

# IAS 2017 Brand Style Guide



# IAS2017

THE 9TH IAS CONFERENCE ON HIV SCIENCE  
PARIS, FRANCE – 23-26 JULY 2017



# Welcome to the Style Guide

This Style Guide is a reference for all who use the IAS 2017 logo and brand, so that there is a consistent identity wherever it's used. You will see guidelines for logo, font, and color usage, as well as examples of what can be done and what should be avoided. Here are 5 quick points to get you started:

Use the logo that is appropriate to the situation. The text should be readable. If it isn't either make the logo bigger or use a simpler version with larger type.

Do not crowd the logo. Or any logo. They should have the room to be seen.

Stick to the fonts and colors we have suggested.

The logo can appear on a coloured background but make sure all elements are clearly visible

If you have any questions or wish to have us review something, shoot us an email and we'll be happy to look at it.



# Logo Variations

Primary Logo:



Black & White Logo:



Simple Display Logo:



Vertical Logo:



- Logo will be the primary visual identity on all materials including website, presentations and letterhead.
- Partner logos will be placed on the footers of branded materials and marketing content including website, presentations and letterhead, banners and advertising materials.
- Where space is limited, only the primary logo will be used.

# Incorrect Usage



Don't substitute typefaces



Don't stretch or distort the logos



Don't make colour edits or substitutions



Don't change the organization of the logo elements



Don't make changes to existing logo proportions

# Clearance

For best performance and reception, please keep a minimum clearance of space towards all other visual objects or with the edge of a printed piece.

The clear space applies to the entire suite of logos and must be maintained in scaling logos.

The height of the logo subheader should be used as a guide for calculating the amount of clearance necessary for the logo.



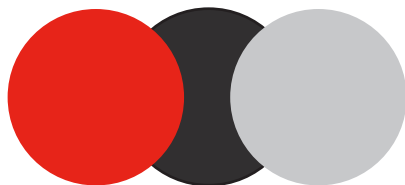
# Third Party Logo Usage

Entities who are not official partners but wish to use the Conference brand may use our supporter logo. Three Third Party logos are also available.

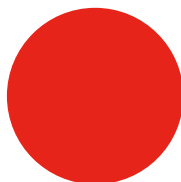


# Primary Palette

## Print

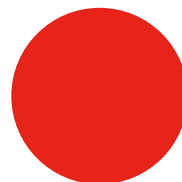


### PANTONE INK



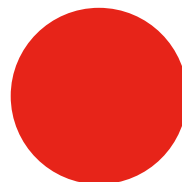
PMS 485

### PRINT COLOR BUILDS

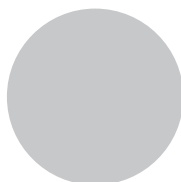


R226, G35, B26  
C0, M100, Y100, K0

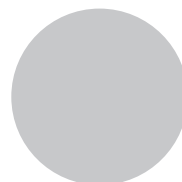
### WEB



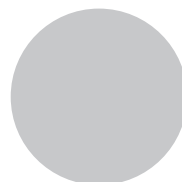
#FF0000  
R255, G0, B0



PMS 436

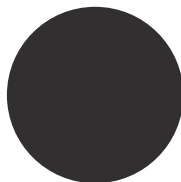
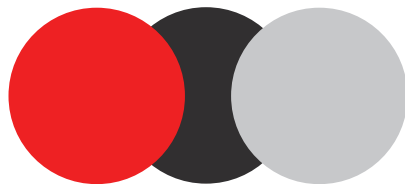


R173, G183, B192  
C33, M22, Y18, K0

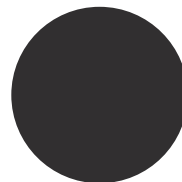


#adb7c0  
R173, G183, B192

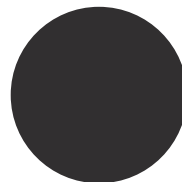
## Digital



PMS 433

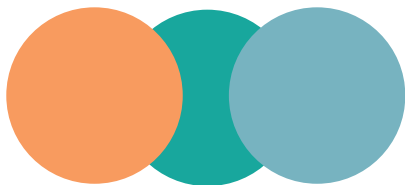


R51, G49, B50  
C0, M0, Y0, K95

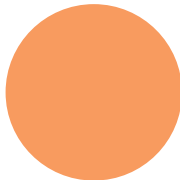


#333132  
R51, G49, B50

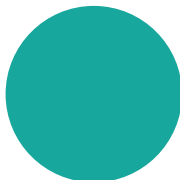
# Secondary Palette



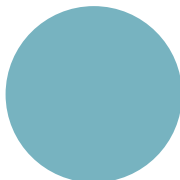
## PANTONE INK



Pantone Pastels Neons  
Coated 804 C

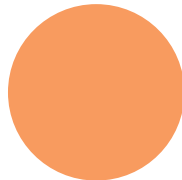


Pantone Pastels Neons  
Coated 808 C

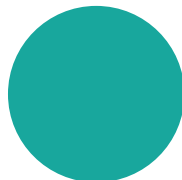


Pantone Pastels Neons  
Coated Blue 0821 C

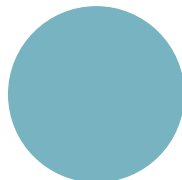
## PRINT COLOR BUILDS



R248, G155, B96  
C0, M47, Y68, K0

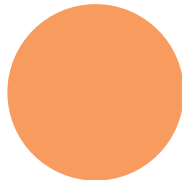


R0, G167, B157  
C79, M11, Y45,0

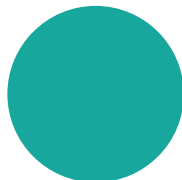


R121, G179, B193  
C53, M15, Y20, K0

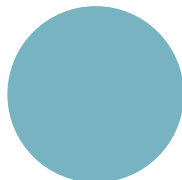
## WEB



#f89b60  
R248, G155, B96



#00a79d  
R0, G167, B157



#79b3c1  
R121, G179, B193

# Fonts

Logo Fonts:

Title:

**Brandon Grotesque Bold & *Script MT Bold***

Subheader:

**Early Times Bold**

Body Copy:

Gill Sans Light

Complimentary Fonts:

Calibri

The following primary typeface is reflected in the IAS 2017 conference information block and must be extended to print and web media. Do not apply shadows, bevels, embossing, or other effects to the type, under any condition. If you feel it needs to stand out more, use the primary brand colors and font size.



Outdoor  
Advertising  
Example



**IAS2017**

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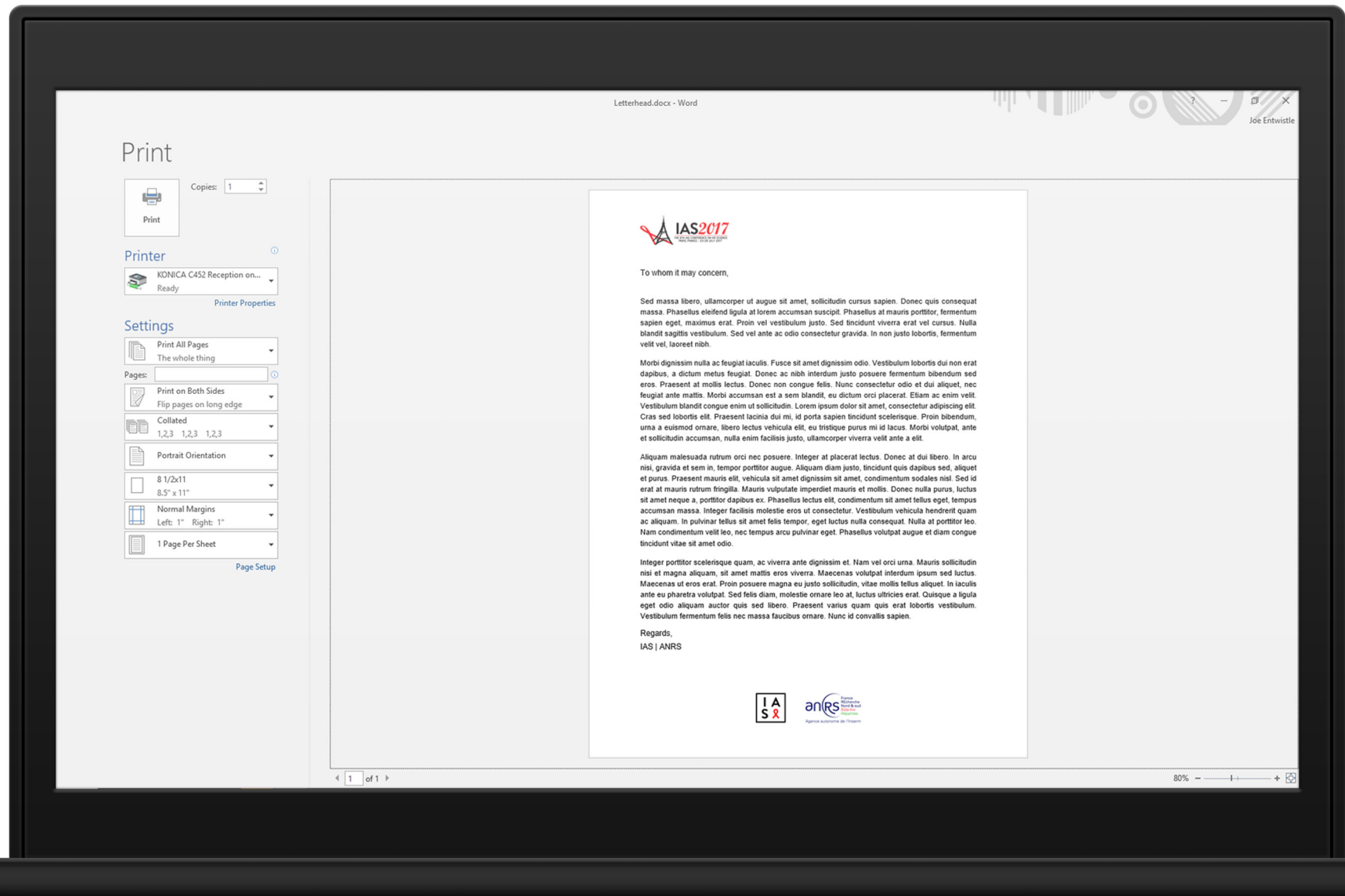
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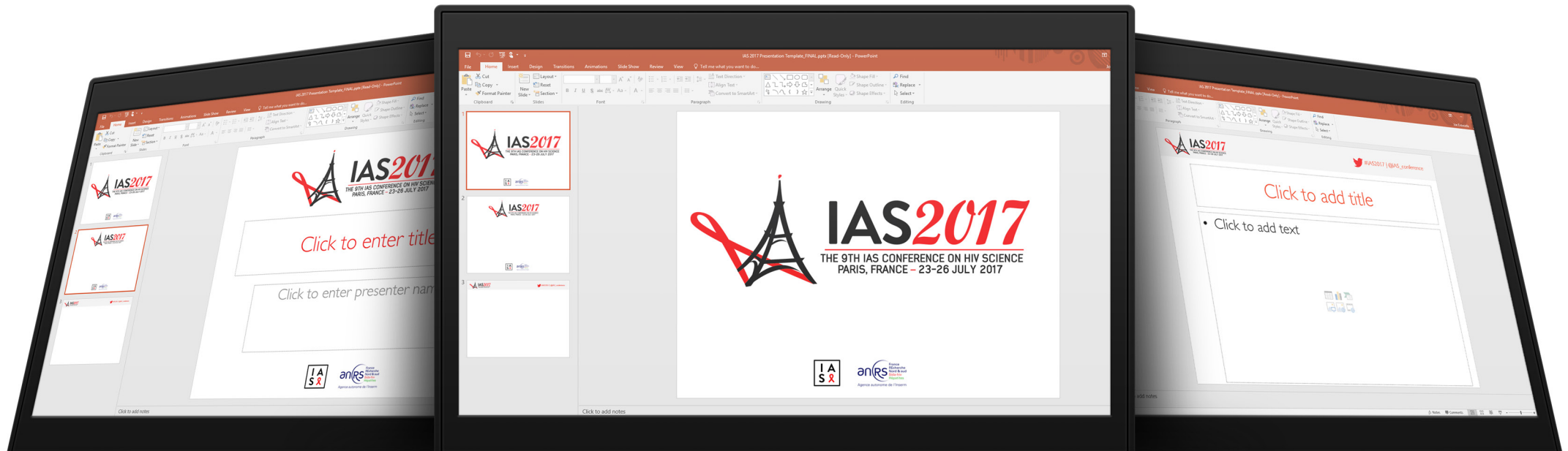


Outdoor  
Advertising  
Example

# Letterhead



# Powerpoint Template



# Website Example



## Contacts:

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