

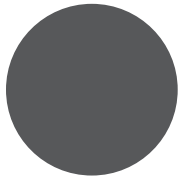


---

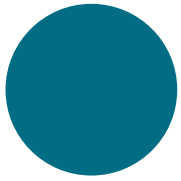
# IIDA SOUTHWEST CHAPTER BRAND GUIDE

---

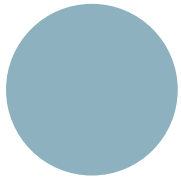
2023



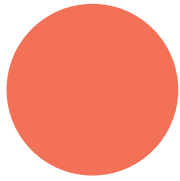
IRON



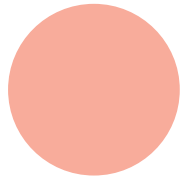
SLATE BLUE



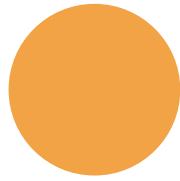
STORM



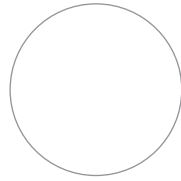
CORAL



PEACH



GOLD



WHITE



Creative

---

Inviting

---

Accessible

---

Passionate

---

Community-Oriented

---

Visionary

PRIMARY:

HORIZONTAL COMPOSITION



SECONDARY:

STACKED COMPOSITION



**The IIDA Southwest Chapter logo must be displayed as true, 100% opacity, black or white only.  
No other color variations or opacities are permitted for any reason.**






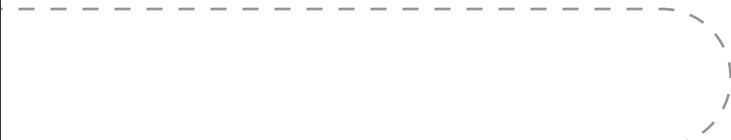


**IIDA SOUTHWEST CHAPTER**

## LOGO GUIDELINES:

1. You are not permitted to change the layout/design of the logo, including the font(s).
2. You are not permitted to change the color of the logo beyond what is shown in this guide.
3. The logo must appear at least once on every graphic and produced item for the chapter.
4. The logo must never be sized smaller than 90 pixels (or 1.25”) wide.
5. The logo must have at least a 25 pixel (or .3125”) border of negative space on all sides.
6. The logo must never be rotated, flipped, mirrored, pinched, stretched, or distorted in any way.
7. The logo must always be reasonably legible at the final size of any application.
8. Drop-shadow (no greater than 75% opacity) is permitted, only if it increases the legibility of the logo.
9. The logo should never be used as a cropping mask over an image.
10. Only use the stacked version of the logo when absolutely necessary.

COLOR CODES

<b>SLATE BLUE</b>		RGB - 55 / 104 / 127 CMYK - 91 / 28 / 28 / 28 HEX - #37687F
<b>STORM</b>		RGB - 164 / 18 / 192 CMYK - 43 / 17 / 17 / 3 HEX - #A4B4C0
<b>CORAL</b>		RGB - 0 / 0 / 0 CMYK - 0 / 69 / 67 / 84 HEX - #D46D54
<b>PEACH</b>		RGB - 244 / 172 / 155 CMYK - 0 / 39 / 32 / 0 HEX - #F4AC9B
<b>GOLD</b>		RGB - 220 / 170 / 73 CMYK - 3 / 41 / 83 / 0 HEX - #DCAA49
<b>WHITE</b>		RGB - 255 / 255 / 255 CMYK - 0 / 0 / 0 / 0 HEX - #FFFFFF
<b>IRON</b>		RGB - 72 / 72 / 72 CMYK - 0 / 0 / 0 / 80 HEX - #484848



The following fonts are approved for use in IIDA Southwest Chapter graphics:

Gotham Thin

Gotham Book

Gotham Medium

*Gotham Medium Italic*

Gotham Bold

Gotham Black

***Gotham Ultra***

## EXAMPLES OF HOW TO DISPLAY THE IIDA SOUTHWEST CHAPTER LOGO:



Place the logo in a corner with a margin of negative space around it, or aligned in the center of the design. Avoid placing the logo in the upper-right or lower-right corners whenever possible as the logo is a left-aligned composition.

### WHEN MAKING SOCIAL MEDIA GRAPHICS, REMEMBER:

- Follow all guidelines regarding the IIDA Southwest Chapter logo.
- Use only approved fonts from the Gotham font family.
- Always write the full time with hours and minutes (ex: "4:00pm" vs "4pm").
- Always use one of the approved date display methods (shown right).
- Make sure your design has at least a 25 pixel margin/border from all sides.
- Graphic elements should never use any copywrited material.

### APPROVED DATE DISPLAY EXAMPLES:

March 29th

March 29, 2023

Wednesday, March 29th

Wednesday, March 29, 2023

- or -

"XX.XX.2023"

with decimal points  
as shown above



# Questions about the IIDA Southwest Chapter brand guidelines?

Reach out to our Communications Team at:

[iidasw.communications@gmail.com](mailto:iidasw.communications@gmail.com)