



International Association
of Business Communicators

Brand Identity Guidelines

VERSION 1.0 | 2024



Let's Explore →



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IABC connects communication professionals from around the world with the insights, resources and people they need to drive their careers and the profession forward.

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Introduction

Why have visual identity guidelines?

The International Association of Business Communicators (IABC) logo is much more than just a logo—it works to represent a set of values, attributes and brand identity to reflect IABC business endeavors, aspirations and personality to members, business and beyond. Using it consistently will help reinforce IABC's objective of being positioned as the world's business communications leader. The visual identity program plays a key role in helping create and determine the desired brand image of IABC in an ever growing and changing competitive marketplace. The consistent implementation of visual brand elements work to help create a stronger brand identity to generate greater awareness, recognition, and relevance for the IABC brand. This guide is an overview prepared to assist and facilitate IABC staff and leaders to apply the visual components and elements to a desired effectiveness. By standardizing the visual identity, IABC will be able to increase public recognition, reduce cost of materials, and avoid duplication and redundancies of efforts. Graphic standards provide a sound, flexible structure for using logos, graphic elements, color, and typography—creating a graphic narrative unique to the IABC brand.

Our Messaging

Core messaging themes about IABC that should be communicated and reinforced over time.





OUR MESSAGING

Who We Are



**Build
community**



**Advance
your career**



**Stay ahead of
global trends**



OUR MESSAGING

Who We Are

Who we are (our value proposition)

IABC is the recognized global community of communication professionals representing diverse industries and disciplines. We connect communicators with a global and local network, career opportunities, resources and knowledge – using communication to engage, influence, counsel and execute. At the forefront of the communication profession and setting the global standard, our members are professionals who practice with integrity and passion.

Our messages

A broadly diverse community of communication professionals, IABC connects members to ideas, job opportunities and people through professional learning and a generous culture of sharing. We believe that in today's world, communication can be a force for good in business and society. We connect members and businesspeople together for this purpose. With thousands of members worldwide, representing diverse industries, sectors and disciplines, this is a community alive with knowledge, experience, ideas, and support; all of which are freely exchanged.

Ours is the association of choice for communicators because...

- Whether you're a student, an experienced communicator, or an accredited professional, our diverse programming has something for you: lively and varied networking events, international and regional conferences, engaging professional and career development opportunities, and recognition and certification programs that inspire us to be great communicators.
- As communicators we share a lot in common, so it's easy to build valuable connections –even friendships.
- IABC offers global communications resources and best practices to keep members current and relevant.
- Members have access to diverse volunteer opportunities to build their skills, give back to their community, and contribute to a great member experience.

IABC is the only place that connects communicators globally.



OUR MESSAGING

Our Shared Values

Shared values are principles that help define the culture and behavior of an organization and its members. The IABC shared values, created as a result of the Brand Taskforce's research, define what makes our association unique, but also allow us to build further on these strengths.

Our shared values

We represent the global profession. As the only global communication association, we strive to advocate for the profession, represent best practices, define the global standard and live by a code of ethics.

We create connection. We connect business and communication and connect people with communication. We foster community, build special relationships and learn from each other.

We are a diverse community. We welcome diverse communication professionals of all levels and practices. We embrace diverse viewpoints, encourage conversation and celebrate cultural differences.

We focus on insights and results. We position communication as a strategic function that has impact on return on investment and demonstrate business value of communication.

When our words and actions demonstrate and reinforce who we are and how we deliver, IABC stands out amongst the crowd.

Our tone of voice

Our tone of voice is the way in which we write and speak; what we say and how we say it. It is informed by our personality. It is important that our brand personality is translated into words as well as the visuals. The way we express ourselves in words is a reflection of our brand.

Our brand personality

CHARACTERISTIC

BEHAVIOR – WHAT IT MEANS

Accessible

Collaborative, supportive, consultative

Open

Transparent, direct, open minded

Lighter

Fun, friendly, welcoming

Contemporary

Current, leading-edge

Professional

Effective and efficient

Our Design

Visual characteristics and components that make it easy to recognize the IABC brand.





OUR DESIGN

Logo

The logo is the official identifying mark of the IABC brand. The symbol consists of a circle with the italic letters I, A, B & C stacked and bleeding off the circle's edge. The circle references the globe while the stacked letters create movement and dynamic negative space in the logo.

THE SYMBOL



THE LOGOTYPE

International Association of Business Communicators

THE LOGO

The letter A can also be seen as an arrow shape pointing up which lends the logo a progressive feel. These elements combine to present IABC as a modern and progressive organization.

The logo is uniquely rendered and should not be modified in any way. This logo replaces all older designs and is the only mark to be used when identifying IABC, its services, and products.

Our tagline/strapline

After much consideration, we have chosen to not have a tagline as part of our brand. As professional communicators, we rely on the right words at the right time for the right audience to drive results. The lack of a tagline means we're free to use the appropriate communication messaging, through words and images in the body of the vehicles we create and that we are not limited. This will also allow us to customize messaging based on the situation or culture. Taglines should not appear with IABC logos.



OUR DESIGN

Logo

Clear space and minimum size



**1.25 INCHES
31.75 MM
90 PIXELS**

Clear space

To make sure that the logo stands out clearly, it should always be framed within an area of unobstructed space. The optimum minimum space should be the same height as the letters in the symbol.

Minimum size

For maximum legibility the minimum logo size is 1.25 inches or 31.75 mm.



OUR DESIGN

Logo

Regardless of the format, the color scheme of the logo remains consistent.

However, it may be used in black or reversed out for one/color needs. Always use the logo files provided. Do not re-create or edit in any way.

Acceptable logo variations

COLOR



**International Association
of Business Communicators**

BLACK AND WHITE



**International Association
of Business Communicators**

REVERSE



**International Association
of Business Communicators**

JUST THE SYMBOL





OUR DESIGN

Chapter
& Region
Logos

Clear space and minimum size



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31.75 MM
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For maximum legibility the minimum logo size is 1.25 inches or 31.75 mm.

**OUR DESIGN**

Chapter & Region Logos

The Chapter Logo is used as an identifier in chapter materials. The logo includes the full IABC name and name of the chapter location.

There are three acceptable versions of the IABC Chapter Logo.

Acceptable logo variations**COLOR****THE SYMBOL****THE LOGOTYPE**

**International Association
of Business Communicators
United States Region**

The symbol in this color version can use one of the IABC Primary or Secondary Colors while the logotype should always appear in the IABC Navy.

SYMBOL COLOR OPTIONS →

BLACK AND WHITE

**International Association
of Business Communicators
United States Region**

REVERSE

**International Association
of Business Communicators
United States Region**



OUR DESIGN

Chapter & Region Logos

The secondary Chapter Logos are used as alternates to the full chapter logo. They're used when space is limited or the legibility of the full logo is compromised. When using a secondary chapter logo the full IABC name should appear somewhere on the communication materials.

Secondary logo variations

HORIZONTAL

THE SYMBOL



THE LOGOTYPE

United States Region

VERTICAL

THE SYMBOL



THE LOGOTYPE

United States
Region



OUR DESIGN

Typography

The family of fonts to be used in ongoing IABC identity applications is the Myriad Pro family. Only this font should be used – consistently – throughout all communications materials and should not be substituted, unless deemed appropriate by IABC marketing department staff.

Myriad Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

0123456789!@#\$%^&*()_+=

Light Regular **SemiBold** **Bold** **Black**

Aa



OUR DESIGN

Typography

Work Sans is readily available on Google and Adobe font websites, therefore should be used in any web or online platform.

If Work Sans is not available then the system font, Arial may be substituted.

Work Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

0123456789!@#\$%^&*()_+=

Light Regular Medium **SemiBold** **Bold** **ExtraBold** **Black**

Aa



OUR DESIGN

Colors

There are two primary colors used for IABC's logo and brand, the Navy and the Blue. Navy conveys stability and authority, while the lighter shade of blue adds approachability and energy, creating a balanced and versatile combination. Together, they appeal to a wide audience and evoke a sense of trust, professionalism, and sophistication.

Primary Colors

Navy

CMYK 98 90 43 60
RGB 10 20 54
HEX #0A1436

Blue

CMYK 95 68 10 01
RGB 11 92 157
HEX #0B5C9D



OUR DESIGN

Colors

The secondary palette is comprised of bright, energetic colors featuring teal, lime, yellow, magenta, and purple; bringing vibrancy and creativity to our corporate primary palette. These bold hues symbolize innovation, connection, and approachability, making them perfect for our dynamic industry. The gray remains as a grounding color.

Secondary Colors

Teal

CMYK **78 11 50 0**
 RGB **20 166 148**
 HEX **#14A694**

Lime

CMYK
27 0 90 10
 RGB
178 198 63
 HEX
#B2C63F

Yellow

CMYK
05 35 100 0
 RGB
239 171 31
 HEX
#EFAB1F

Magenta

CMYK
16 100 44 02
 RGB
202 29 95
 HEX
#CA1D5F

Purple

CMYK **60 100 0 40**
 RGB **86 09 97**
 HEX **#560961**

Gray

CMYK **56 46 45 11**
 RGB **117 119 121**
 HEX **#757779**



OUR DESIGN

Accessibility

This page highlights approved text and background combinations that meet the **Web Content Accessibility Guidelines (WCAG) 2.1 AA** for web-based designs.



REGULAR TEXT

For any text that is 17pt and below

LARGE TEXT

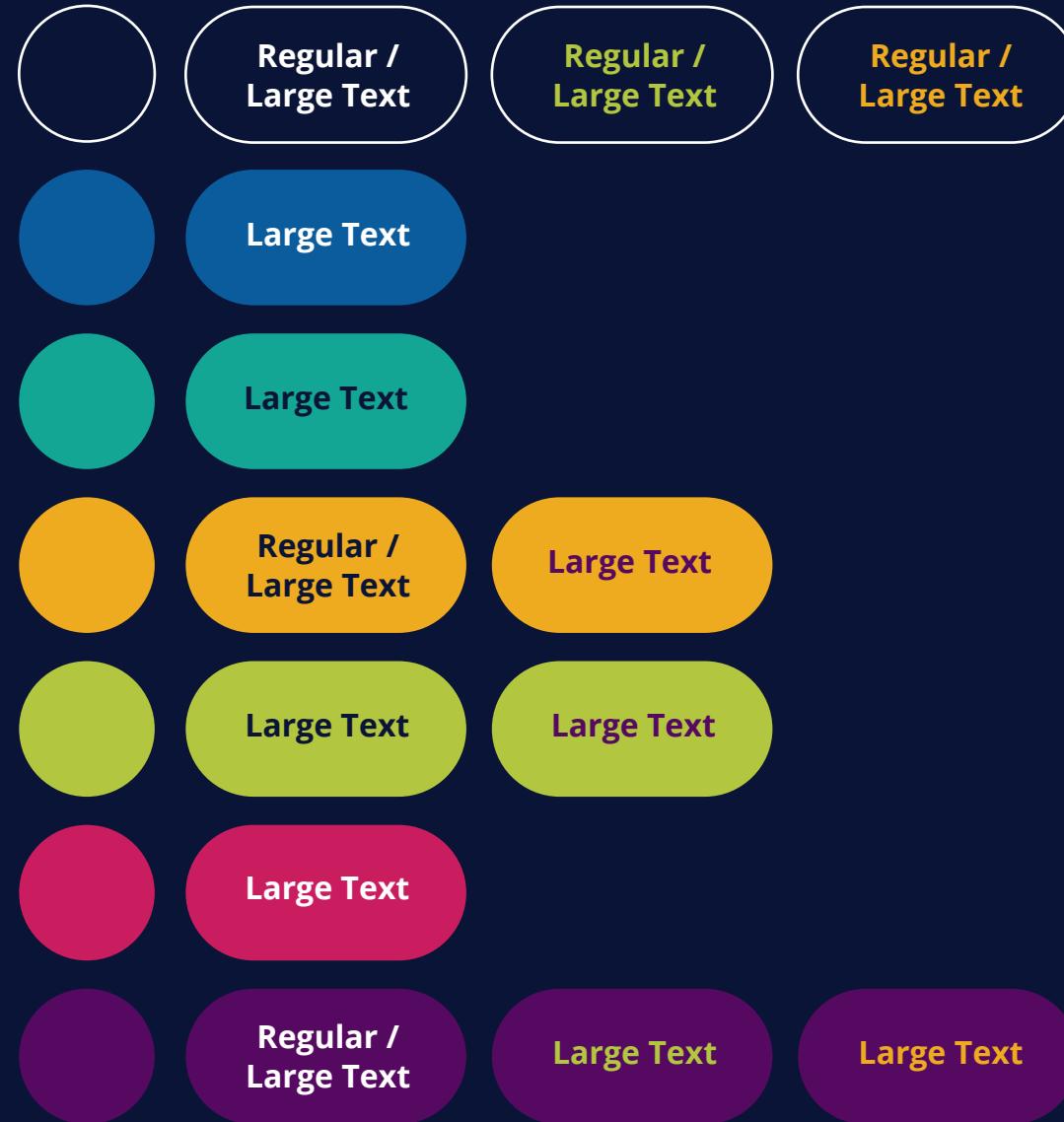
For any text that is 18pt and above or 14pt bold and above



OUR DESIGN

Accessibility

This page highlights approved text and background combinations that meet the **Web Content Accessibility Guidelines (WCAG) 2.1 AAA** for web-based designs.



REGULAR TEXT

For any text that is 17pt and below

LARGE TEXT

For any text that is 18pt and above or 14pt bold and above

Our Assets

Visual element inspiration, including iconography and photography guidance, that ensures continuity when designing our branded communications and deliverables.





OUR ASSETS

Iconography

Line icons are the primary style of iconography for IAABC, valued for their sleek, minimalist design. Their simplicity ensures adaptability across digital and print media, conveying information clearly without overwhelming the viewer. They can also be easily customized in size, weight, and color. The icons are unique in style because of their two color variation.





OUR ASSETS

Stock Photography

Stock photography of business casual professionals in communications highlights collaboration and modern workplace dynamics. Featuring diverse teams in activities like brainstorming or presenting, these images convey approachability and authenticity, making them ideal for showcasing teamwork, strategy, and innovation.





OUR ASSETS

Member Photography

The IABC community is made up of a vibrant group of global communication professionals. We encourage you to use real member photos whenever possible, focusing on clarity, good lighting and interpersonal connection.





OUR ASSETS

Sourcing Images and Usage Rights

IABC prefers original imagery via commissioned photo shoots and illustration whenever possible. When negotiating fees with a photographer, always discuss:

Photography fees

payment for their skill, creativity and time.

And, if not included, licensing fees – payment to use the images.

Ensure you have fully licensed use of the images before using them. We recommend licensing only the rights you will actually need, as opposed to a full-use license or an outright purchase. Consider whether the shot is needed for another purpose further down the line. A photographer will rightly object to seeing one of their images on the side of a bus if they took it for a company newsletter six months earlier.

Images

When commissioning photography or illustrations, make sure to follow several steps:

- Identify the specific needs of your project. A concept you want to get across. A certain visual style you're after.
- Choose a photographer / illustrator that fits your needs and budget. Many photographers have their portfolios online.
- Make sure the photographer / illustrator is clear on the project goals and the IABC personality.
- Be clear about any specific requirements.
- Once you have agreed on a fee, draw up a clear, written contract so there are no misunderstandings regarding payment or deliverables.

Making your money go further

Commissioning a photo shoot can be expensive. However, there are ways to make your budget go further:

- Most photographers charge by the hour, half-day or day. Commissioning one portrait can therefore be expensive. Instead, use your photographer's time wisely by arranging to have several portraits taken in the same session. If you have booked a photographer for an event, ask for contextual, background and location shots too.
- IABC budgets do not always stretch to booking experienced, professional photographers, but talented photography graduates or students often welcome the opportunity to get commercial experience. Contact the photography, journalism and art schools in your area.
- Do you need to hire a professional every time? Many experienced photographers give training sessions to improve people's basic skills, boost their confidence and help identify the best basic equipment to buy. This could be a worthwhile investment.

RESOURCES FOR COMMISSIONING IMAGERY

Photography: <http://www.asmp.org/commissioning-assignment-photography/>

Illustrations: <http://www.theaoi.com/portfolios/index.php/portfolios/guide-to-commissioning>



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Stock Imagery

Original photography is preferred over stock when possible. If stock photography is used, avoid overly stylized, cluttered and poor quality images. There are various types of purchasing licenses for stock images.

The following are the most common licenses:

ROYALTY-FREE (RF)

Royalty-free images may be used multiple times for multiple projects without incurring additional fees. The rights granted are non-transferable and are personal to the licensee.

RIGHTS-MANAGED (RM)

Rights-managed images are licensed with restrictions, which may include limitations on image size, placement, duration of use and geographic distribution. License fees will vary for intended use. If needed for multiple uses (i.e. digital media and advertising), the stock photography website or a sales representative can provide an estimate for those licenses.

EDITORIAL

Editorial images are licensed with restrictions on usage, such as limitations on size, placement, durations of use and geographic distribution. Must be used in an editorial manner, which means use relating to events that are newsworthy or of public interest.

Image size

When purchasing an image, keep in mind the size at which it will be used. For the web, it is often possible to purchase a smaller, and therefore less expensive, image. If the image is needed for printed materials, we recommend purchasing the largest size to ensure the best possible reproduction.

Key concepts

When searching for images or setting up a photo shoot, key concepts to consider are: brainstorming, business, collaboration, colleagues, communication, discussion, groups of people, and teamwork.

RESOURCES FOR COPYRIGHT INFORMATION

- <http://wherewestand.gettyimages.com/copyright/#essentials>
- <https://www.plagiarismtoday.com/2014/06/05/5-copyright-terms-need-stop-using-incorrectly/>
- <http://www.stockphotorights.com/>



OUR ASSETS

Sourcing Images and Usage Rights

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Photography fees

payment for their skill, creativity and time.

And, if not included, licensing fees – payment to use the images.

IABC images on Flickr

Visit <https://www.flickr.com/photos/iabchq/> albums for images taken at key IABC events since 2013. The style and approach will hopefully give you inspiration when commissioning your photo shoots. If you see an image you'd like to use, please email IABC Director of Content, Natasha Nicholson, at [NNicholson@iabc.com](mailto>NNicholson@iabc.com) to check the usage and model release rights.

Image libraries

The preferred stock source site for photography and illustration is 123rf.com. Other recommended sites include gettyimages.com, istockphoto.com, and masterfile.com. If sourcing from Flickr.com, keep in mind that Getty owns this site and the image owner may be using Getty for licensing. If not, permission to use the image should be obtained from the owner of the

ROYALTY-FREE STOCK IMAGE LIBRARIES

There are a number of free image libraries on the web. Some may require you to credit the photographer, others not – read the terms and conditions carefully. Here are some free stock sites with professional, high quality images.

- <https://pixabay.com/> – a site for finding and sharing images free of copyrights. All pictures are released under Creative Commons Zero (CC0) into the public domain.
- <http://www.imagesource.com/royalty-free> – a huge stock photo collection of premium royalty-free images produced by Image Source and third party partners.
- <https://unsplash.com/> – high quality images licensed under CC0, which means you can copy, modify, distribute and use the photos for free, including commercial purposes, without asking permission from or providing attribution to the photographer or Unsplash.
- <https://picjumbo.com/> – started by a young Czech photographer in 2013, this photo stock site has free pictures used by millions of bloggers, designers and marketers all around the world.
- <http://www.imcreator.com/free> – a curated collection of free web design resources all for commercial use.
- <https://www.pexels.com/> – provides high quality and free stock photos licensed under CC0. All photos are nicely tagged and searchable.
- <http://publicdomainarchive.com/> – a public domain image repository dedicated to bringing you high-quality stock from photographers around the world.



OUR ASSETS

Model Releases

A release is a written agreement between you and either the photography model or the owner of the property you are photographing. The purpose of the release is to protect you and IABC from any possible future lawsuits if led by the model/owner (examples of claims include defamation and invasion of privacy).

A model release states the written consent of the model to be photographed as well as allowing you full use of the images you capture. The model release applies to all situations involving photography of people, not only for professional model use or situations where the subjects know they are posing for photos. A signed model release should be requested any time the photos contain recognizable images of people unless it is certain the photographs will never be used for anything other than editorial purposes.

Obtained releases should be permanently saved and linked with the photographs to which they relate. They should be accessible anytime an image is licensed. In the event of a lawsuit, the releases will be necessary documents in court. Please see <http://www.asmp.org/resources/legal/releases/propertymodel-releases/> for more information.



OUR ASSETS

Image Checklist

Your choice of image has great impact on the success of a piece of communication – an image, in many ways, can make or break a piece. Following is a checklist that summarizes the previous pages to use as reference when selecting stock or commissioning images.

General considerations

- Original photography is preferred over stock when possible
- Should be professional, tasteful and properly reflective of the brand personality
- Should tell a story and convey all or part of your central message
- Should be engaging and warm with emphasis on collaborative scenarios
- Should be portrayed as a global and multicultural organization while avoiding contrived depictions of diversity
- Avoid obviously staged or clichéd photography
- Avoid overly busy images
- Images shot at interesting angles can add energy
- Ensure you have obtained all legal rights to the image
- Do not use images showing alcoholic beverages
- Ensure the message is clear and unambiguous

Overall image quality / manipulation

- Do not use blurry images
- Do not use black and white, grayscale or sepia-toned images
- Do not create a collage out of photos
- Do not use overly dark images
- Do not multiply color over an image
- Do not use overly manipulated images
- Do not apply artistic filters to images

Portraits

- People should appear real
- Choose / commission candid, reportage-style photography that captures real moments and emotions
- Avoid overly stylized and posed shots
- Ensure the subject is the hero or focal point
- Subjects can look directly into the camera or be captured in conversation, interacting with others
- Do not use images with eyes closed
- Make sure you have a written consent of the model to be photographed as well as allowing you full use of the images you capture

Locations

- Choose authentic shots that capture a genuine sense of place
- Avoid overly styled or purely decorative images
- Find interesting angles or less familiar environments that add interest

Concepts

- Should appear contemporary and uncluttered
- Be imaginative – use an eye catching or unfamiliar image
- Do not use over-used metaphors

Illustrations

- Use clean, simple, flat vector graphics
- Can be fun and lively
- Should not be childish or amateurish

- Should illustrate at least one element of your story
- Do not use cheesy clip art

Patterns

- May be either nature-based photography or illustrated as a background image
- Pattern should not dominate or detract from your message
- When using behind the symbol, use with great care as the symbol must always be clear

Commissioning

- Identify the specific needs of your project
- Choose a photographer / illustrator that fits your needs and budget
- Make sure photographer / illustrator is clear on the project goals and IABC personality
- Once you have agreed on a fee, draw up a clear, written contract

Our Conclusion

The IABC brand couldn't have been possible without the help of staff, volunteers and our creative agency, Arcas Advertising Inc. Thank you to all involved for your support of and dedication to IABC. Templates and tools to help you deliver the IABC Brand are available for download through the IABC Leader Centre.

If you still have questions, please contact IABC at leader_centre@iabc.com. Thanks for taking the time to understand the brand guidelines and help IABC bring them to life through powerful communication.





International Association
of Business Communicators

Contact Us For More Information

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VERSION 1.0 | 2024

