

## Identity Standards Guide

In order to create a powerful and positive corporate image for Iowa Auctioneers Association and its member companies, the logo must be delivered with relentless consistency throughout the organization. It is the responsibility of each individual dealing with association's image to maintain this consistency following our rules and guidelines.





**Icon Only**



**Full Logo**

### Icon Elements

The icon consists of three major elements. The white gavel, the outline of Iowa, and the "IAA" representing the association's name.

The icon elements are always found in the same placement. Use these as a unit; do not represent the icon without any one of the above listed elements.

### Iowa Auctioneers Association Colors

The IAA palette is simple and consists of two main colors, with two alternate colors. The colors support the brand and offer flexibility in design.



Pantone 288 C  
C100 M67 Y0 K23  
R0 G175 B141  
HEX# 004B8D



Pantone 186 C  
C12 M100 Y91 K3  
R207 G10 B4  
HEX# CF0A2C



White  
C0 M0 Y0 K0  
R255 G255 B255  
HEX# FFFFFFFF



Black  
C0 M0 Y0 K100  
R35 G31 B32  
HEX# 231F20

### Full Logo Usage

When using the full logo always line up to the center of the icon and the word "IOWA" both with equal width. "Auctioneers Association" should also match center alignment with equal width.

When using the full logo, please follow these guidelines to ensure consistent usage.

#### Example:



### Approved Logo Colors

The icon and logo were designed to be one-, two-, or four-color images using the print standard Pantone Matching System (PMS) of colors.



One-color



Two-color



Four-Color

## Clear Zone Icon, Logo and Logo Tagline

The icon is a dominant logo that demands a significant amount of space around it where no distracting graphic elements should be placed. This space is referred to as the “clear zone.”

Surround the IAA with an amount of clear zone space to separate it from other competing type, graphics or images.

The minimum amount of clear zone is equal to one half (1/2) the size of the icon itself. This measurement changes according to its size on any given application.

The area shown below visually defines the minimum clear zone space surrounding the icon.

## Overall Sizing

When using the icon, and/or full logo, ensure sizing allows for legibility.

## Resizing

While in Microsoft® Office or Adobe applications, hold down the “shift” key while dragging a corner of the artwork to resize the icon or logo proportionally.

## Acceptable usage

It may be necessary at times to re-create the logo in one-color, or on occasion two-color. It is only acceptable to reproduce the icon or logo as one-color in either all black, one solid color, or reverse to white.



## Iowa Auctioneers Typefaces

Consistent communication encompasses many aspects. To support the overall image, the following typefaces create a professional look that supports the Iowa Auctioneers Association's image.

### Serif:

Times New Roman Regular  
*Times New Roman Italic*  
**Times New Roman Bold**  
***Times New Roman Bold Italic***

### San Serif:

Myriad Pro Regular  
*Myriad Pro Italic*  
**Myriad Pro Bold**  
***Myriad Pro Bold Italic***

## Unacceptable usage

It is important for the logo to appear as it was intended. Do not re-create the Iowa Auctioneers Association icon, logo, or logo with tagline or alter the color or design in any way.

