

IPA LOGO QUICK REFERENCE GUIDE

VARIATIONS

Try to stick to the Master and Master Reversed as much as possible. Only use the Mono or Keyline logos when production output requires a single colour.

MASTER



MASTER REVERSED



MONO BLUE



MONO BLACK



MONO KEYLINE



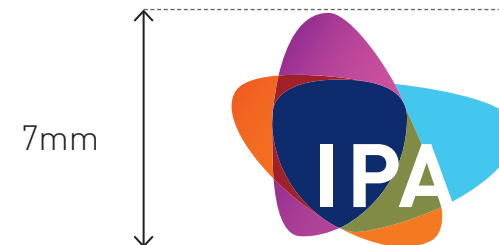
MONO KEYLINE REVERSED



MINIMUM SIZE & MONOGRAM LOGO



Similar to a clearance, minimum logo sizes for both print and digital have been set to ensure a clear and legible logo. The minimum height of the logo should not go below **14 mm for print** or **70 pixels for digital content**.



When a smaller branding is required, the monogram version of the logo can be used. This symbol should **not be smaller than 7mm**.

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CLEARANCE



To ensure logo legibility and clarity, a clearance zone has been set. This is determined by the scale of monogram 'A' for vertical space and the shield element for horizontal space. No objects should enter this area.

LOGO DO-NOTS

A brand's recognition is powered by its consistent depiction. Here's a few examples of what not to do with our logo. By avoiding these examples and adhering to our guidelines we can easily maintain our brand's professionalism and integrity.

