

# **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



## SPACING CONSIDERATIONS

All variations of the logo should have an even amount of white space on all sides, equal to 1 star segement (~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!"

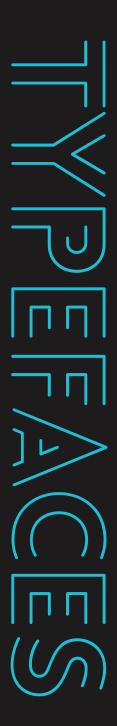
Do not modify the arrangment of logo's elements.











## 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 Levelo typeface only includes support for the following punctuation marks:

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

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

### **VARIANTS**

### LOYELO LINE BOLD

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

#### LOVELO LIINE 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





PANTONE CMYK RGB HEX 3115c 73/0/25/0 0/188/199 #00B0C7



PANTONE CMYK RGB HEX 7597 C 0/90/100/5 226/63/39 #D03F27



PANTONE CMYK RGB HEX 1375 C 0/40/100/0 250/166/26 #FA9E1A

# LIGHT GREY

PANTONE CMYK RGB HEX 663 C 0/0/0/6 240/240/240 #F0F0F0

# MEDIUM GREY

PANTONE CMYK RGB HEX 427 C 0/0/0/20 210/210/210 #D2D2D2

# DARK GREY

PANTONE CMYK RGB HEX 425 C 0/0/0/80 90/90/90 #5A5A5A



PANTONE CMYK RGB HEX
Black C 0/0/0/96 45/45/45 #2D2D2D