

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

- 3** Introduction
- 4** Who we are
- 4** Our messages
- 5** Our shared values
- 5** Our brand personality
- 6** Our tone of voice
- 7** Logo
- 12** Chapter logo
- 19** Logo use and sizing on desktop and tablet
- 20** Chapter logo use and sizing on desktop and tablet
- 21** Chapter logo use and sizing on mobile
- 22** Use with other languages
- 23** Color
- 29** Typography
- 30** Images
- 44** Use in social media
- 46** Using the symbol in typography in communication materials
- 49** Using images in the symbol in communication materials
- 52** Other applications
- 54** Email signature
- 55** Headquarters items
- 58** 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 demonstrate 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:

TONE OF VOICE	WHAT IT MEANS	WHAT IT DOESN'T MEAN
Human	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.
Open	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.
Confident	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.
Professional	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



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.



Color



Black & white



Reverse

International Association
of Business Communicators

Logotype color
Pantone Cool Grey 9

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.

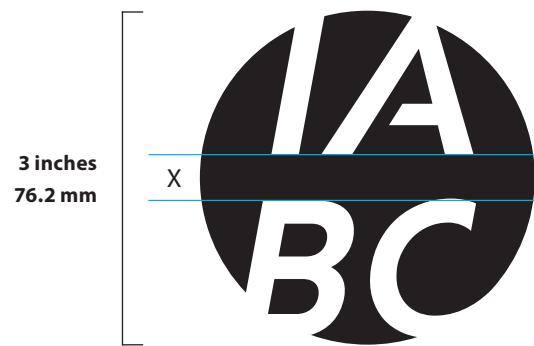


International Association
of Business Communicators

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

2 X

International Association of Business Communicators

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



**International Association
of Business Communicators
Newfoundland & Labrador**

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.



Title typography
Myriad Pro Semi-Bold Semi-Condensed
Type size - lower case letters (use letter n height) are the same height as the dimension - x

International Association of Business Communicators Los Angeles

Name typography
Myriad Pro Semi-Condensed - 71 point

.225 inches
5.715 mm

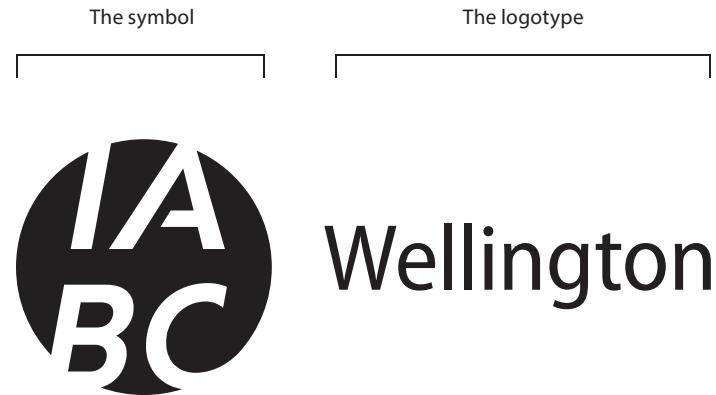
Secondary chapter logos

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.

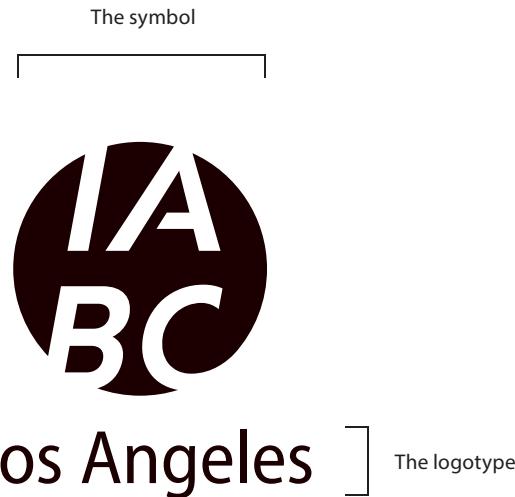


Example of horizontal secondary chapter logo use

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



Color

Ohio

Logotype color
Pantone Cool Grey 9



Black & white

Wellington



Reverse

Vertical version



Logotype color
Pantone Cool Grey 9



Ohio

Color



Los Angeles

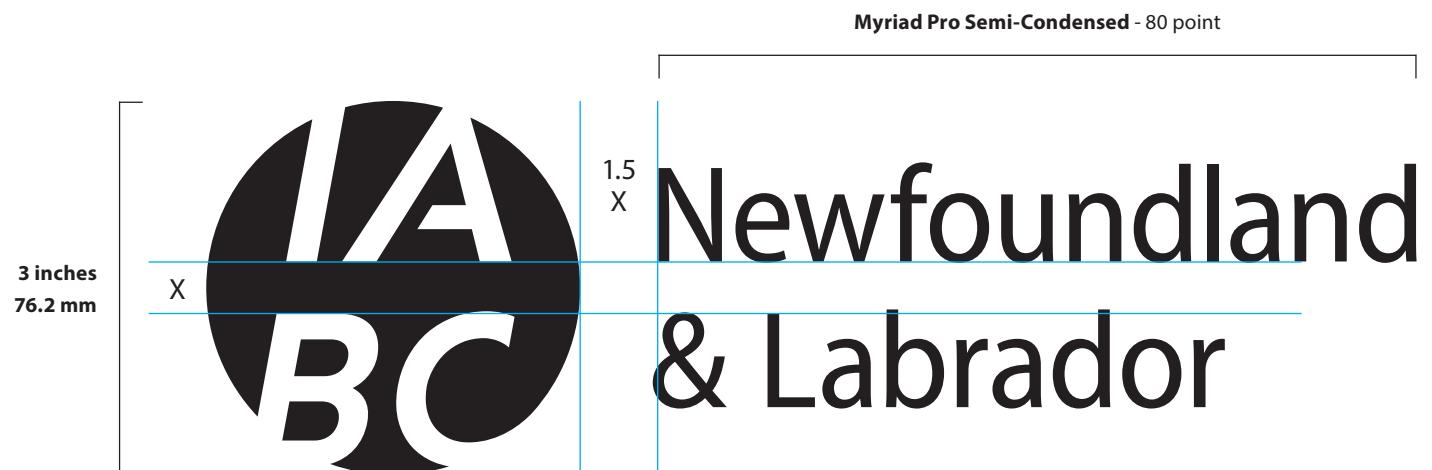
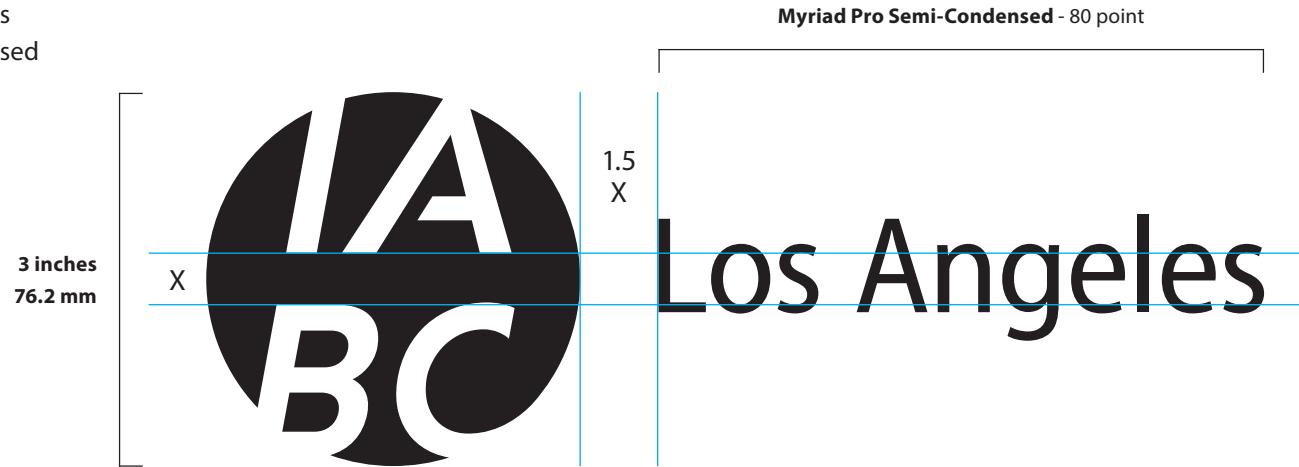
Black & white



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.

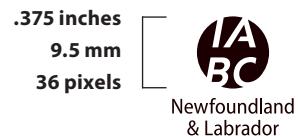
The optimum minimum space should be the same height as the letters in the symbol.

Minimum size

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

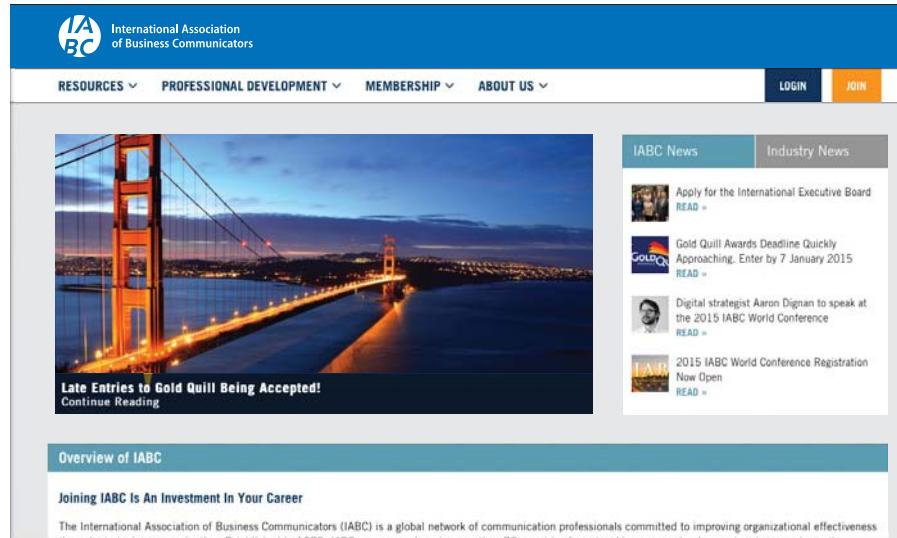


1.5 inches
38.1 mm
144 pixels



Logo use and sizing on desktop and tablet

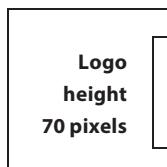
This page shows optimal sizing and spacing for the logo in desktop and tablet applications.



Minimum size on web, desktop and mobile



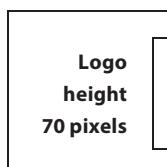
Masthead height
100 pixels



Logo and masthead height for desktop and tablet



Masthead height
100 pixels



Chapter logo use on desktop and tablet

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

Masthead using reverse chapter logo



Masthead using color chapter logo on white background



Minimum size on web, desktop and mobile



150 pixels

Masthead using reverse horizontal secondary chapter logo

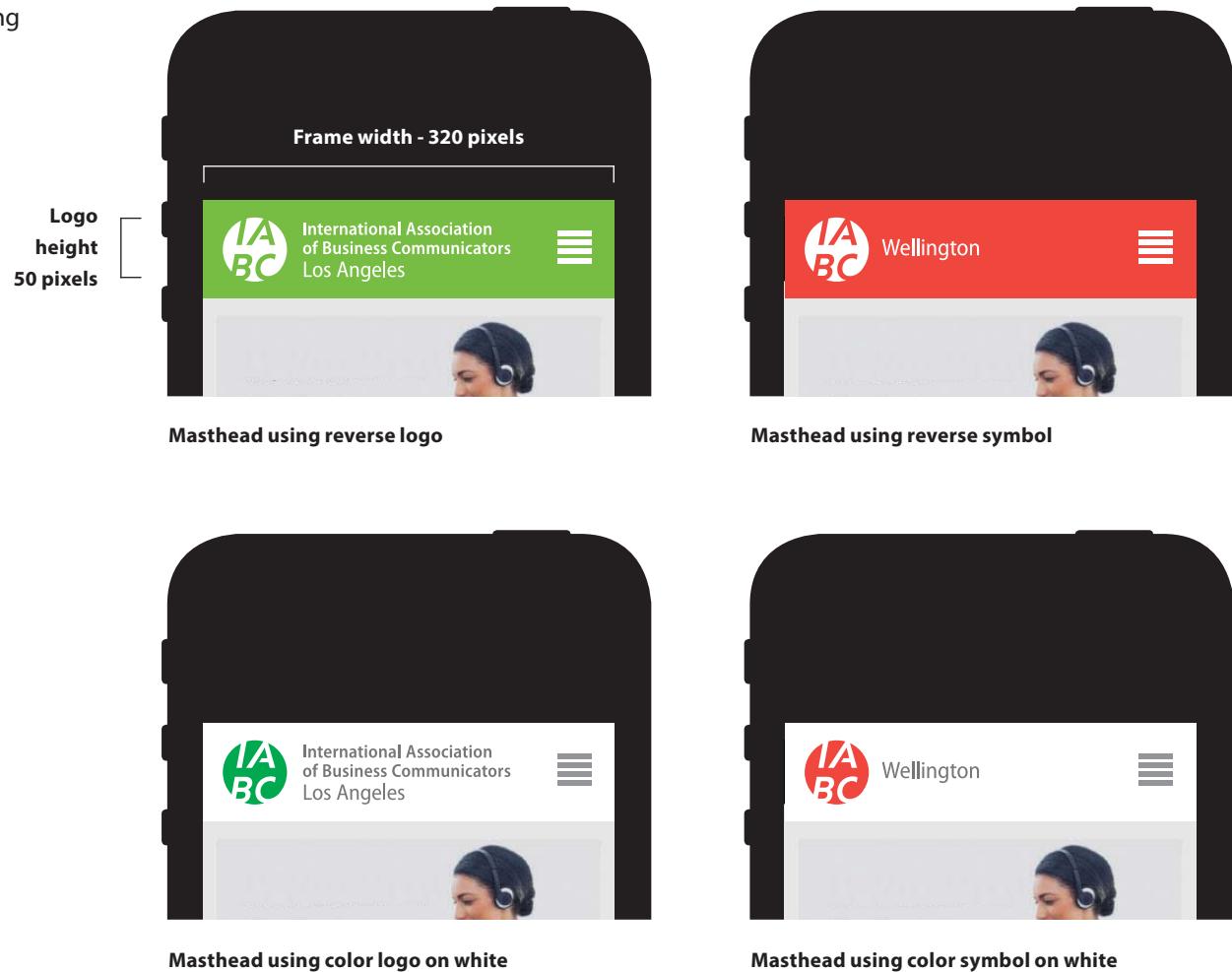


Masthead using color horizontal secondary chapter logo on white background



Chapter logo use and sizing on mobile

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



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**

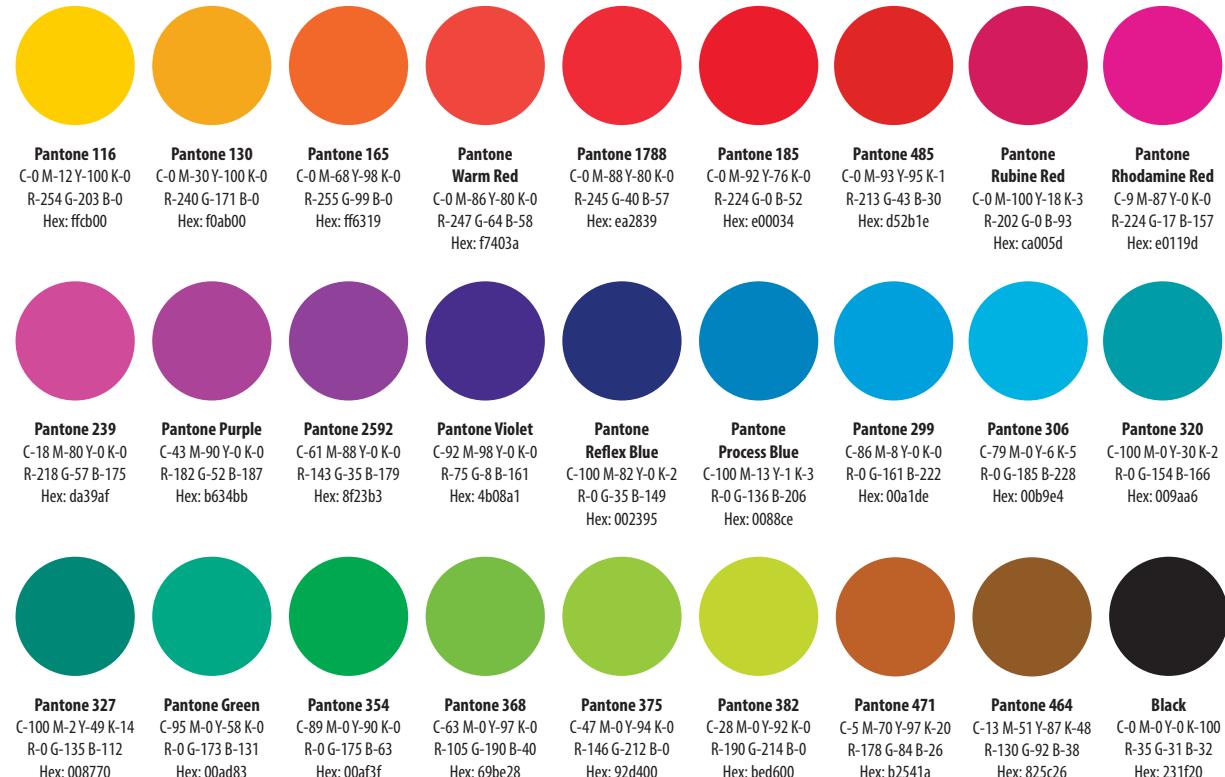


**Association Internationale des
Professionnels de la Communication**

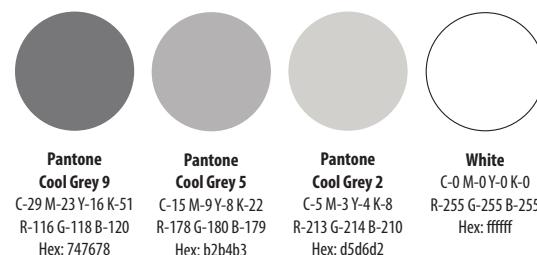
Color

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

IABC.com

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

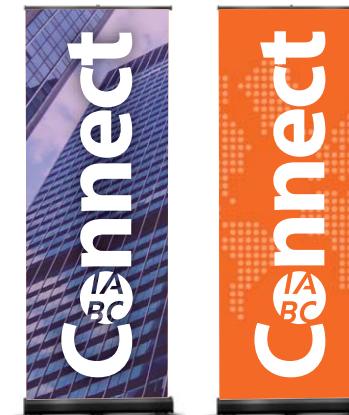
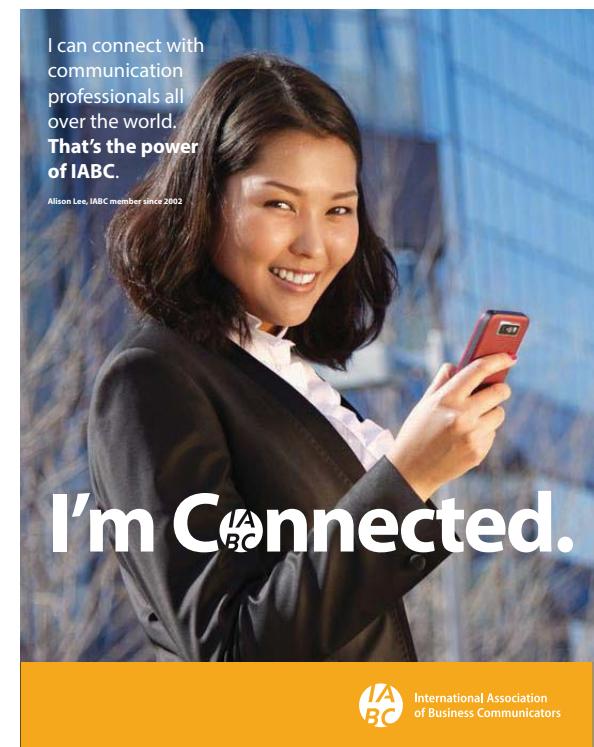
Looking for a business communicator in Los Angeles?

IABC International Association of Business Communicators Los Angeles

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



Color use in materials

Use on combination white and full color backgrounds

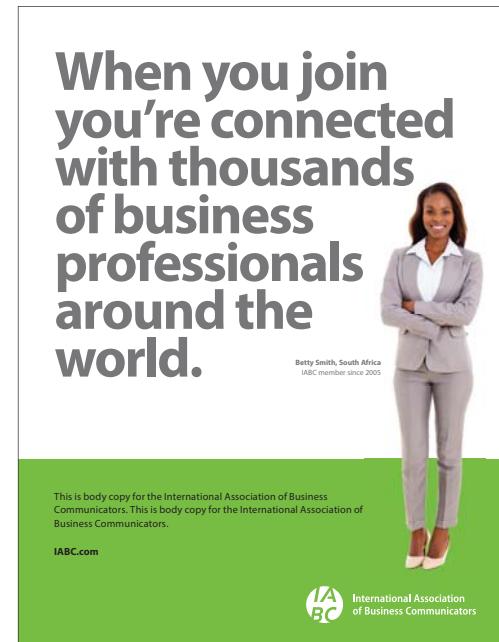
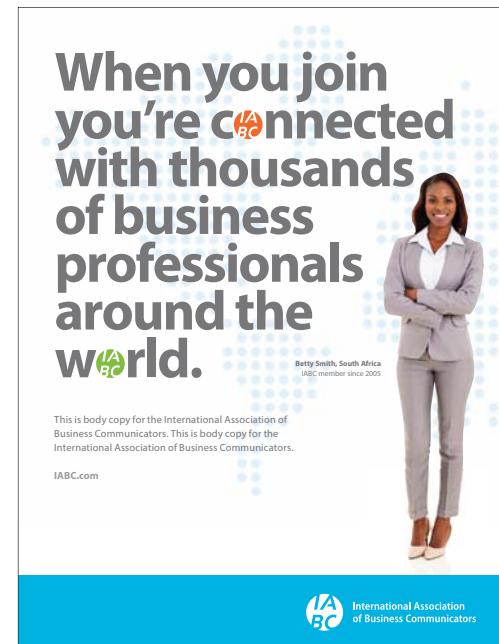
IABC materials may use a combination of a full color and a white background.

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



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

Tell the story

Imagery is an important component of the IABC visual style. All images should be professional, tasteful and properly reflective of the brand personality (see page 5). The image you choose should tell a story. It should convey all or part of your central message. For both marketing and editorial materials, imagery should not be purely decorative. This wastes an opportunity to reinforce or enrich the message.

IABC image strategy is all about genuine emotion – connecting on a deeper level by inspiring, challenging and informing. People should appear “real” and represent the wide variety of associates, members, and chapters we serve. IABC should be portrayed as a global and multicultural organization while avoiding contrived depictions of diversity. Images should not have altered backgrounds or appear staged, and they should be engaging and warm with emphasis on collaborative scenarios. Editorial images should appear contemporary and uncluttered. Interesting, unexpected cropping of an image adds energy.

When using photographs of people, ensure you have obtained all legal rights to the image (see pages 39-42).



Images

Selecting imagery

Portraits

When portraying people, chose realistic imagery. Avoid obviously staged or contrived photography. Instead, chose or commission candid, reportage-style photography that captures real moments and emotions.

This means using stock imagery with care. Avoid overly stylized and posed shots, which are unlikely to connect with the viewer on an emotional level.

When it comes to composition, ensure the subject is the hero or focal point of the image. Subjects can look directly into the camera or be captured in conversation, interacting with others. The tone should always be warm and engaging. Ideally, the environment or background should help tell the story. Subjects should represent our members or thought-leaders in settings that can – and should – extend beyond a standard office environment.

To help members share in the excitement of IABC conferences and events, we need to clearly depict both the experience and the value we deliver. It's not just about attending an event, but the enjoyment and emotion associated with it. The use of engaging and emotive images helps to connect the dots between what we do and how people experience IABC.



Groups of people should have a direct and engaging tone, and show diversity without being contrived



People at conferences and events should be interacting with others and their environment



Individuals should appear friendly and engage with the audience



Images shot at interesting angles can add energy

Images

Selecting imagery

Locations

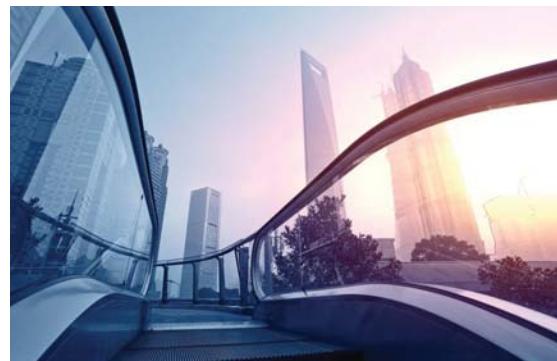
An image of a location – whether internal or external – should help communicate your central message. Choose authentic shots that capture a genuine sense of place. Avoid overly stylized or purely decorative images that convey little to the viewer.

A cityscape or landscape can help tell your story. Our Colorado chapter may wish to use a dramatic photograph of the Rockies for an upcoming event, for example. A shot of a busy meeting can be used to illustrate an upcoming workshop.

However, try not to choose obvious or clichéd images that have been seen many times before. Instead, find interesting angles or less familiar environments that add interest and make the viewer look twice.



Images should be vibrant and interesting, welcoming in the audience



Images should have an inviting, exciting feel to them



Add interest by using an image with a unique perspective



A cityscape or landscape can help tell your story

Images

Selecting imagery

Concepts

Imagery is often chosen for its power to convey a concept or idea – a plant sprouting from the ground is often used to convey growth or new beginnings, for example. Choose your concepts with care to avoid tired clichés.

Ensure the image is communicating a clear message – the viewer should not have to work too hard to understand its meaning.

Avoid stage-managed poses or situations that we never see in real life. However, be imaginative – use an eye-catching or unfamiliar image that prompts viewers to look more closely.

These images can be used on secondary pages of a website, as inside spreads within brochures, or for feature stories. They are not to be used as heroes or cover imagery.



People should have a professional appearance and draw the audience into the story



The message a storytelling image conveys should be clear and relatable



Use eye-catching imagery to prompt viewers to look more closely



Storytelling images should pique the audience's interest



The topic of an image should be clearly understood

Images

Selecting imagery

Illustration

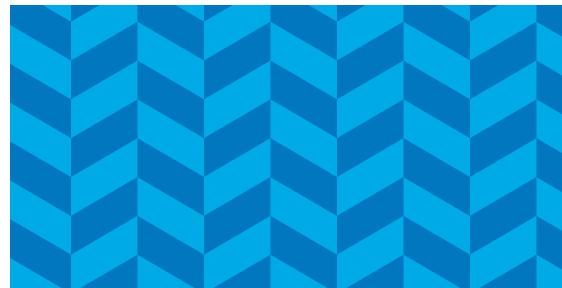
There is a wealth of illustrative styles available, from the highly artistic to the more generic and commonplace. When choosing illustration we recommend using clean, simple, flat vector graphics that convey a clear message. By restricting ourselves to this type of professional illustration, we can achieve a degree of consistency and cohesion across our materials. Choose an illustration that conveys a specific message, and ensure that message is clear and unambiguous.

Illustrations can be fun and lively, but should not be childish or amateurish. A bland, unremarkable graphic that merely decorates the page is a wasted opportunity to enrich your message. Instead, choose a graphic that illustrates at least one element of your story.

Occasionally, you may wish to use a pattern – either natural or man-made – as a background image. Take care the pattern does not dominate or detract from your message. Insert an image behind the IABC symbol with great care – the symbol must always be clear.



Photography of natural or man-made textures should be eye catching, yet simple enough to allow the symbol to read



Patterns may be illustrations created using colors from the IABC color palette



Illustrations may be integrated into photography for a fun and friendly look and feel



Flat, bright illustrations are preferred



Illustrations should be interesting and informative

Images

What do we mean by “real photography”?

Throughout this guide we have sought to emphasize the importance of “real photography”. By this we mean images that are more likely to resonate with our audiences because they convey a real-life situation or emotion.

Stock image libraries are useful when we do not have the budget or time to commission a shoot, but many stock images are overly stylized and contrived. As a result, they fail to capture either our attention or engender an emotion. Rather like wallpaper, they wash over us without leaving an impression.

To visualize what we mean, here are some ‘real life’ images alongside a staged or ‘stocky’ counterpart.

DO THIS



NOT THIS



DO THIS



DO THIS



Images

What do we mean
by “real photography”?

DO THIS



NOT THIS



Images

Unacceptable imagery

Your choice of image has great impact on the success of a piece of communication – an image, in many ways, can make or break a piece. Following are some examples of inappropriate photography and illustration along with rules of thumb for image selection.

Some general considerations:

- Do not use blurry images
- Do not use black and white or grayscale images
- Do not use images with eyes closed
- Do not use images showing alcoholic beverages
- Do not create a collage out of photos



Do not use overly dark images



Do not use sepia-toned images



Do not multiply color over an image



Do not use overly manipulated images



Do not use overly stylized images



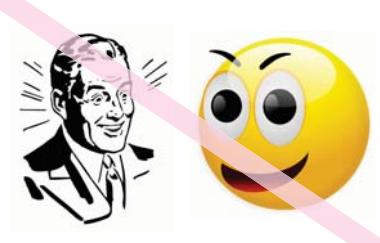
Do not use overly busy images



Do not apply artistic filters to images



Do not use over-used metaphors



Do not use cheesy clip art



Do not use clichéd scenes



Do not use staged stock or stock-like images



Do not use illustrations that appear young or child-like

Images

Uses in communications

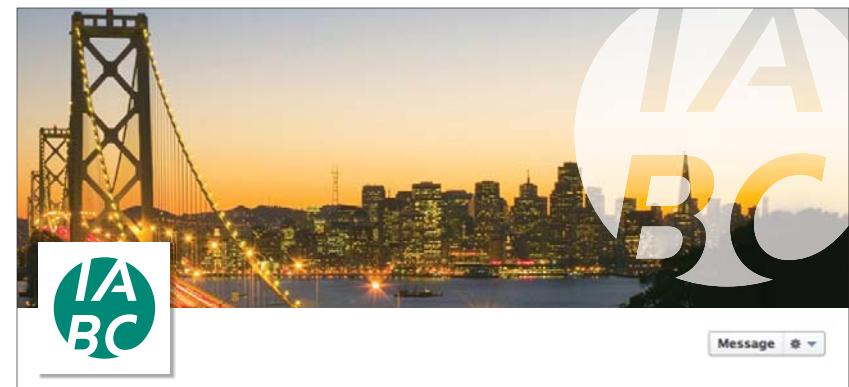
The following are examples of the way imagery can be used to create a variety of IABC communications. These examples are meant as inspiration and to provide reference for creative thinking. Please follow the spirit of these examples but do not feel limited to what they illustrate. IABC's image system is designed to allow many types of communications, individually suited for varying needs and audiences.



Pattern used in symbol



Promotional card



Cover image



Banner ad



Print ad



Website

Images

Sourcing images and usage rights

Commissioning original imagery

IABC prefers original imagery via commissioned photo shoots and illustration whenever possible. When negotiating fees with a photographer, always discuss:

- Photography fees – payment for their skill, creativity and time.
- And, if not included, licensing fees – payment to use the images.

Ensure you have fully licensed use of the images before using them. We recommend licensing only the rights you will actually need, as opposed to a full-use license or an outright purchase. Consider whether the shot is needed for another purpose further down the line. A photographer will rightly object to seeing one of their images on the side of a bus if they took it for a company newsletter six months earlier.

When commissioning photography or illustrations, make sure to follow several steps:

- Identify the specific needs of your project. A concept you want to get across. A certain visual style you're after.
- Choose a photographer / illustrator that fits your needs and budget. Many photographers have their portfolios online.
- Make sure the photographer / illustrator is clear on the project goals and the IABC personality.
- Be clear about any specific requirements.
- Once you have agreed on a fee, draw up a clear, written contract so there are no misunderstandings regarding payment or deliverables.

Making your money go further

Commissioning a photo shoot can be expensive. However, there are ways to make your budget go further:

- Most photographers charge by the hour, half-day or day. Commissioning one portrait can therefore be expensive. Instead, use your photographer's time wisely by arranging to have several portraits taken in the same session. If you have booked a photographer for an event, ask for contextual, background and location shots too.
- IABC budgets do not always stretch to booking experienced, professional photographers, but talented photography graduates or students often welcome the opportunity to get commercial experience. Contact the photography, journalism and art schools in your area.
- Do you need to hire a professional every time? Many experienced photographers give training sessions to improve people's basic skills, boost their confidence and help identify the best basic equipment to buy. This could be a worthwhile investment.

Resources for commissioning imagery

Photography: <http://www.asmp.org/commissioning-assignment-photography/>

Illustrations: <http://www.theaoi.com/portfolios/index.php/portfolios/guide-to-commissioning>

Images

Sourcing images and usage rights

Stock Imagery

Original photography is preferred over stock when possible. If stock photography is used, avoid overly stylized, cluttered and poor quality images. There are various types of purchasing licenses for stock images. The following are the most common licenses.

Royalty-free (RF)

Royalty-free images may be used multiple times for multiple projects without incurring additional fees. The rights granted are non-transferable and are personal to the licensee.

Rights-managed (RM)

Rights-managed images are licensed with restrictions, which may include limitations on image size, placement, duration of use and geographic distribution. License fees will vary for intended use. If needed for multiple uses (i.e. digital media and advertising), the stock photography website or a sales representative can provide an estimate for those licenses.

Editorial

Editorial images are licensed with restrictions on usage, such as limitations on size, placement, durations of use and geographic distribution. Must be used in an “editorial” manner, which means use relating to events that are newsworthy or of public interest.

Image size

When purchasing an image, keep in mind the size at which it will be used. For the web, it is often possible to purchase a smaller, and therefore less expensive, image. If the image is needed for printed materials, we recommend purchasing the largest size to ensure the best possible reproduction.

Key concepts

When searching for images or setting up a photo shoot, key concepts to consider are: brainstorming, business, collaboration, colleagues, communication, discussion, groups of people, and teamwork.

Resources for copyright information

<http://wherewestand.gettyimages.com/copyright/#essentials>

<https://www.plagiarismtoday.com/2014/06/05/5-copyright-terms-need-stop-using-incorrectly/>

<http://www.stockphotorights.com/>

Images

Sourcing images and usage rights

IABC images on Flickr

Visit <https://www.flickr.com/photos/iabchq/> albums for images taken at key IABC events since 2013. The style and approach will hopefully give you inspiration when commissioning your photo shoots. If you see an image you'd like to use, please email IABC Director of Content, Natasha Nicholson, at [NNicholson@iabc.com](mailto>NNicholson@iabc.com) to check the usage and model release rights.

Image libraries

The preferred stock source site for photography and illustration is 123rf.com. Other recommended sites include gettyimages.com, istockphoto.com, and masterfile.com. If sourcing from [Flickr.com](https://flickr.com), keep in mind that Getty owns this site and the image owner may be using Getty for licensing. If not, permission to use the image should be obtained from the owner of the Flickr image.

Royalty-free stock image libraries

There are a number of free image libraries on the web. Some may require you to credit the photographer, others not – read the terms and conditions carefully. Here are some free stock sites with professional, high quality images.

- <https://pixabay.com/> – a site for finding and sharing images free of copyrights. All pictures are released under Creative Commons Zero (CC0) into the public domain.
- <http://www.imagesource.com/royalty-free> – a huge stock photo collection of premium royalty-free images produced by Image Source and third party partners.
- <https://unsplash.com/> – high quality images licensed under CC0, which means you can copy, modify, distribute and use the photos for free, including commercial purposes, without asking permission from or providing attribution to the photographer or Unsplash.
- <https://picjumbo.com/> – started by a young Czech photographer in 2013, this photo stock site has free pictures used by millions of bloggers, designers and marketers all around the world.
- <http://www.imcreator.com/free> – a curated collection of free web design resources all for commercial use.
- <https://www.pexels.com/> – provides high quality and free stock photos licensed under CC0. All photos are nicely tagged and searchable.
- <http://publicdomainarchive.com/> – a public domain image repository dedicated to bringing you high-quality stock from photographers around the world.

Images

Model releases

A release is a written agreement between you and either the photography model or the owner of the property you are photographing. The purpose of the release is to protect you and IABC from any possible future lawsuits filed by the model/owner (examples of claims include defamation and invasion of privacy).

A model release states the written consent of the model to be photographed as well as allowing you full use of the images you capture. The model release applies to all situations involving photography of people, not only for professional model use or situations where the subjects know they are posing for photos. A signed model release should be requested any time the photos contain recognizable images of people unless it is certain the photographs will never be used for anything other than editorial purposes.

Obtained releases should be permanently saved and linked with the photographs to which they relate. They should be accessible anytime an image is licensed. In the event of a lawsuit, the releases will be necessary documents in court. Please see <http://www.asmp.org/resources/legal/releases/property-model-releases/> for more information.

Images

Checklist

Your choice of image has great impact on the success of a piece of communication – an image, in many ways, can make or break a piece. Following is a checklist that summarizes the previous pages to use as reference when selecting stock or commissioning images.

General considerations

- Original photography is preferred over stock when possible
- Should be professional, tasteful and properly reflective of the brand personality (see page 5)
- Should tell a story and convey all or part of your central message
- Should be engaging and warm with emphasis on collaborative scenarios
- Should be portrayed as a global and multicultural organization while avoiding contrived depictions of diversity
- Avoid obviously staged or clichéd photography
- Avoid overly busy images
- Images shot at interesting angles can add energy
- Ensure you have obtained all legal rights to the image (see pages 39-42)
- Do not use images showing alcoholic beverages
- Ensure the message is clear and unambiguous

Overall image quality / manipulation

- Do not use blurry images
- Do not use black and white, grayscale or sepia-toned images
- Do not create a collage out of photos
- Do not use overly dark images
- Do not multiply color over an image
- Do not use overly manipulated images
- Do not apply artistic filters to images

Portraits (page 31)

- People should appear “real”
- Choose / commission candid, reportage-style photography that captures real moments and emotions
- Avoid overly stylized and posed shots
- Ensure the subject is the hero or focal point
- Subjects can look directly into the camera or be captured in conversation, interacting with others
- Do not use images with eyes closed
- Make sure you have a written consent of the model to be photographed as well as allowing you full use of the images you capture (see page 42)

Locations (page 32)

- Choose authentic shots that capture a genuine sense of place
- Avoid overly styled or purely decorative images
- Find interesting angles or less familiar environments that add interest

Concepts (page 33)

- Should appear contemporary and uncluttered
- Be imaginative – use an eye-catching or unfamiliar image
- Do not use over-used metaphors

Illustrations (page 34)

- Use clean, simple, flat vector graphics
- Can be fun and lively
- Should not be childish or amateurish
- Should illustrate at least one element of your story
- Do not use cheesy clip art

Patterns (page 34)

- May be either nature-based photography or illustrated as a background image
- Pattern should not dominate or detract from your message
- When using behind the symbol, use with great care as the symbol must always be clear

Commissioning (page 39)

- Identify the specific needs of your project
- Choose a photographer / illustrator that fits your needs and budget
- Make sure photographer / illustrator is clear on the project goals and IABC personality
- Once you have agreed on a fee, draw up a clear, written contract

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 home pages. 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.



Using the symbol in typography 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 ^{IABC}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 ^{IABC}Connected.

 International Association
of Business Communicators



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.



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

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

DO NOT use the symbol in body copy.



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

When you join
you're connected.

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.



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](#) cell [000.000.0000](#) fax [000.000.0000](#) email name@iabc.com
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 associated 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

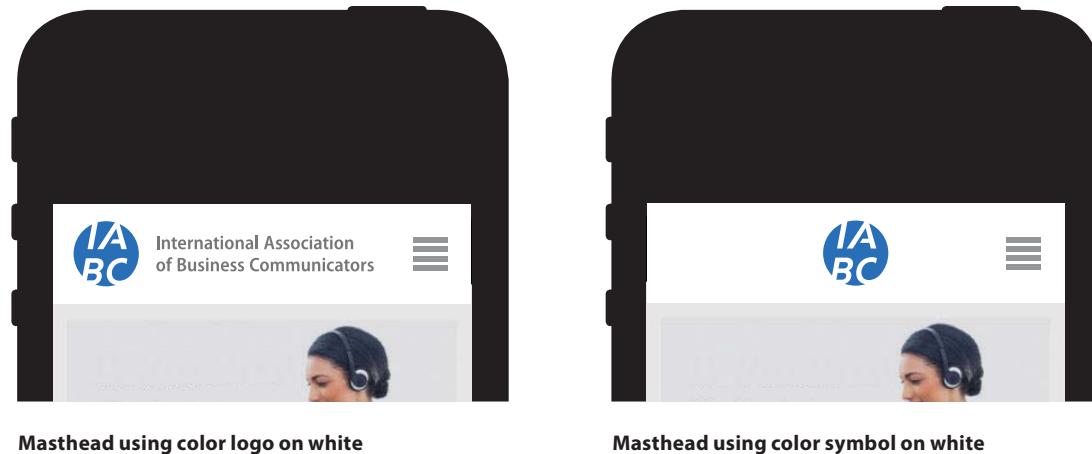
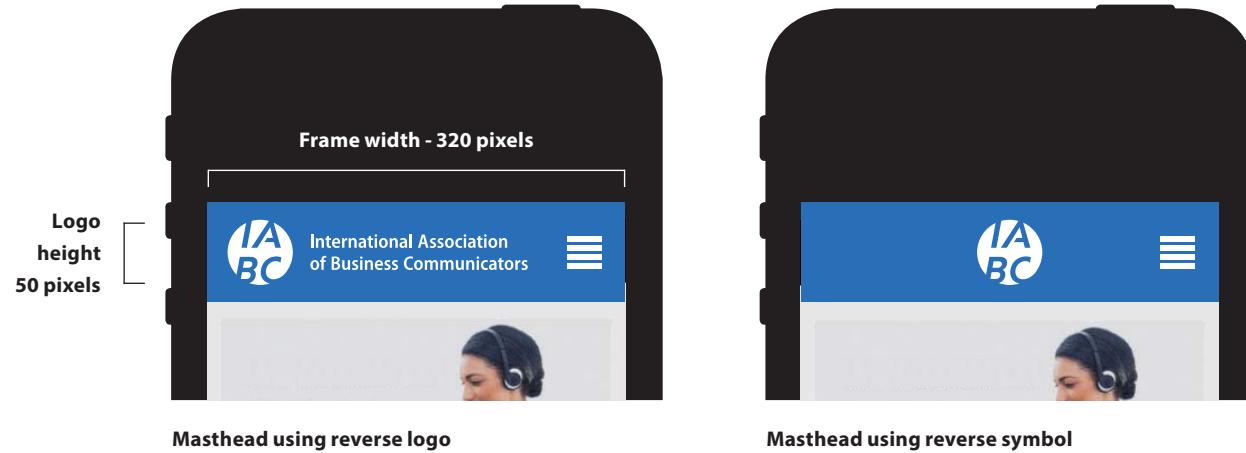


International Association
of Business Communicators

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](#) cell [000.000.0000](#) fax [000.000.0000](#) email name@iabc.com
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. Thanks for taking the time to understand the brand guidelines and help IABC bring them to life through powerful communication.