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# 2016

## Brand Identity & Style Guide



# Internet Association of Australia

### **What is a brand identity?**

A brand identity is the 'persona' or visual depiction of a product or service, designed to increase recognition and strategically build the reputation of that brand. This includes a logo and supporting devices commonly assembled within a set of guidelines. These guidelines govern how the identity is applied and confirm colour palettes, typefaces, page layouts and other methods of maintaining visual continuity and brand recognition across all visual media.

### **Why the Internet Association of Australia (IAA) needs a brand identity system**

Visual consistency plays a fundamental role in increasing brand awareness of the IAA and what it represents.

The purpose of this manual is to provide a baseline standard for the implementation of the IAA brand identity across a range of visual media, to ensure consistency of brand application across all media and to all audiences, both locally and globally.

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This modern and distinctive logo features a Stylised Arrow icon that will help establish the IAA brand as a key player in the technology industry in Australia.

### Guidelines

The logo should never use colours other than those specified in this manual and should always be created from original, digital artwork and never redrawn.

It should never be reproduced at a size smaller than the specified minimum size described.

All elements within the logo variations must remain at their fixed proportions and should not be scaled, stretched, re-positioned, or altered in any way.

### Rationale

Stylised Arrow: Intelligent, fresh and professional - this logo represents a stylised cursor arrow, made from the shapes of the letters I A A. This concept introduces the IAA as a core industry organisation, intrinsic to forward movement and future progress. The font choice is modern and minimalist. The colour palette reflects a brand that is innovative, trustworthy and capable.

### Logotype

The IAA logotype is created from the typeface **Dosis-ExtraLight**.

# LOGO

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## Guidelines

## Rationale

## Logotype

## Clear-Space

## Minimum Size

## Colour treatment



## Clear-space

The minimum clear-space margin for all versions of the IAA logo is based on the proportional x-height shown here. On all sides, the clear-space minimum should be measured from the farthest edge of the logo. No element, other than an approved tagline, may encroach on this space.



The arrow icon alone should only be used as a favicon or for other small-scale web-based applications. Equal white space should be preserved around the icon.



## Minimum size

The IAA logo should not be reproduced at a size smaller than 15mm in height - readability should always be a key concern.



## Colour treatment

The IAA logo should always be used in colour on white, or reversed on a white or PMS 300 blue background.

If black & white printing is required the mono version of the logo should be used.

The IAA logo must never be represented on a solid colour background without the white bounding box around it; or in mono; or with the blue bounding box.



# BRAND ELEMENTS

## Colours

## Typography

## Related logos



**cmyk** 89 : 55 : 1 : 0  
**rgb** 0 : 110 : 182  
**hex #** 006eb6



**cmyk** 5 : 0 : 0 : 20  
**rgb** 196 : 206 : 212  
**hex #** c4cdd3



**cmyk** 5 : 30 : 93 : 0  
**rgb** 241 : 181 : 51  
**hex #** F1B533



**cmyk** 2 : 4 : 78 : 0  
**rgb** 254 : 231 : 87  
**hex #** ffe757

## SansSerifBldFLF

## Bold

Calibri

**Bold**

*Italic*



## Colours

Where possible, the IAA logo should always be reproduced in the CMYK colour process or as PMS 300 spot colour.

Equivalent colours can be composed using 3 color RGB values when the IAA logo is reproduced digitally.

Complementary colours of grey, navy and yellow can be used in designed collateral as required.

## Typography

### Style

Text for IAA marketing collateral should preferably be set in sentence-case, and left justified. Capitals should never be used for body text, but are acceptable for cover page titles, poster headings and sub headings.

### Fonts

Where possible **Calibri** should be used for copy text, in grey (70%) rather than black.

Headings and sub-headings should use **SansSerifBldFLF** in either blue or navy.

### Setting

Text for IAA collateral should preferably be set sentence case, and left justified.

### Leading

Leading should be set at a minimum 120% of text size. Text ascenders and descenders should never touch.

## Related logos

The IAA logo will often be seen with the IX Australia logo.

Rules governing their co-location should not contradict the individual guidelines associated with each brand. The logos should maintain equal heirarchy where possible, with the IAA logo appearing to the left.

Where space does not allow the long version of the IX Australia logo, then the square version, of comparable scale, should be used.



# DESIGN STYLE

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## Brand Style Photography & Imagery Website

### Brand design style

Whenever possible, IAA collateral should maintain a recognisable influence from the Swiss Style (or International Typographic Style), which emphasises cleanliness, readability and objectivity. Features of this style include asymmetric layouts, the use of grids, sans-serif typefaces and flush left justified typesetting.

At a minimum, all IAA collateral should include generous amounts of white space, both in and around text.

### Photographic & Image Style

To create and maintain a professional photographic style for IAA, it is recommended that any photographic subject be a wide angle urban landscape or technology objects/s shot with a shallow depth of field with a colourful element included. People shots should be carefully chosen to ensure authentic expressions and contexts.

Graphic imagery can be used in place of photos, where the graphic is visually interesting and utilises the complementary colour palette. Unique imagery can then be utilised to further strengthen brand consistency across all media.

### Website

White space matched with coloured feature buttons and mouse-over boxes should be used throughout the site to maximise brand consistency. The body copy styles should be set to complement this.

The hero of the site should remain the imagery, which should be relevant and dynamic.

Heavy blocks of text should be kept to a minimum and any detailed information on specific topics should be contained in PDFs that can be downloaded by the viewer.

# CHECK LIST

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### The logo

The logo should always maintain its proportion, colour and structural integrity. Make sure the correct file type is used: eps for print; jpeg for documents and png for web.

Check that you have respected the minimum size and clear-space requirements.

### Backgrounds

The logo should not appear on 'busy' images or coloured backgrounds without white space around it.

### Graphics

Check that any supporting graphics or graphic elements do not marginalise, obscure or overpower the IAA corporate identity.

### Typefaces

Check that the corporate typefaces have been used correctly.

### Design work

Be sure to provide the relevant corporate identity guidelines to external providers.