

# IABC BRAND GUIDELINES

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# Introduction

For more than 35 years, IABC has been dedicated to enhancing the lives of professional business communicators across the globe by providing our members with opportunities for individual growth, professional training and expansion of personal networks. Our diverse and talented membership resides in over 60 countries and includes more than 14,000 members.

As we plan for the new millennium, we realize the importance of presenting a unified worldwide brand identity to members and prospective members. To help make this a reality, we have created this brand guidelines document as a tool you can use to strengthen our brand and help move the organization forward. When we align the visual, emotional and functional aspects of all of our communications, we make those communications more powerful and effective. By adhering to these brand guidelines, you can play a vital role in our mutual success.

## What is a brand?

A brand is more than a name, more than a logo, more than an attitude.

A brand is the totality of human perceptions that an audience attaches to an organization or product. These perceptions are formed as the audience interacts with the organization, its products and services, its people, its sales and marketing efforts, the audience's own social tribes, third party media input and developments in the competitive landscape.

A brand is a living thing envisioned and embodied by an organization and brought to life by the brand's audience.

## Why is a brand important?

An organization's brand can be one of its most valuable assets. When properly tended, the brand can guide organizational behavior, inform marketing and sales efforts, provide a point of difference in the marketplace, improve awareness, evoke positive responses from an audience, increase revenue and create higher financial value.

Brands drive emotional connections and loyalty.

## How do we affect a brand?

Managing a brand on an ongoing basis requires a commitment. A commitment to ensure that every action we take is in lockstep with the way we define our brand. A commitment to continually communicate what our brand is all about to both internal and external audiences. A commitment to always ask the question—is this on brand?

When we make this commitment, our marketing will be cohesive, our products and services will further the brand, our people will strive to live the brand and our audiences will understand and be moved.

# IABC Positioning Statement

Positioning defines our target audience and articulates the way we want that audience to perceive, think and feel about our brand relative to our competitors. We strive to own a position not only within the marketplace but also within the mind of the customer.

**For professionals entrusted with effectively communicating organizational messages to internal and/or external audiences, IABC is the professional association that provides the multidisciplinary resources to help them succeed in their current jobs and expand their career opportunities by providing leading-edge professional development programs, inclusive networking opportunities and current best practices shaped by the global, national and local perspectives of its membership.**

# IABC Brand Promise

The brand promise captures the heart of the IABC brand and articulates what the brand stands for. It speaks to the value we deliver to our members and to the principles that guide the organization. It is the essence of who we are and what we strive for.

**IABC enables a global network of communicators working in diverse industries and disciplines to identify, share and apply the world's most effective communication practices.**

# IABC Brand Identity

Global Perspective  
Professional Development  
Diversity  
Results Driven  
Responsive  
Engaging Activities  
Member Focused  
Timely and Actionable Information  
Inclusive and Welcoming  
Superior Networking Opportunities  
Multidisciplinary  
Information Exchange

The IABC brand identity reflects the attributes, benefits, personality and values that comprise the essence of our brand, underlies the emotional and functional connection we create with our members, and drives our actions.

We use the words to the left to describe our brand identity internally and to guide development of messages and marketing materials that we present to our varied audiences.

Every day we must ask ourselves if our actions and attitudes support our identity. If they do, we look to enhance and expand those activities. If they do not, we look to modify those activities so they align with our brand and the promise it makes to members and potential members.

# IABC Brand Identity (cont.)

*The following descriptions define IABC's brand identity. Each item elaborates on the attributes, benefits, personality and values of the IABC brand. The descriptions are meant for internal purposes, and should be used to guide messaging and set the tone for all content developed on behalf of IABC. The language is not intended for verbatim use in any written or online IABC material intended for external audiences.*

## **Global Perspective**

As our world gets smaller and global events continue to affect local markets, IABC is uniquely positioned to leverage the diverse viewpoints of members from around the world to make communications more compelling and relevant to the markets our members serve, whether they are regional, national or global.

IABC is here to place the knowledge of the world at our members' fingertips. We will continually communicate the value of our global perspective and its importance to our members' success.

## **Professional Development**

Whether our members are seasoned practitioners or aspiring new professionals, their competitive advantage in the labor market hinges on their ability to continually develop new skills and hone existing ones. Through distance learning, accreditation, award-winning publications and volunteer opportunities at local chapters, our members find avenues to guide and enrich their personal and professional growth.

IABC believes that our ultimate success is directly tied to the success of our members and the organizations they serve. We commit ourselves to professional development and will always seek novel ways to assist our members.

## **Diversity**

Our brand is built on the diverse personal experiences and professional perspectives of our members, and IABC believes that the collective wisdom of all people is a core part of our rich and vibrant community.

## **Results Driven**

When the rubber meets the road, the value of any communication is its ability to achieve a stated goal.

IABC takes great care to build on the collective experiences of our members. Knowledge developed through our research programs ensures that our advice and counsel is rooted in proven methodologies.

## **Responsive**

Our strength is our community and our goal is to serve their needs. By keeping channels of communication open with our members, continually asking them for their opinions and acting on their requests, we will improve our performance and our members' satisfaction.

# IABC Brand Identity (cont.)

## Engaging Activities

Simply presenting information is not enough. We all have memories of teachers who inspired us to learn even the most difficult subjects, and others who made the simplest ones a burden. The IABC brand is about engaging our members' imaginations and passions. We do this by never forgetting that humans are emotional beings. We seek to not only make our events intelligent but to also make them enjoyable.

## Member Focused

The success of our members is our top priority. Period.

## Timely and Actionable Information

IABC recognizes the fast-paced, relentless nature of the business world and acknowledges that for our members, time is a cherished commodity. With shrinking product cycles, consistent innovation, the Internet and pervasive media, our members have little time to think or react. With ready-to-use templates, up-to-the-minute research and online tools available for members 24/7, IABC is helping members keep pace and stay ahead of the curve.

## Inclusive and Welcoming

IABC realizes that the best brand ambassadors are its members. Therefore, the association strives to promote a welcoming and open environment where members feel supported, accepted and valued. IABC fosters an inviting culture that invigorates our community and is highly attractive to members and prospective members.

## Superior Networking Opportunities

IABC realizes that personal growth and professional achievement are amplified through solid relationships. As an organization, IABC acts as a conduit for members to connect and communicate with each other. We help create opportunities for partnerships, jobs, mentoring and the exchange of resources that can turn ideas into reality.

## Multidisciplinary

Unlike other associations that choose to focus on a particular field, IABC embraces a philosophy that places a high value on cross-discipline exchanges and the ability for practitioners in one field to bring unique insights to practitioners in another.

We welcome professionals from public relations, advertising, investor relations, graphic design, marketing communications, community relations and a number of other fields to join and add value to our growing community.


## Information Exchange

IABC is an information hub, compiling critical new research, identifying practical information and delivering it to members. Best practices are the basis for our research, enabling members to connect and learn from each other. Technology is seen as a source of efficiency, rather than a barrier to learning. We commit ourselves to streamlining the exchange of ideas.


# IABC Color Palette

The IABC color palette provides an array of colors to choose from when creating print and web outreach materials. Both Pantone (PMS) and four-color process colors have been provided to aid in this process. RGB values have been provided for screen-specific applications (Web site, PowerPoint presentations, slides, etc.). Accurate use of the IABC colors is critical to conveying a strong and consistent identity.


- **IABC Blue** (PMS 549) is the primary corporate IABC color, and should be used on any materials that relate to the IABC institution as a whole (ex. letterhead, business cards, membership brochure, Web site home page, etc.).




**IABC Blue**  
PMS 549  
C: 59 M: 8 Y: 9 K: 19  
R: 94 G: 156 B: 174




**IABC Dark Blue**  
PMS 540  
C: 100 M: 57 Y: 12 K: 61  
R: 0 G: 51 B: 89




**IABC Pale Green**  
PMS 5635  
C: 29 M: 8 Y: 25 K: 24  
R: 150 G: 167 B: 151




**IABC Green**  
PMS 581  
C: 2 M: 0 Y: 100 K: 72  
R: 103 G: 98 B: 0




**IABC Purple**  
PMS 269  
C: 78 M: 100 Y: 0 K: 33  
R: 70 G: 22 B: 107




**IABC Brown**  
PMS 175  
C: 0 M: 65 Y: 100 K: 60  
R: 124 G: 58 B: 0



**IABC Gold**  
PMS 110  
C: 2 M: 24 Y: 100 K: 7  
R: 215 G: 169 B: 0




**IABC Orange**  
PMS 138  
C: 0 M: 50 Y: 100 K: 0  
R: 223 G: 122 B: 0



**IABC Red**  
PMS 180  
C: 3 M: 92 Y: 84 K: 12  
R: 189 G: 54 B: 50



**IABC Light Gray**  
PMS Cool Gray 5  
C: 15 M: 9 Y: 8 K: 22  
R: 178 G: 180 B: 179



**IABC Gray**  
PMS Cool Gray 10  
C: 38 M: 29 Y: 20 K: 58  
R: 97 G: 99 B: 101



**IABC Black**  
PMS Black  
C: 0 M: 0 Y: 0 K: 100  
R: 0 G: 0 B: 0

## COLOR PALETTE / TINTS

The IABC color palette may be extended by using tints of the designated colors. Values of 50 percent, 25 percent and 10 percent are designated to allow for maximum flexibility when creating outreach materials.


Use care when reversing elements (text, logos) out of tinted backgrounds. If the background color is too light to reverse out of, overlay the positive version instead (see page 15).

	IABC Blue	IABC Dark Blue	IABC Pale Green	IABC Green	IABC Purple	IABC Brown
100%	R: 094 G: 156 B: 174	R: 000 G: 051 B: 089	R: 150 G: 167 B: 151	R: 103 G: 098 B: 000	R: 070 G: 022 B: 107	R: 124 G: 058 B: 000
50%	R: 163 G: 197 B: 219	R: 098 G: 128 B: 167	R: 201 G: 210 B: 201	R: 175 G: 171 B: 108	R: 138 G: 116 B: 165	R: 186 G: 137 B: 100
25%	R: 204 G: 221 B: 234	R: 164 G: 180 B: 206	R: 225 G: 230 B: 225	R: 215 G: 211 B: 173	R: 185 G: 173 B: 204	R: 219 G: 189 B: 165
10%	R: 231 G: 238 B: 245	R: 213 G: 218 B: 232	R: 241 G: 243 B: 240	R: 236 G: 235 B: 218	R: 221 G: 217 B: 232	R: 239 G: 224 B: 212
	IABC Gold	IABC Orange	IABC Red	IABC Light Gray	IABC Gray	IABC Black
100%	R: 215 G: 169 B: 000	R: 223 G: 122 B: 000	R: 189 G: 054 B: 050	R: 178 G: 180 B: 179	R: 097 G: 099 B: 101	R: 000 G: 000 B: 000
50%	R: 248 G: 224 B: 143	R: 252 G: 204 B: 138	R: 235 G: 160 B: 121	R: 221 G: 222 B: 223	R: 188 G: 187 B: 191	R: 147 G: 149 B: 152
25%	R: 251 G: 237 B: 195	R: 253 G: 226 B: 192	R: 244 G: 204 B: 179	R: 237 G: 237 B: 238	R: 220 G: 220 B: 221	R: 198 G: 200 B: 202
10%	R: 253 G: 246 B: 228	R: 255 G: 242 B: 227	R: 250 G: 231 B: 219	R: 246 G: 246 B: 247	R: 239 G: 238 B: 239	R: 231 G: 231 B: 232

## COLOR PALETTE / COMBINATIONS

A suite of color combinations has been developed to use the IABC color palette as effectively as possible.

It is recommended that all IABC outreach materials adhere to one of these color combinations as a foundation.

 **IABC Black** (PMS Black, 100 percent black) and **IABC Blue** (PMS 549) should be used on any materials that relate to the IABC institution as a whole (ex. letterhead, business cards, membership brochure, Web site home page, etc.).



IABC Blue / IABC Dark Blue



IABC Pale Green / IABC Gold



IABC Light Gray / IABC Orange



IABC Black / IABC Blue



IABC Blue / IABC Green



IABC Pale Green / IABC Red



IABC Light Gray / IABC Red



IABC Black / IABC Pale Green



IABC Blue / IABC Purple



IABC Green / IABC Gold



IABC Gray / IABC Blue



IABC Black / IABC Green



IABC Blue / IABC Gold



IABC Gold / IABC Purple



IABC Gray / IABC Gold



IABC Black / IABC Gold



IABC Dark Blue / IABC Pale Green



IABC Gold / IABC Red



IABC Gray / IABC Orange



IABC Black / IABC Red



IABC Dark Blue / IABC Gold



IABC Light Gray / IABC Blue

# IABC Logo

## THE COLOR LOGO

The IABC logo is the cornerstone of the IABC visual identity. It is a mark of ownership, symbolizing the institution wherever it appears. As the primary corporate color, **IABC Blue** (PMS 549) should be used whenever the logo is reproduced in color.



## THE BLACK LOGO

**IABC Black** (PMS Black, 100 percent black) should be used in any application that will not allow for reproduction of the color version of the logo. The IABC logo should not appear in gray.



## THE REVERSED LOGO

When using the logo against a colored background, it should appear in white.

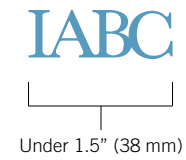
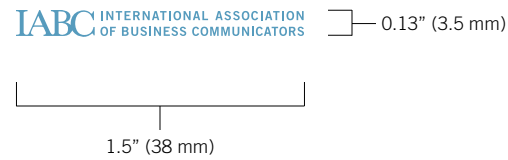
Take care to maintain sufficient contrast between the reversed logo and the background. If the background color is too light to reverse out of, use the positive version instead.



## MINIMUM SIZE

The IABC logo should never be smaller than 1.5" wide.

If the space permitted for the logo is under 1.5", it is recommended that the "INTERNATIONAL ASSOCIATION FOR BUSINESS COMMUNICATORS" portion of the logo be dropped.



## CLEAR SPACE

To maintain the integrity of the IABC logo, a minimum amount of clear space has been established. No other element (such as text or images) should appear within the clear space.



## LOGO MISUSE

To ensure a strong and cohesive impression across all IABC communications, every logo reproduction must be applied clearly and consistently. The following are examples of things to avoid when using the IABC logo:

1. Don't use different colors within the logo.
2. Don't outline the logo.
3. Don't apply drop shadows.
4. Don't use colors other than those specified on page 14.
5. Don't restructure or reposition the elements within the logo.
6. Don't squeeze or stretch the logo.
7. Don't use the logo at an angle.
8. Don't recreate the logo with alternate typefaces.
9. Don't use only a portion of the logo (unless the space allowed is under 1.5" or 38 mm, as specified on page 16).
10. Don't use a staging box that falls within the clear space, as specified on page 16.

1. 

2. 

3. 

4. 

5. 

6. 

7. 

8. 

9. 

10. 








## CHAPTER LOGOS

In order to maintain a strong, unified brand across the multiple IABC chapters, it is important to adhere to established chapter logo standards. Each chapter logo should appear in one of four possible lockups:

1. Full IABC logo and chapter name.
2. Full IABC logo, chapter name and chapter icon.
3. "IABC" portion of the logo and chapter name.
4. "IABC" portion of the logo, chapter name and chapter icon.

In options **3** and **4**, the full IABC name should appear on the same page as the chapter logo in either the stacked, two-line **(A)** or one-line **(B)** version seen here.

To accommodate the diverse cultural needs of specific chapters, the logo may appear in a select group of colors. Refrain from using multiple colors within your logo.

-  **IABC Blue** (PMS 549)
-  **IABC Dark Blue** (PMS 540)
-  **IABC Green** (PMS 581)
-  **IABC Orange** (PMS 138)
-  **IABC Red** (PMS 180)
-  **IABC Brown** (PMS 175)
-  **IABC Black** (PMS Black, 100% Black)



A. **INTERNATIONAL ASSOCIATION  
OF BUSINESS COMMUNICATORS**

B. **INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS**

## CHAPTER LOGOS / CHAPTER ICON

If your chapter currently uses an icon, care should be taken when pairing it with the IABC logo and chapter name.

1. The chapter icon should always be centered above the IABC logo and chapter name, no closer than 1.5X from the top of the IABC logo (see diagrams at right).
2. The chapter icon should be visually balanced with the IABC logo and chapter name. Make sure it does not overpower the IABC logo and chapter name.



### MINIMUM SIZE / CHAPTER LOGO

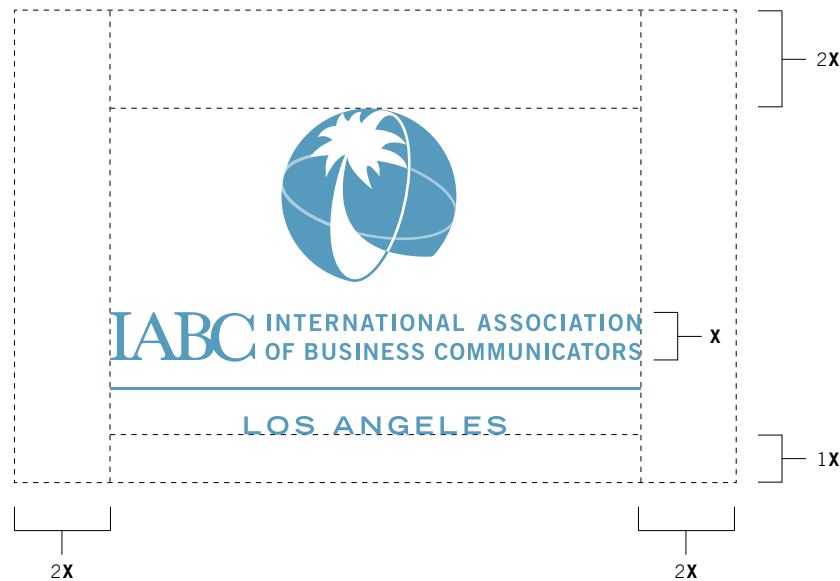
IABC chapter logos **1** and **2** (see previous page) should never be smaller than 1.5" wide.

IABC chapter logos **3** and **4** (see previous page) should never be smaller than 0.75" wide.



### CLEAR SPACE / CHAPTER LOGO

To maintain the integrity of the IABC chapter logo, a minimum amount of clear space has been established. No other element (such as text or images) should appear within the clear space.



## CHAPTER LOGO MISUSE

To ensure that all IABC communications create a strong and cohesive impression, every chapter logo reproduction must be applied clearly and consistently. The following are examples of things to avoid when using the IABC chapter logo:

1. Don't use different colors within the logo.
2. Don't outline the logo.
3. Don't apply drop shadows.
4. Don't use colors other than those specified on page 18.
5. Don't use a staging box that falls within the clear space as specified on page 20.
6. Don't squeeze or stretch the logo.
7. Don't use the logo at an angle.
8. Don't recreate the logo with alternate typefaces.
9. Don't restructure or reposition the elements within the logo.
10. Don't position the chapter icon too close to the IABC logo, as specified on page 19.
11. Don't use lettering in the chapter icon.
12. Don't overpower the IABC logo and chapter name with the chapter icon, as specified on page 19.
13. If using the full IABC name separate from the chapter logo, don't use alternate typefaces or type lockups other than those specified in **A** and **B** on page 18.



## LOGO PLACEMENT

Consistent positioning of the IABC logo is essential in creating a strong brand. It is recommended that the logo be positioned 0.5" (13 mm) from either the top left-hand corner or bottom right-hand corner. If the overall space provided is limited, the logo may be positioned 0.25" (7 mm) from the specified corners.



## IABC Tagline

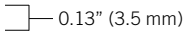
**Be Heard™** is a powerful tagline that captures the essence of IABC's brand in a way that is evocative, emotional, surprising, and directive. In simple and memorable language, **Be Heard™** encapsulates how membership in IABC can improve a professional communicator's ability to effectively deliver their message to both internal and external audiences. The tagline also speaks to the warm and welcoming nature of IABC and how the environment we create provides a forum for members to be listened to and appreciated.

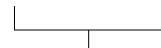
The tagline should be used as a sign-off to our own communications and is not necessarily meant to be the sole driver of those communications. When a marketing piece is created with a particular goal in mind, say member acquisition, and it is determined that the key message for the piece should focus on networking opportunities, the imagery and copy that is used should support that key message and the tagline should be used as a sign-off. If, however, you are conducting general brand advertising, it may be appropriate for the ads to more closely align with and reinforce the tagline.

# Be Heard™

## MINIMUM SIZE

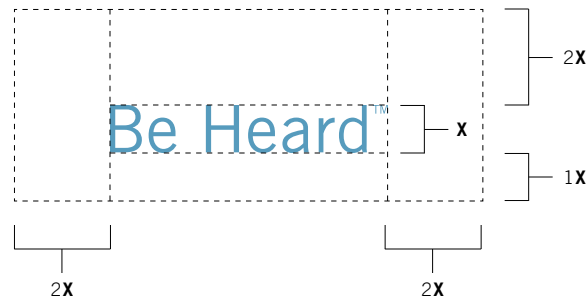
The IABC tagline should never be smaller than 0.79" wide.

Be Heard™ 

  
0.79" (20 mm)

## CLEAR SPACE

To maintain the integrity of the IABC tagline, a minimum amount of clear space has been established. No other element (such as text or images) should appear within the clear space.



## COLOR

The tagline should appear in IABC Blue **(1)**, IABC Black **(2)**, or knocked out in white **(3)**. If the tagline is being used with a specific chapter logo (as shown on the following page), please use one of the colors specified on Page 18. The tagline and IABC logo should always appear in the same color.

1. Be Heard™

2. Be Heard™

3.

Be Heard™

## TAGLINE USAGE

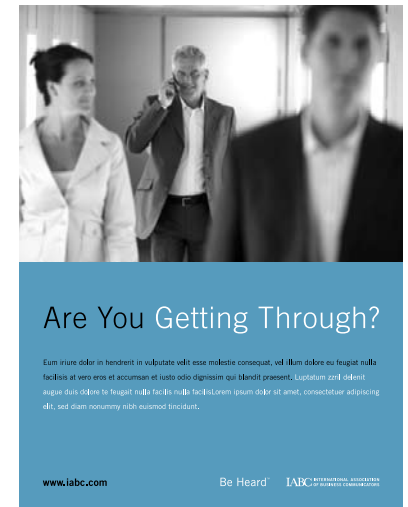
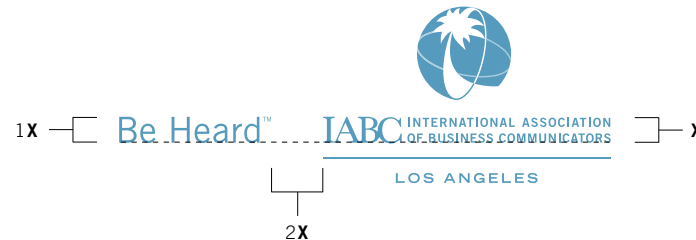
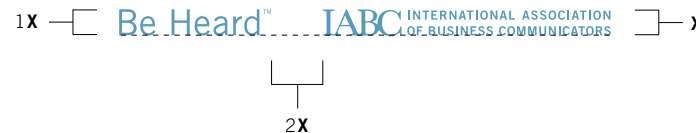
The tagline should appear on all outgoing marketing materials, either as a headline (1) or a sign-off (2, 3).

When used as a headline, it is not necessary to repeat the tagline as a sign-off.

When used as a sign-off, the tagline should be paired with the IABC logo. Use the diagrams at right to ensure that the space between the tagline and logo is uniform. Maintaining accurate spacing between the tagline and logo is essential in creating a unified brand.



1.



2.

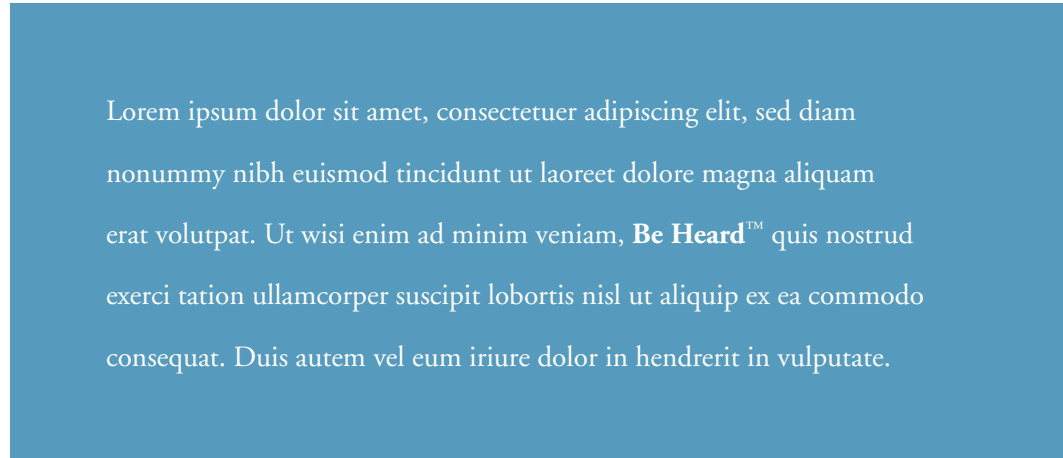


3.

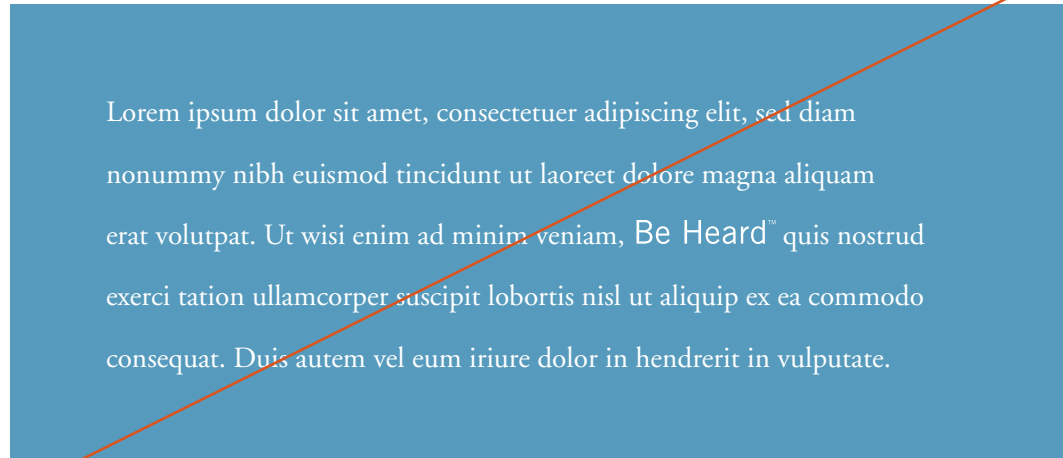
## TAGLINE USAGE (CONT.)

In addition to the headline and sign-off applications, the tagline may also appear within the body copy of a given document. When it appears, use a bold version of the given body copy font **(1)**. Please refrain from scaling the established version of the tagline artwork down and inserting it within the body copy **(2)**. The tagline should always be followed by a “™” superscript.

1.



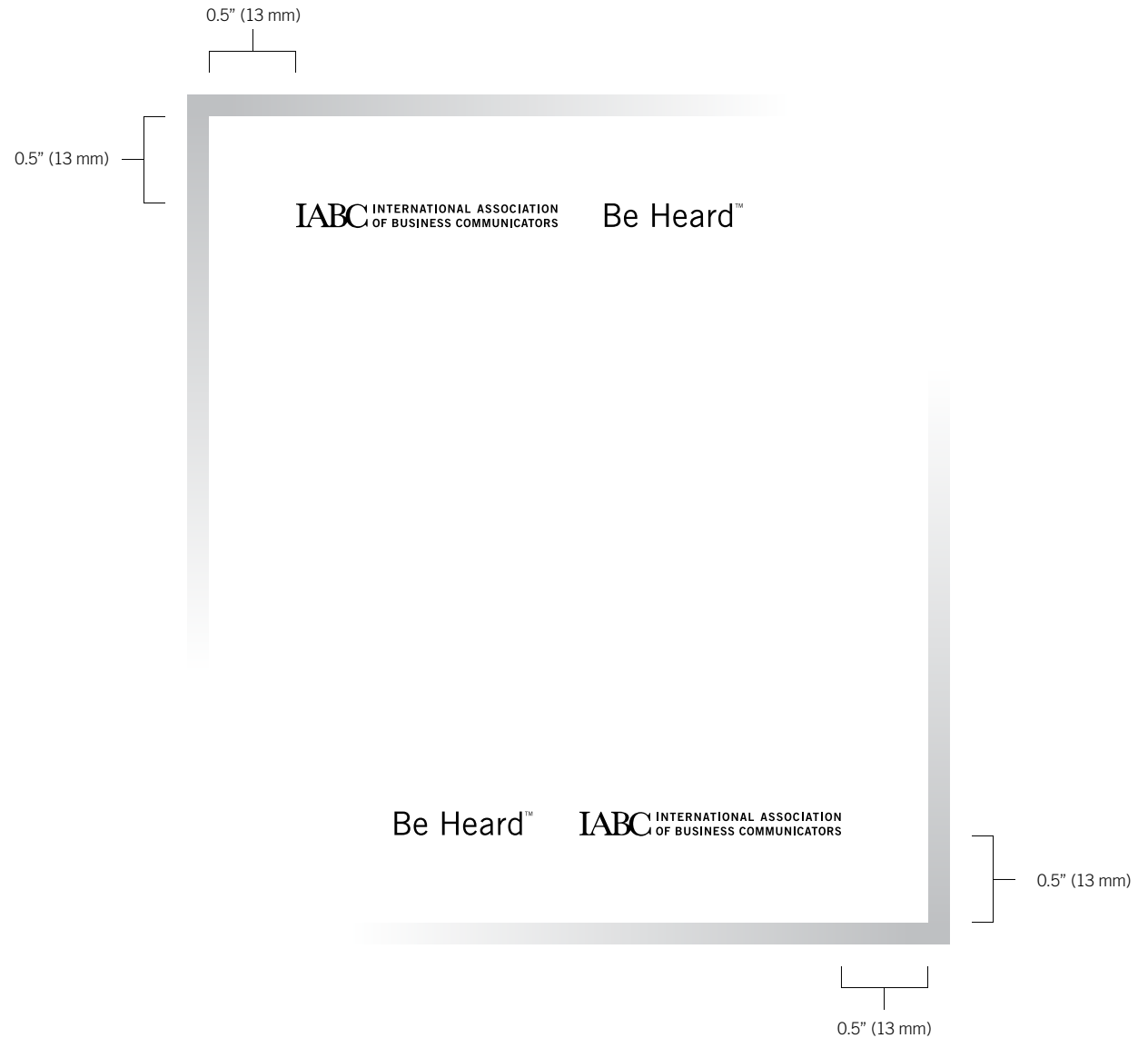
2.



## TAGLINE / LOGO PLACEMENT

Consistent positioning of the IABC tagline/logo is essential in creating a strong brand. It is recommended that the tagline/logo be positioned 0.5" (13 mm) from either the top left-hand corner or bottom right-hand corner of the page. If the overall space provided is limited, the tagline/logo may be positioned 0.25" (7 mm) from the specified corners.

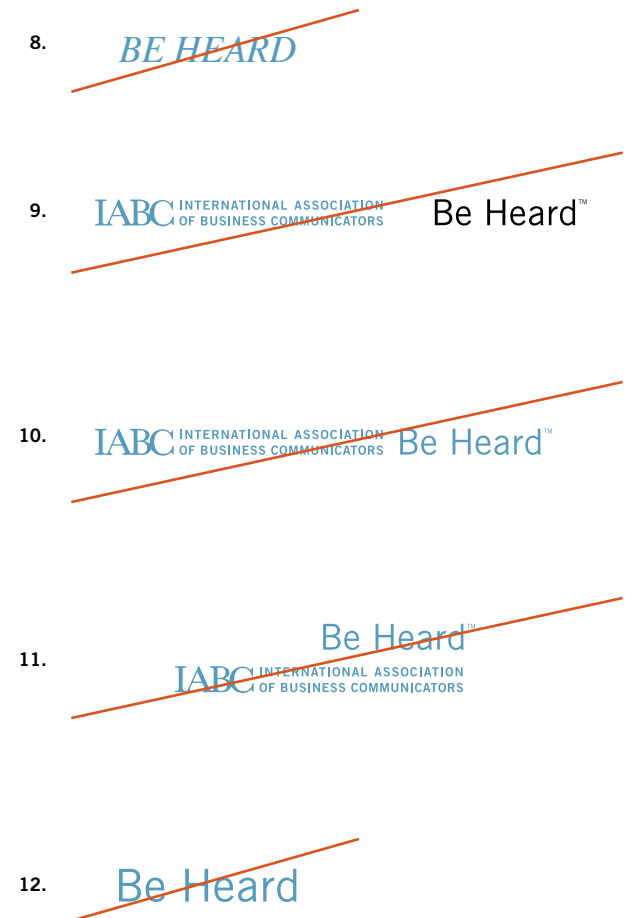
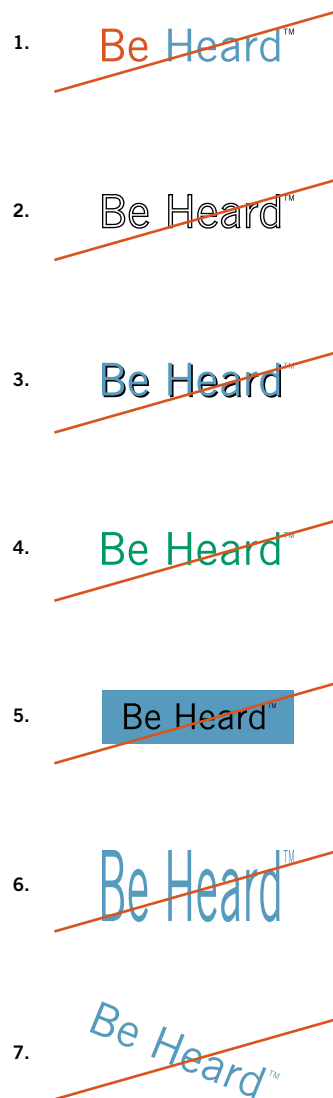
When used in the upper left-hand corner, the tagline should appear after the logo. When used in the lower right-hand corner, the tagline should appear before the logo.



## TAGLINE MISUSE

To ensure that all IABC communications create a strong and cohesive impression, every tagline reproduction must be applied clearly and consistently. The following are examples of things to avoid when using the IABC tagline:

1. Don't use different colors within the tagline.
2. Don't outline the tagline.
3. Don't apply drop shadows.
4. Don't use colors other than those specified on page 24.
5. Don't use a staging box that falls within the clear space as specified on page 24.
6. Don't squeeze or stretch the tagline.
7. Don't use the tagline at an angle.
8. Don't recreate the tagline with alternate typefaces.
9. Don't use different colors when pairing the tagline with the logo.
10. Don't position the tagline too close to the logo.
11. Don't use an alternate tagline / logo lockup.
12. Don't use the tagline without the "™" superscript.



# IABC Typefaces

## TRADE GOTHIC

To reinforce the IABC identity system, a set of standard typefaces has been selected. Trade Gothic is the standard sans serif typeface, and can be used for both headline and body copy.

For anyone unable to license Trade Gothic, Arial may be used as a substitute.

## TRADE GOTHIC LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789?!@#%&()[\];:+

## TRADE GOTHIC MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789?!@#%&()[\];:+

## TRADE GOTHIC BOLD NO. 2

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789?!@#%&()[\];:+**

## TRADE GOTHIC BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789?!@#%&()[\];:+**

## TRADE GOTHIC CONDENSED NO. 18

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789?!@#%&()[\];:+

## TRADE GOTHIC BOLD CONDENSED NO. 20

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789?!@#%&()[\];:+**

## TRADE GOTHIC EXTENDED

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789?!@#%&()[\];:+

## TRADE GOTHIC EXTENDED BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789?!@#%&()[\];:+**

## ADOBE GARAMOND

Adobe Garamond is the standard serif typeface, and should primarily be used for body copy.

For anyone unable to license Adobe Garamond, Times may be used as a substitute.

### ADOBE GARAMOND REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789?!@#%&()[]{}|\;:+

### ADOBE GARAMOND SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789?!@#%&()[]{}|\;:+

### ADOBE GARAMOND BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789?!@#%&()[]{}|\;:+

### ADOBE GARAMOND EXPERT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

# IABC Imagery

Imagery is one of the most powerful ways to represent the nature of IABC's brand to the world. Whether it is used as the main component of a design or as a visual accent within a design, take care to ensure that the image builds on IABC's brand identity.

Imagery should convey a sense of modernity, diversity, engagement, internationalism and inclusiveness. This can be accomplished through the use of photography that features interesting uses of focal perspective, depth of field, motion capture and asymmetric framing. When choosing photography featuring people, pay attention to the subject's attire, their ability to represent diversity and the tone that they convey.

While IABC does not maintain a photographic library, the images on this page are representative of the guidelines.

## COLOR TREATMENTS

Images may be used in full color **(A)**, black and white **(B)**, or duotone **(C)** treatments. When using a duotone treatment, use colors from the IABC color palette.

