

**IAPB Brand Guidelines**

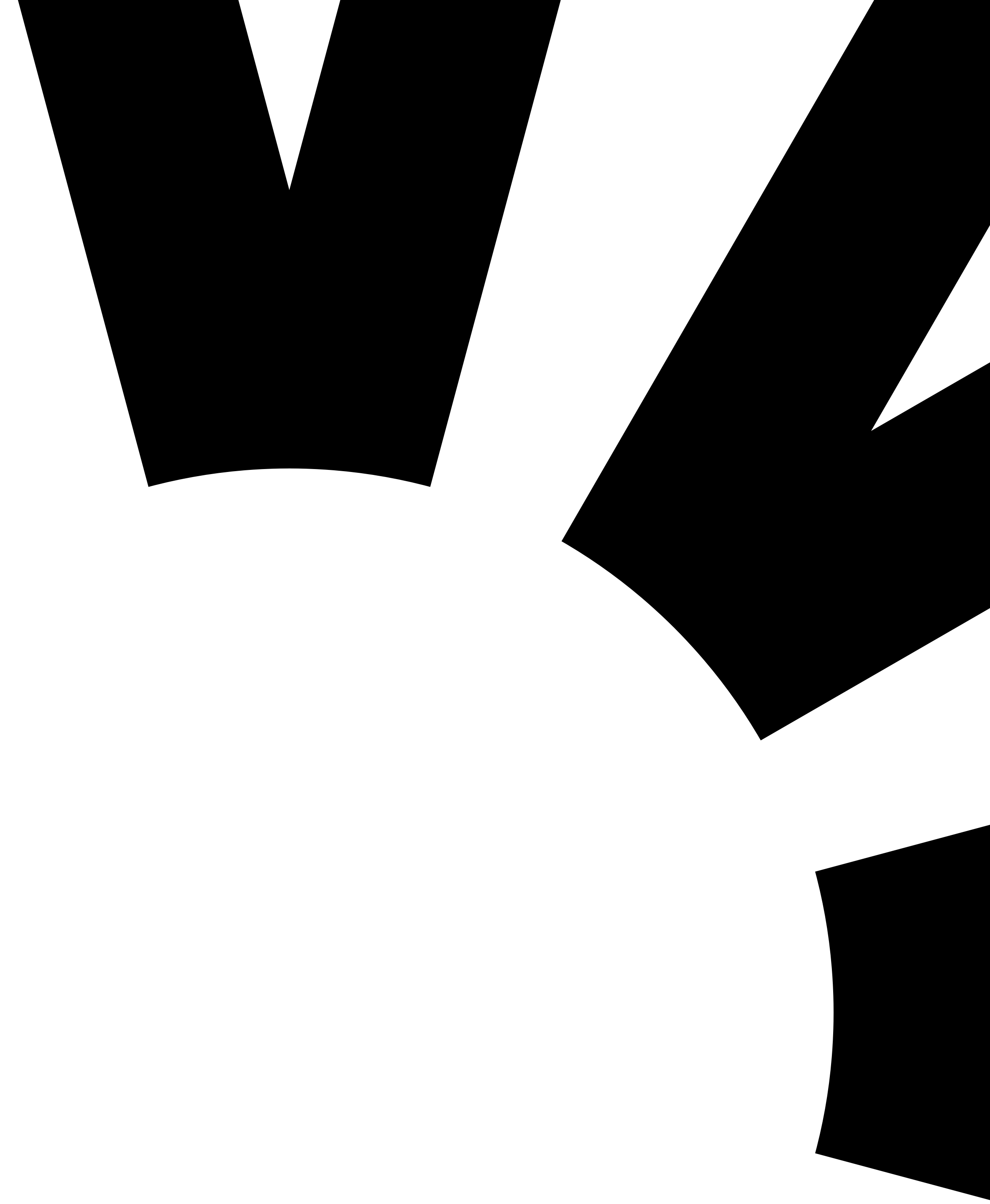


Aug. 25

## **Brand Guidelines**

This guide is designed to help you correctly use the IAPB logo in your communications and materials.

It provides clear direction on how to represent the brand correctly and confidently. It also includes visual references to showcase best practices, along with easy access to downloadable logo files in multiple formats to support consistent and efficient use.



## Logo



[Download the logo here.](#)

## Specs & Clearance

To keep the IAPB logo clear and prominent, avoid placing any text or graphics too close to it. The minimum clear space is  $\frac{1}{2}x$  on all sides, where  $x$  equals the height of the Eye icon. More space is recommended when possible.



# Logo Uses

**✓ Do**

Use the BLACK LOGO on a white background. Use the WHITE LOGO on a black or dark colour background.



# Logo Minimum Size

Ensure logo is never smaller than 1 inch wide in print or 50 px on screen.

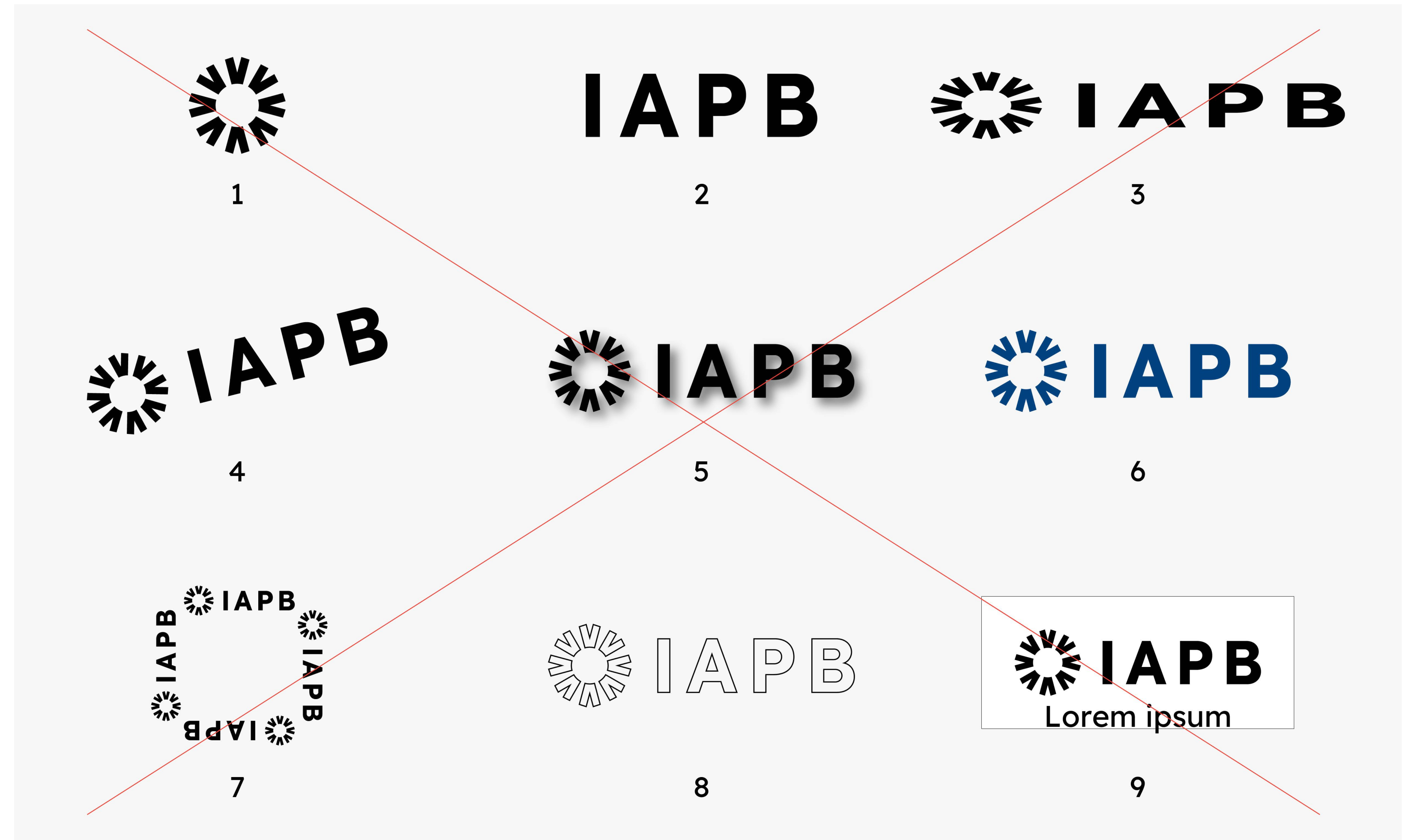


# Logo Uses

## Don't

To maintain a consistent and professional brand presence, the IAPB logo must always be used exactly as provided.

Never attempt to recreate the IAPB logo manually. Always use the approved files to ensure clarity, legibility, and brand consistency across all platforms and formats.



## Do Not:

1. Remove the 'IAPB' wordmark
2. Remove the Eye icon
3. Stretch the logo
4. Rotate the logo
5. Apply any effects
6. Recolor the logo
7. Repeat or manipulate the logo
8. Outline the logo
9. Disobey clear space requirements

# Logo Applications on Various Background Colours

## Solid Background

When working with colour or bright backgrounds, use the BLACK LOGO. When working with white or dark backgrounds, use the WHITE LOGO.



## Photograph Background

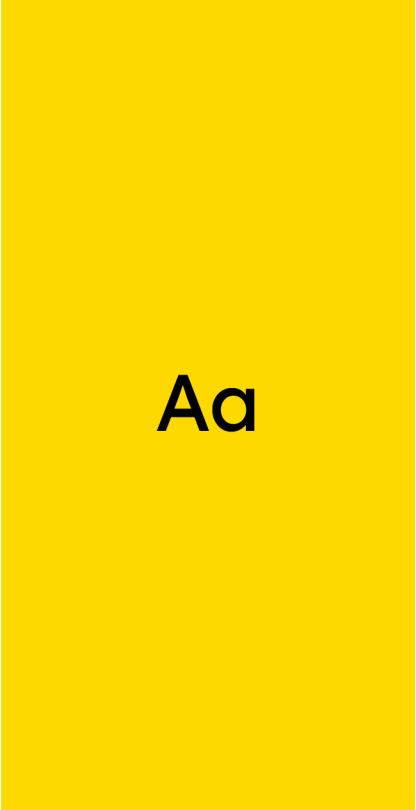
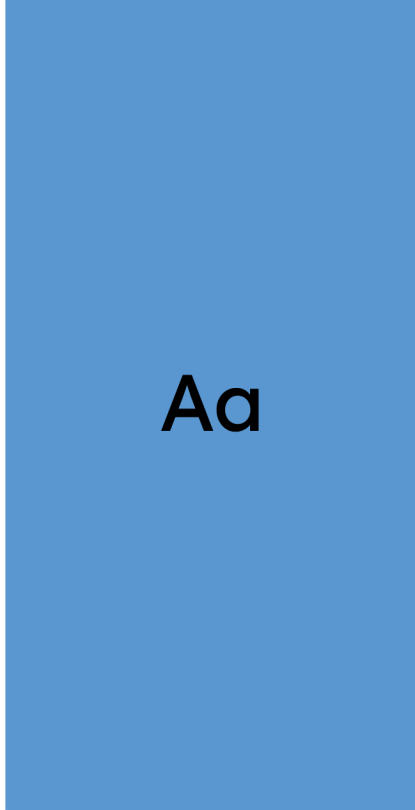
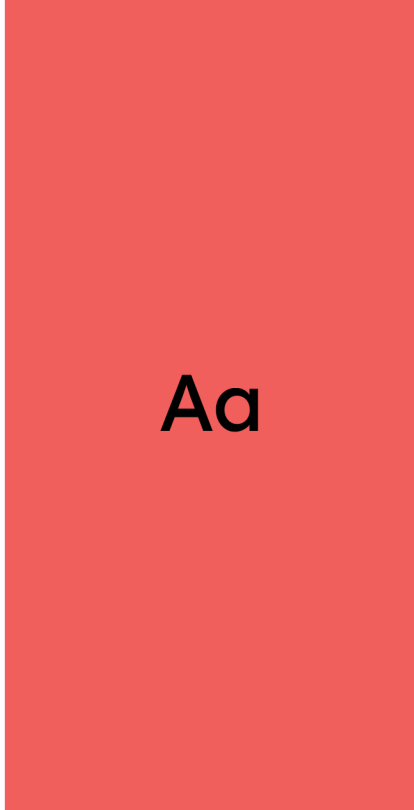
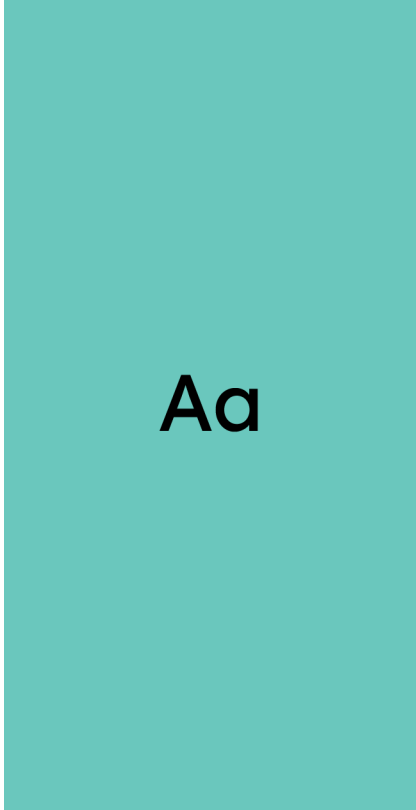
When applying the IAPB logo over photographs, place it in areas with minimal visual distraction. Avoid positioning the logo over parts of the image that are overly detailed.

If the image is light, use the black logo; if it's dark, use the white version to maintain a strong contrast.

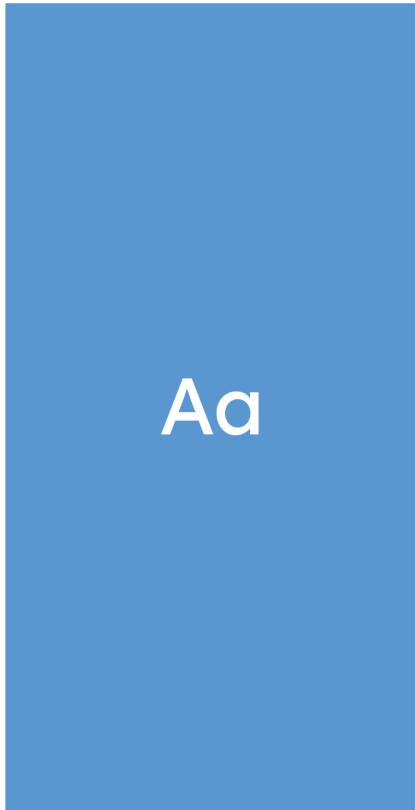
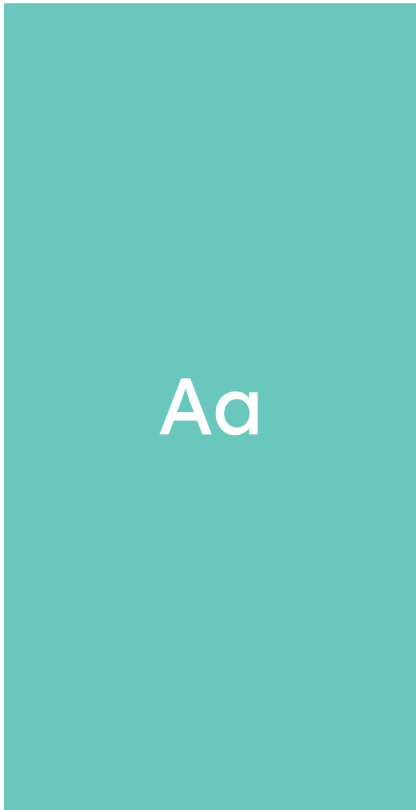


# IAPB Pillars

When working with the four pillar colours - Advocate (Green), Campaign (Peach), Connect (Blue) and Learn (Yellow), always use black text on them. Never use white text.



 Accessible



 Not Accessible

Advocate  
#53DDC9

Campaign  
#FF5E59

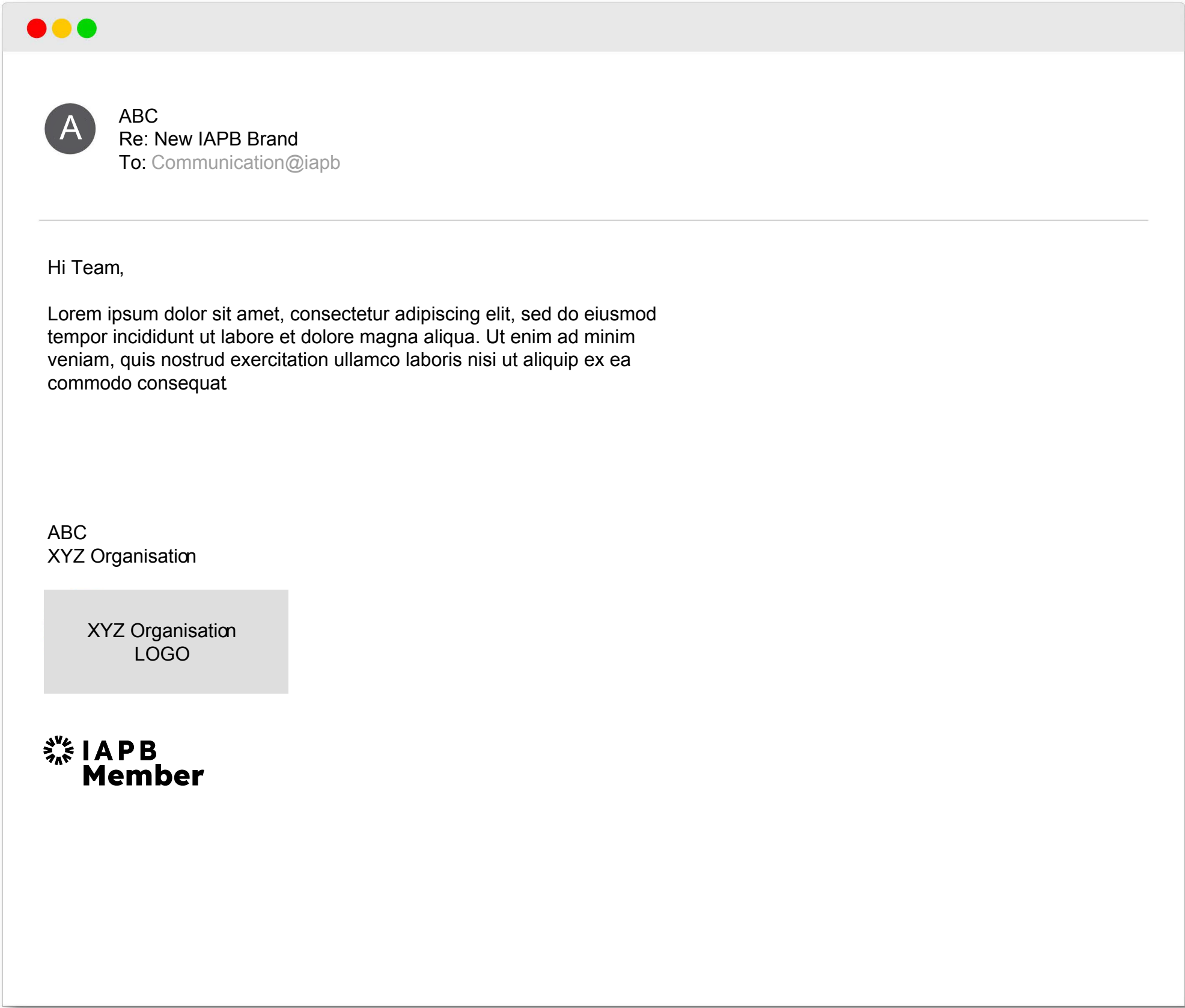
Connect  
#399FFF

Learn  
#FFD902

# Members' Assets

## Affiliation Endorsement

### IAPB Member Badge



Usage example

[Download the logo here.](#)



## **Need Support?**

For questions, clarification, or guidance on any uses, feel free to get in touch.

[communications@iapb.org](mailto:communications@iapb.org)

[iapb.org](http://iapb.org)