IWAI Logo Usage Manual

The *Logo Usage Manual* is a one element of a strategy to connect with our members, the public and those in authority, to explain who we are and what we do. Our "look" plays a key role in presenting IWAI as a professional organisation. Our logo and its related elements help us promote our vision and establish our identity.

This manual is intended to guide those who produce printed, web, powerpoint, and other documentation for IWAI. It contains standards and guidelines: rules for consistent use of our logo,

This is a living document. When appropriate, we will modify and update these guidelines.

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Principal variants of the IWAI Logo

There are a number of variants of the IWAI logo.

The Primary Version

This version incorporates the name of the association in English, the IWAI burgee and the initials of the association.
All fonts are san-serif, in this case Arial Black

The Secondary version

On occasion, it may be more suitable to use a logo with a stronger horizontal orientation. Additionally, the size available for the logo may render the size of the font giving the full name of the organisation illegible. In this case the logo at right is more suitable. Note that again the font is Arial Black but here it is italicised.

The Burgee alone

The burgee alone may be used where either the primary or secondary logo has previously been used or introduced to the audience. It may also be used in cases where the link with IWAI is already obvious.
NOTE that the burgee always points to the right.

A Tiny Logo

Where a small logo (20 pixels or less) is unavoidable, then the burgee on its own is recommended..

The Monochrome Logo

It is also acceptable to use a monochrome version of the logos (negative or positive). This can be used to save on printing costs or in cases where it appears on a background image.

Logos with added text

IWAI logos incorporating additional information are approved as follows:

and

Note the Green line separating the basic IWAI logo from the additional text.. Note that the above has 3-colours which is more expensive with traditional printers.

This format could be used for conferences etc.

Bad Practice

Logo Distortion

Do not distort or rotate the Logos

Do not make the logo too small to be legible. - use a legible variant or

A reasonable amount of white space should surround the logo.

Contrast with the Background - BAD.

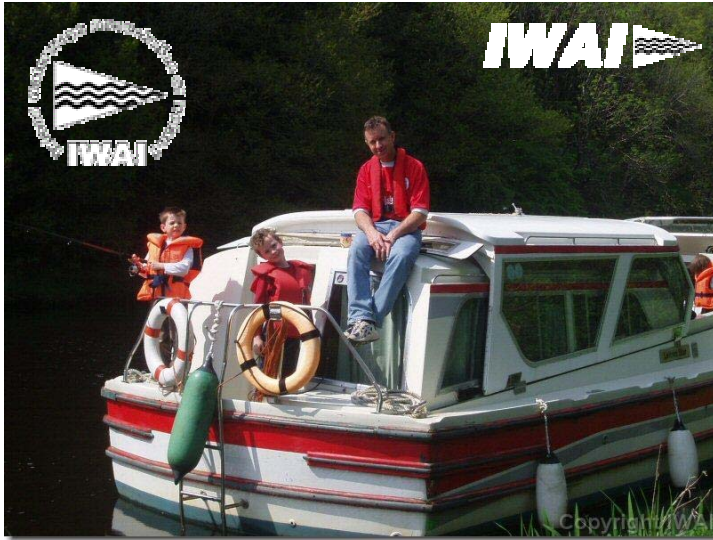Do **not** place the logo on a busy or non-contrasting background.

For example, the following 3 examples of logo type/placement on a photo are **BAD** – too busy and/or lack of contrast.

Good Practice

Contrast with the Background - Good.

The following examples of logo placement are **GOOD** – plain background and high contrast.

Size matters: the IWAI logo used in conjunction with other logos

When it is used in conjunction or in association with other logos, the size of the IWAI logo should be the same (or larger)

| *The following are acceptable:*	*The following are not acceptable:*

The above are of equal width and proportion!
 	
 or
 	
  The above are of equal height/width and proportion
	The IWAI logo is dwarfed by the WI one above
	
	 or
	
	  The above two logos may be of equal width, but the IWAI logo is dwarfed. This is not helped by the similarity of colour between the two logos.

Design elements of the Logos

The IWAI Burgee

All variants of the IWAI logo incorporate the IWAI burgee. The colours of the logo are inspired by the book *Green and Silver*.
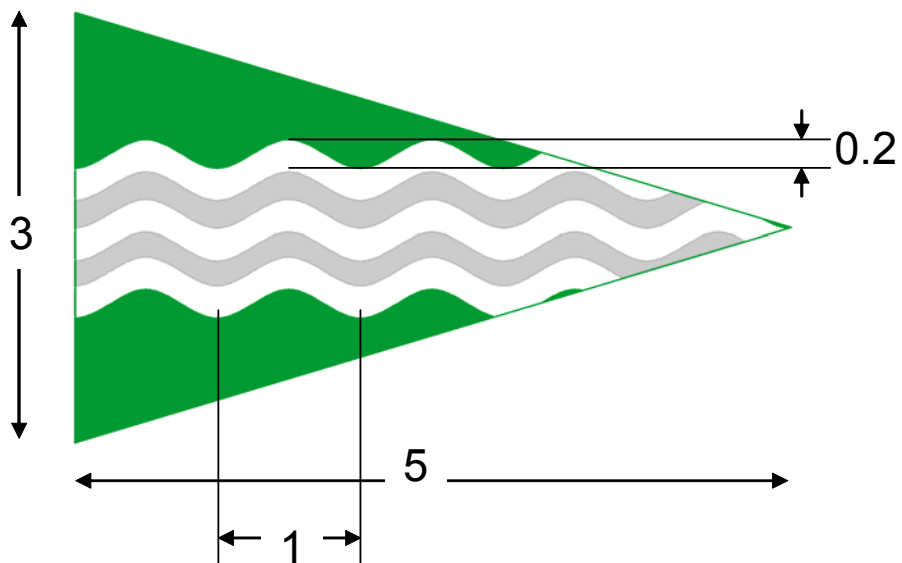
The colours are as follows:

Green: R:G:B = 68:158:68 - this is usually rendered in HTML as #449E44
Silver: R:G:B = 192:192:192 - this is usually rendered in HTML as #C0C0C0

Unless one is printing glossy brochures with metallic silver ink, grey as per above is acceptable.
Note that there is NO flagpole!

Text and the Logo

For the primary logo, the text at the bottom of the logo ("IWAI" in the example below) fits within an imaginary circle shown below.