



BRAND STANDARDS GUIDE

LOGO USAGE, TYPEFACES, & COLOUR SWATCHES\



ICON & MARK

Used for marketing materials within the conference and on materials for attendees who have been introduced to the IATC brand previously.



CONDENSED DETAIL

Used for marketing materials internal or external to the conference. Ideal for potential attendees who have been introduced to the IATC brand previously.



FULL DETAIL

Used for marketing materials external to the conference. Ideal for potential attendees who have not been introduced to the IATC brand previously.





COLOUR USAGE

All 3 variations of the logo have alternative and single colour versions for use on dark and light backgrounds.



Full-Colour on Black



Single-Colour on Black



Full-Colour on White



Single-Colour on White

SPACING CONSIDERATIONS

All variations of the logo should have an even amount of white space on all sides, equal to 1 star segment (~20%) of the 8-point star icon. This effect can scale according to the size of the logo, as illustrated below.





UNACCEPTABLE APPLICATIONS

Do not distort, skew or rotate the logo from the original proportions or orientation.



Do not modify the original colour schemes.



Do not modify the typefaces, add text, or include the logo as text in a sentence.



"Welcome to 2016  IATC! Have a great time!"

Do not modify the arrangement of logo's elements.



TYPEFACES

LOVELO BLACK

Lovelo black should be used for all types of headings as it is the most readable font variant in the Lovelo family.

HEADING 1

24pt

HEADING 2

18pt

HEADING 3

16pt

HEADING 4

14pt

HEADING 5

12pt

HEADING 6

10pt

A NOTE ON PUNCTUATION

The Lovelo typeface only includes support for the following punctuation marks:

! \$ / ? - ; : , . ' " `

In order to circumvent this, Roboto Bold is an acceptable replacement for punctuation marks in combination with Lovelo.

VARIANTS

LOVELO LINE BOLD

Lovelo Line Bold is used only when representing the year 2016 as used in the 2016 IATC logo.

LOVELO LINE LIGHT

Lovelo Line Light should only be used for very large single word headings that exceed 40pt in size. For example the sidebar headings in this document.

Roboto Regular

Paragraph Text

14pt / 18pt

Roboto is to be used for paragraph copy on both the web and in print. Designed for readability, Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to settle into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

VARIANTS

Roboto Bold

Roboto Italic

COLORS



BLUE

PANTONE
3115c

CMYK
73/0/25/0

RGB
0/188/199

HEX
#00B0C7



RED

PANTONE
7597 C

CMYK
0/90/100/5

RGB
226/63/39

HEX
#D03F27



YELLOW

PANTONE
1375 C

CMYK
0/40/100/0

RGB
250/166/26

HEX
#FA9E1A



LIGHT GREY

PANTONE
663 C

CMYK
0/0/0/6

RGB
240/240/240

HEX
#F0F0F0



MEDIUM GREY

PANTONE
427 C

CMYK
0/0/0/20

RGB
210/210/210

HEX
#D2D2D2



DARK GREY

PANTONE
425 C

CMYK
0/0/0/80

RGB
90/90/90

HEX
#5A5A5A



BLACK

PANTONE
Black C

CMYK
0/0/0/96

RGB
45/45/45

HEX
#2D2D2D