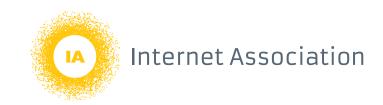
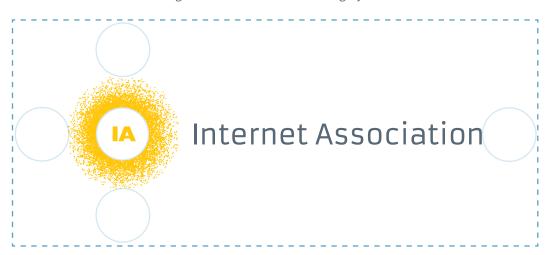
Internet Association Branding Guidelines



PLACEMENT

No 'The' included in logo. Logo must appear one of the two layouts listed below (either long form or stacked) with the proportions shown. Logo font must be ARMATA in IA grey.

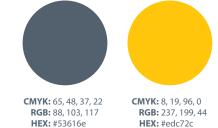




COLOR PALETTE

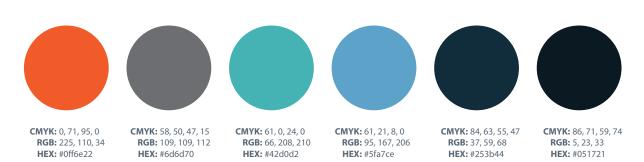
LOGO COLORS

PANTONE: 174-12 C

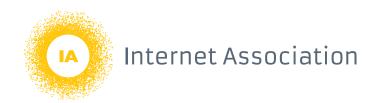


PANTONE: 123 C

SECONDARY COLORS



Internet Association Branding Guidelines



ALTERNATE LOGO COLOR

When placing logo on top of darker colors, it is appropriate to change the font color to white however and keep the sunburst in 'IA Yellow'. When displayed on lighter colors the entire logo may be presented in white for clarity. Outside of this circumstance, no other colors may be used and the 'IA Sunburst' is to be portrayed in yellow at all times. No other colors may be used. The IA sunburst is not be used without the full name beside it without the consent of the Internet Association to do so.

Color Light Color Greyscale











TYPOGRAPHY

Primary Typeface (main logotype text / headlines)

Armata

 Secondary Typeface (body copy)

Source Sans Pro

Available: https://fonts.google.com/specimen/Source+Sans+Pro

Available: https://fonts.google.com/specimen/Armata