IGLTA

BRAND GUIDELINES

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LOGO STRUCTURE

WORD MARK SCALING

The IGLTA word mark should be approximately one third the height of the illustrated mark.

LOGO CLEAR SPACE

Clear space around the entire logo should match the height and width of the internal globe illustration.

The IGLTA word mark is comprised of a modified version of the font Ando Bold.

WORD MARK SPACING

Horizontal spacing between the illustrated mark and the word mark should be half the height and width of the internal globe illustration.

LOGO TAG LINE STRUCTURE

LOGO CLEAR SPACE

Clear space around the entire logo should match the height and width of the internal globe illustration.

The IGLTA word mark and tag line lock up are centered vertically to the illustrated mark. The tag line is set in Montserrat Light.

TAG LINE SPACING

The tag line is spaced vertically half the distance of the word mark spacing.

LOGO USAGE

The IGLTA logo is available in four versions: horizontal tag line lockup, vertical tag line lockup, horizontal non-tag line and vertical non-tag line. The Horizontal tag line lockup is preferred and should be used unless it will be applied in a vertical or limited space. The tag line lockups are preferred unless size or context of the communication affects optimal legibility.

PRIMARY USAGE

The primary logo usage should be the horizontal tag line lockup. The horizontal tag line lockup should not be used in placements where total height is less than 1 inch.

SECONDARY USAGE

The non-tag line horizontal logo should be used if size affects legibility of the tag line lockup. This may also be used if context of communication does not require the use of the tag line.

VERTICAL USAGE

The vertical tag line lockup may be used if it is determined that it best complements the visual context of the communication. The vertical tag line lockup should not be used in placements where total width is less than 1 inch.

SECONDARY VERTICAL USAGE

The non-tag line vertical logo should be used if size affects legibility of the tag line version. This may also be used if context of communication does not require the use of the tag line.

LOGO COLOR USAGE

FULL-COLOR USAGE

The full-color logo is the preferred color usage. It should be used in situations where the background color is either a solid white or the IGLTA Dark Blue.

LOGO USAGE OVER PHOTOGRAPHY

The white block, flush with an edge of the image is preferred treatment over photography. This ensures highest legibility and focus on the logo. The the one-color knock out logo may be placed directly over photography, depending on the image. This should only be used when the photography has enough open space where the logo can live over minimal contrasting elements to ensure contrast and legibility.

ONE-COLOR USAGE OVER SOLID

The one-color logo should be used in situations where full color is not an option, or when the logo needs to be used over a solid brand color/gradient other than white or the IGLTA Dark Blue. The value of the background color should inform which one-color logo should be used for optimum legibility and contrast.

INCORRECT LOGO USAGE

This page provides some examples of incorrect usage of the IGLTA logo. The logo, color palette and typeface are the primary elements of the brand identity. To uphold the integrity of the brand, it must be presented consistently as specified in these guidelines.

Never change the colors within the logo.

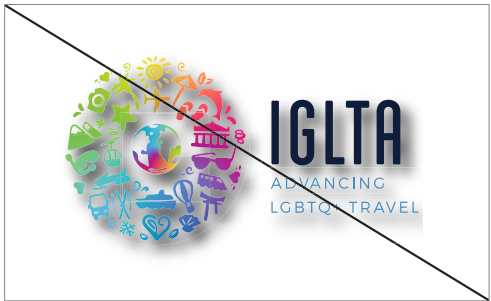Never rearrange or rotate the elements of the logo

Never stretch the logo horizontally
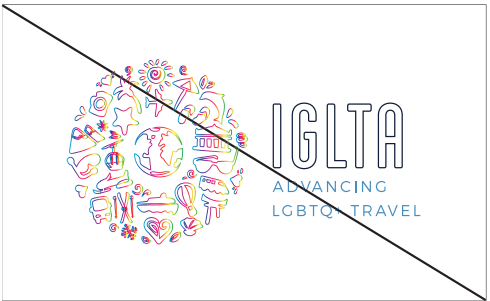
Never stretch the logo vertically

Never tilt the logo.

Never add a drop shadow to the logo.

Never frame the logo within a shape

Never outline the logo.

Never change the letter forms of the logo.

Never use the logo as a repeated pattern

Never place the logo on a busy background.

Never place the full color logo over photography in a context where legibility is adversely affected.

CROPPING OVERSIZED ILLUSTRATION

LEFT LAYOUT CROPPING

The diagram below illustrates how much of the oversized illustrated mark may be cropped from the left. The cropping should either occur through the center globe or a portion of the left side of illustration.
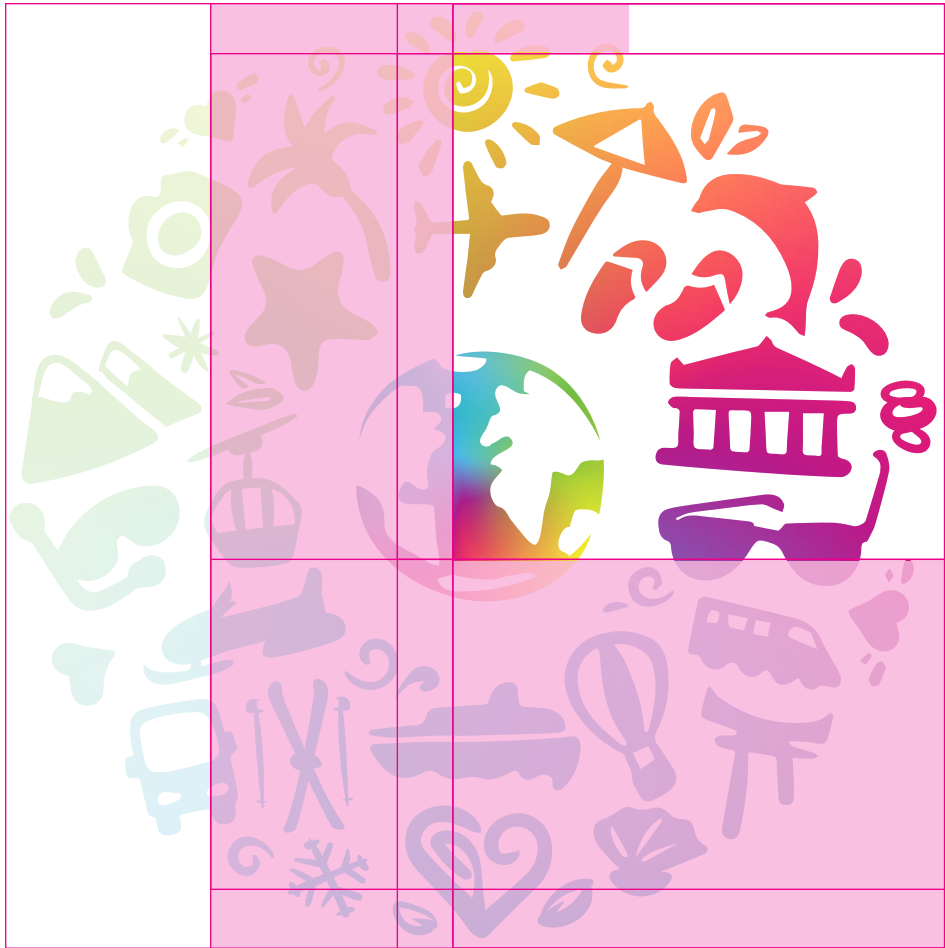
Cropping Area

HORIZONTAL LAYOUT EXAMPLE

This is an example of a horizontal left layout cropping where the cropping occurs on the top, bottom and left of the oversized illustration.

VERTICAL LAYOUT EXAMPLE

This is an example of a vertical left layout cropping where the cropping occurs on the left and bottom of the oversized illustration.

SQUARE LAYOUT EXAMPLE

This is an example of a square left layout cropping where the cropping occurs on the left of the oversized illustration.
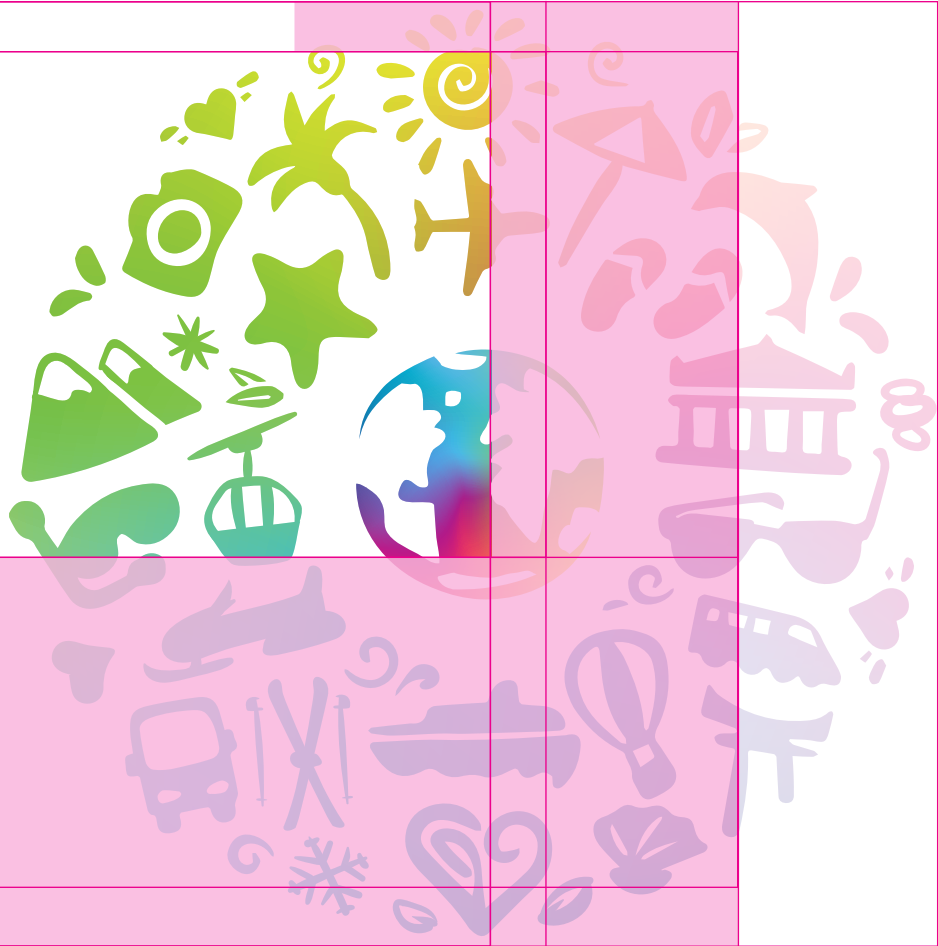

All of these crops could work with any one of these layout scenarios and are not exclusive to the layout example.

CROPPING OVERSIZED ILLUSTRATION

RIGHT LAYOUT CROPPING

The diagram below illustrates how much of the oversized illustrated mark may be cropped from the right. The cropping should either occur through the center globe or a portion of the right side of illustration.

Cropping Area

HORIZONTAL LAYOUT EXAMPLE

This is an example of a horizontal right layout cropping where the cropping occurs on the top, bottom and right of the oversized illustration.

VERTICAL LAYOUT EXAMPLE

This is an example of a vertical right layout cropping where the cropping occurs on the right and bottom of the oversized illustration.

SQUARE LAYOUT EXAMPLE

This is an example of a square right layout cropping where the cropping occurs on only the right of the oversized illustration.

All of these crops could work with any one of these layout scenarios and are not exclusive to the layout example.

COLOR PALETTE

PRIMARY COLOR PALETTE

IGLTA DARK BLUE

C 96 M 86 Y 46 K 55

R 16 G 29 B 59

#101D3B

WHITE

C 0 M 0 Y 0 K 0

R 255 G 255 B 255

#FFFFFF

TAG LINE BLUE

C 73 M 35 Y 8 K 0

R 69 G 141 B 191

#458DBF

**IGLTA
RADIAL GRADIENT**

Only for use with logo lockup or illustrated mark

SECONDARY COLOR PALETTE

C 40 M 96 Y 0 K 0
R 16 G 47 B 145
#A32E91

C 0 M 99 Y 38 K 0
R 237 G 20 B 102
#ED1466

C 93 M 71 Y 2 K 0
R 28 G 89 B 166
#1C59A6

C 58 M 0 Y 31 K 0
R 99 G 199 B 189
#63C7BD

C 57 M 0 Y 100 K 0
R 123 G 192 B 67
#7ABF42

C 7 M 0 Y 91 K 0
R 247 G 236 B 47
#F7ED2E

Secondary gradients should comprise of only the two colors noted.
Gradient should be on an angle with the darker color in the top left and the lighter color lower left.

BRAND TYPOGRAPHY

TYPOGRAPHY

HEADLINES:
Montserrat Bold
(All Caps)

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789&$!

SUB-HEADLINES:
Montserrat Light
(All Caps)

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789&$!

BODY COPY:
Open Sans Regular
(Sentence Case)

AaBbCcDdEeFfGg
HhiIJkKLlMmNn
OoPoQqRrSsTt
UuVvWwXxYyZz
0123456789&$!