

TOKYO

TOKYO, JAPAN

Spell out location name in DIN Alternate Bold and size appropriately to match logo lock-up. See example for short name above. To avoid location name becoming too large, country name was added.

IMAGERY

IDEAS FOR IMAGERY

The examples on the next pages are suggestions to further convey the spirit of order and universality the encompasses World IA Day. You may want to use imagery in your presentations, signage or websites. Since we do not have an image library to provide, we wanted to make things as simple as possible, while also encouraging individual creativity and playfulness that will best convey the events in your individual location. Most importantly, have fun!

SAMPLE **IMAGERY**

ORIGAMI TESSELLATIONS

http://www.elektropastete.de/origami-tessellation/

http://www.elektropastete.de/origami-tessellation/

STRIKING CITYSCAPES

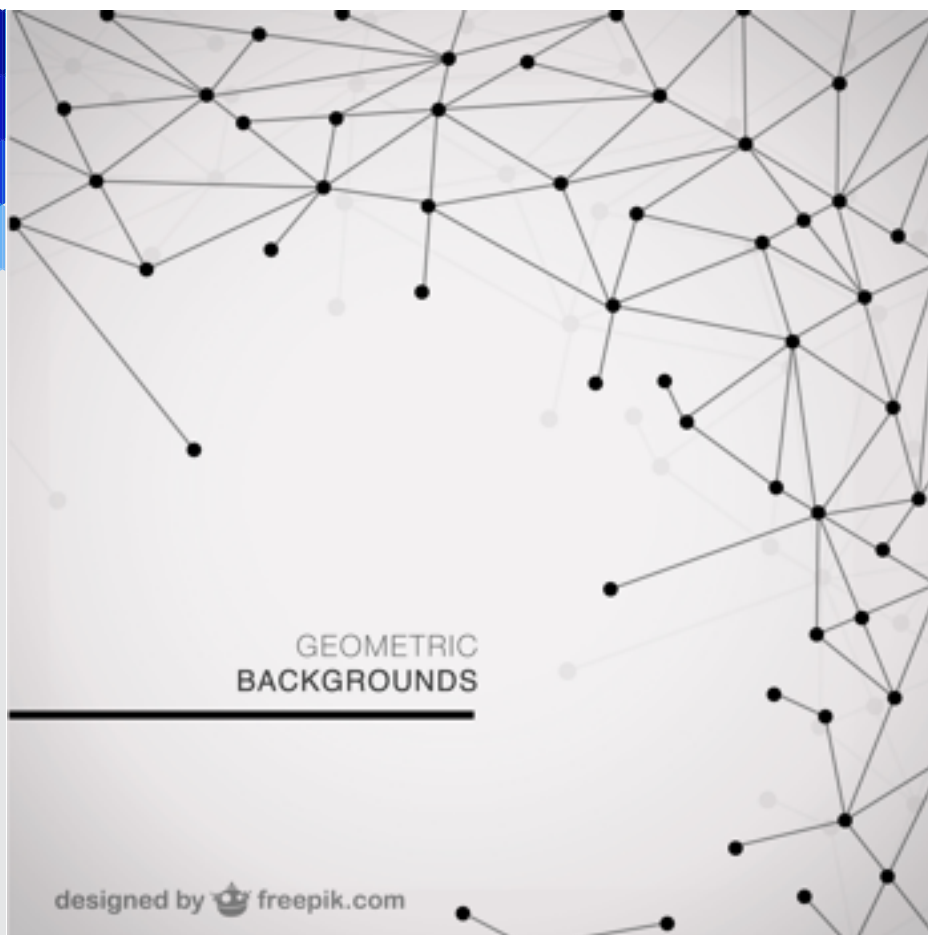https://c2.staticflickr.com/8/7185/6881397761_470d81ae60_z.jpg

http://www.123rf.com/photo_25126315_couple-of-buildings-in-high-contrast-black-and-white.html

SAMPLE **IMAGERY** (CONTINUED)

FREE GEOMETRIC VECTORS

freepik.com

freepik.com

freepik.com

NATURAL PATTERNS

http://i.dailymail.co.uk/i/pix/2013/07/
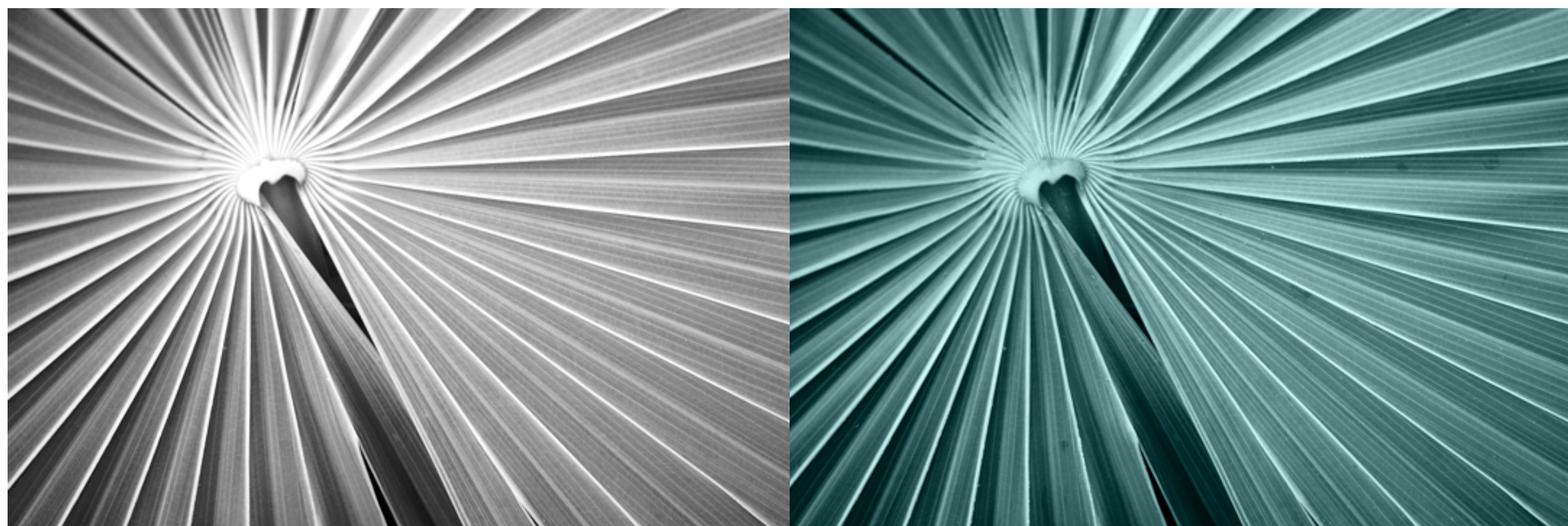09/article-0-1ABA4B5D000005DC-476_634x890.jpg

http://www.wired.com/2010/09/fractal-patterns-in-nature/

http://www.scottshephard.com/2009/03/12/palm-leaf/

SAMPLE **IMAGE MANIPULATION**

THANK YOU.

QUESTIONS?

Please contact this year's Global team:

global@worldiaday.org