INSTITUTE OF
PUBLIC
ACCOUNTANTS®

BRAND
GUIDELINES

VERSION 1.0

MINIMUM SIZE

To ensure clear reproduction and legibility of the logo, a minimum usage size has been set.

The minimum size is determined by the height of the logo which is measured from top of the symbol to baseline of the wordmark.

The minimum size for print is **14mm high**.

The minimum size on-screen is **70px high**.

The minimum usage size for the monogram is **7mm high**.

KEEP IN MIND

The complete logo must not be used below this size. For instances where branding is required at a smaller size, the monogram should be used.

ACTUAL MINIMUM PRINT SIZE

MONOGRAM

CLEARSPACE

To ensure clear reproduction and legibility of the logo, a clearspace zone has been set.

This zone is determined by they scale of the monogram 'A' for vertical space and the width of the shield element for horizontal space.

No objects should enter this zone.

CO-BRANDING

When the IPA logo is to appear in a co-branded situation, the logo clearspace rules apply.

A space of one shield element wide and one monogram 'A' high, if applicable, is recommended between logos.

KEEP IN MIND

Careful consideration should be given to balance the scale of logos optically ensuring they appear of a similar overall size.
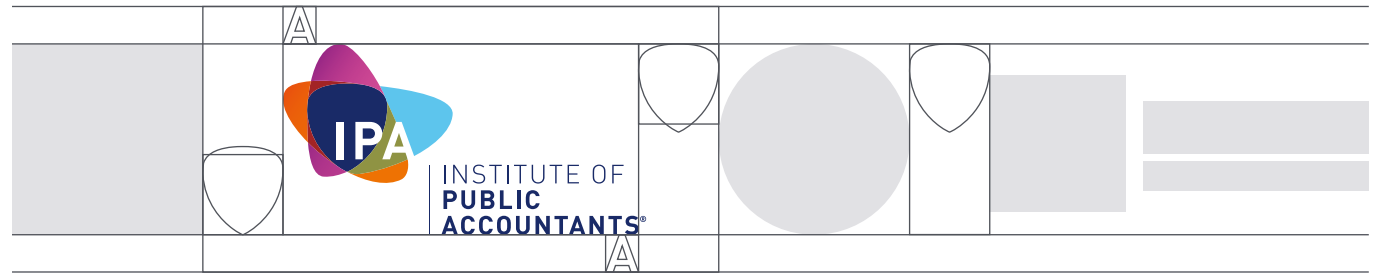
USAGE DON'TS

Consistent depiction of the logo maximises recognition and emphasises the integrity and professionalism of our brand. As such the logo should never be mistreated or modified.

CHANGES TO COLOUR

MODIFICATION OF LOGO LOCK-UP

DISTORTION

ADDITION OF ELEMENTS

BUSY OR DISRUPTIVE BACKGROUNDS

EFFECTS AND TREATMENTS