

# Brand Standards Guideline

for Badge Logos and Service Marks

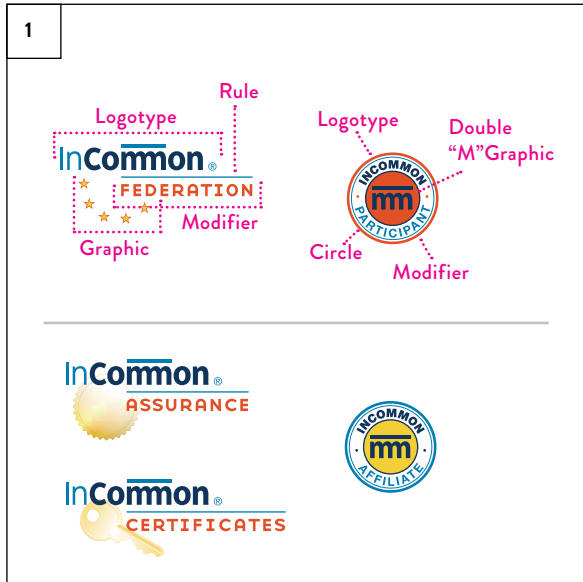
June, 2011

**InCommon**<sup>®</sup>

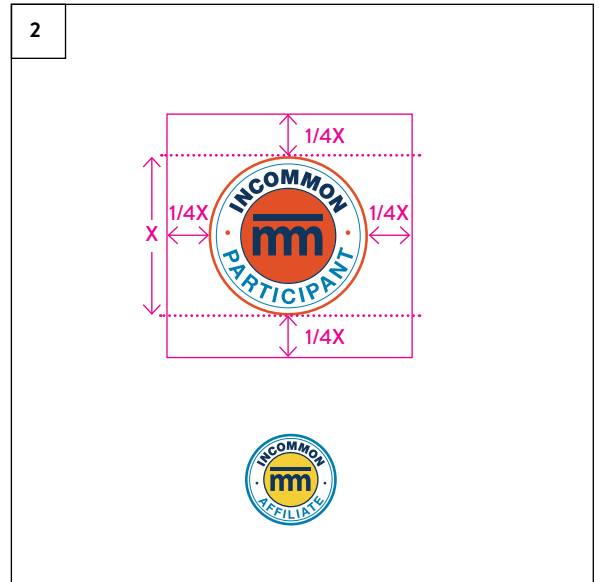


# LOGO GUIDELINES

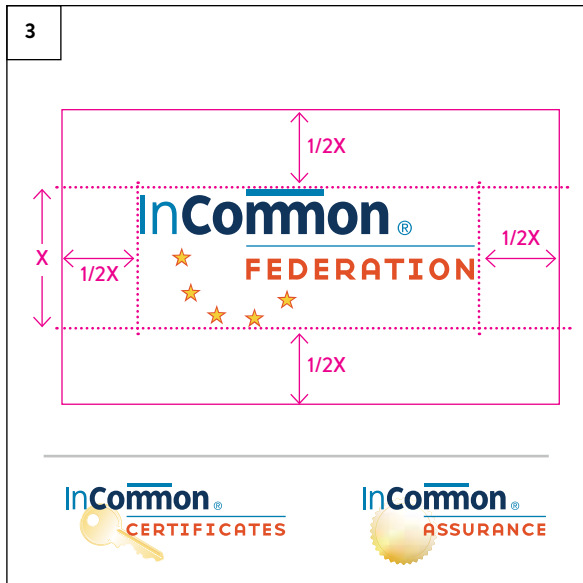
The InCommon service and badge logos are an important visual identifier for InCommon (IC). Consistent use of the IC logos increases awareness of the organization and reinforces our image with members, participants and affiliates. As such, the IC logos should never be recreated. Always reproduce the logo from the approved electronic art.



1. The logos are made up of multiple elements: the logotype (InCommon), the modifier (Federation, Affiliate, etc.), the graphic (stars, key, double M, etc.) and a straight rule or circle graphic. These elements should always appear together as shown in the lock-ups.



2. A minimum amount of clear space should be maintained around all four sides of the badge logos (as indicated by the magenta rule). This minimum space is defined as  $1/4x$  (where X is the height of the logo). Illustrations, photography and typography should not enter the space as defined by the magenta rule.



3. A minimum amount of clear space should be maintained around all four sides of the service logos (as indicated by the magenta rule). This minimum space is defined as  $1/2x$  (where X is the height of the logo). Illustrations, photography and typography should not enter the space as defined by the magenta rule.



4. The minimum reproduction size of the service logos is 1" wide or 72 pixels wide.

The minimum reproduction size of the badge logos is .5" wide or 36 pixels wide.

## COLOR PALETTE

### REPRODUCING THE COLORS

For print, use the CMYK translations For web or electronic reproduction, please refer to the RGB translations. Note that the CMYK translations will print differently on each color laser or inkjet printer.



## TYPOGRAPHY

The service logo modifiers are typeset in Base Nine All Caps. The Badge logo is typeset in Helvetica Neue Black. The Badge logo modifiers are typeset in Helvetica Neue Medium.

All fonts should always appear in their original form and should never be distorted.

## FILE FORMATS

Before downloading IC logo art, please review the file types below to be sure you are using the correct one.

The EPS file is the source vector file. It can be sized up without loss of resolution and should be used for all printed materials.

The JPEG and GIF files are pixel-based and resolution dependent. Sizing up will result in resolution loss (i.e., fuzzy or pixelated appearance). These files should be used for all online materials and with programs that do not accept EPS files.

### BASE NINE SMALL CAPS

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

1234567890

### Helvetica Neue Black

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

abcdefghijklm**nop**qrstuvwxyz

1234567890

### Helvetica Neue Bold

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

abcdefghijklm**nop**qrstuvwxyz

1234567890