QUICK REFERENCE LOGO GUIDE

1. LOGO VARIATIONS

Always use the full colour logo where applicable, however there are times when the full colour logo should not be used:

When you have a white/light background, please use the black IPA logo.

When you have a black/dark background, please use a white IPA logo.

2. MINIMUM SIZE AND CLEARANCE

The logo should always have a sense of scale when applied to an application. There are a few simple rules to make sure our logo always looks its best. Never use it below the minimum size to help maintain legibility and stature.
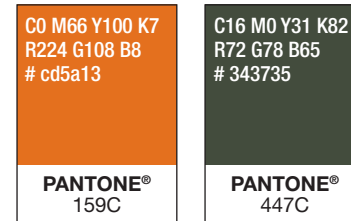
DOCUMENT USE

3mm = clearance

50mm = minimum size

142 pixels = minimum size

3. LOGO COLOURS

C0 M66 Y100 K7 R224 G108 B8 # cd5a13	C16 M0 Y31 K82 R72 G78 B65 # 343735
PANTONE® 159C	**PANTONE®** 447C

The colours shown have not been evaluated by Pantone, Inc. for accuracy and may not match PANTONE Colour Standard. Consult current PANTONE Publications for accurate colour. PANTONE® is the property of Pantone, Inc.

INCORRECT LOGOS

Please do not compromise the integrity of the logo by; separating the three logo elements, recreating, distorting, re-colouring, re-designing, removing or adding elements to the IPA logo.

CHANGE COLOURS

DISTORT OR STRETCH

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MINIMUM CLEARANCE NOT FOLLOWED