

INTRODUCTION

This Corporate Identity Manual describes the guidelines and rules for the proper use of the **IEA** (International Ergonomics and Human Factors Association) brand in various physical, printed, and digital applications. The manual's objective is to standardize the image, its reproducibility, and versatility so that it can be applied to any medium.

Topics covered include the structure, shape, and color of the logo, proper uses of the brand, and typographic styles, creating consistency in the criteria and internal and external communication channels.

The Brand Guide should, therefore, be a tool for use by all administrative members of **IEA**, for the brand

director or personnel responsible for the communications and marketing area, and last but not least, for professionals responsible for creating and designing the company's promotional material, ensuring that production meets high-quality standards while adhering to the corporate identity guidelines.

This manual does not aim to restrict the organization's creativity but rather to serve as a guide that opens up new creative possibilities with clear communication objectives and projects the brand with strength and consistency.

IMPROVEMENT

The mission of the IEA is to elaborate and advance Human Factors/Ergonomics (HFE) science and practice, and to expand its scope of application and contribution to society to improve quality of life. Since their first meeting in 1961, the IEA has been grow as an association with the pass of time to become an international organization nowadays.

A proper way to represent the improvement of its reach as organization, it's with the improvement of its logo and branding. Updating the image without loosing its essence as the first step of the creative process, introducing a new logo as the central axis of a visual identity rejuvenates the brand's image, infusing it with fresh energy and contemporary appeal while providing a cohesive and captivating visual narrative.



Original



International Ergonomics Association

1994



2023

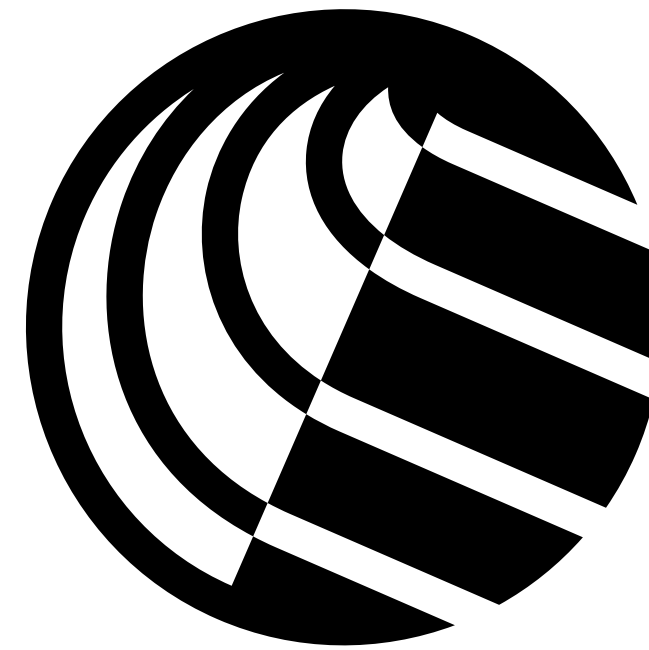
LOGO

Description

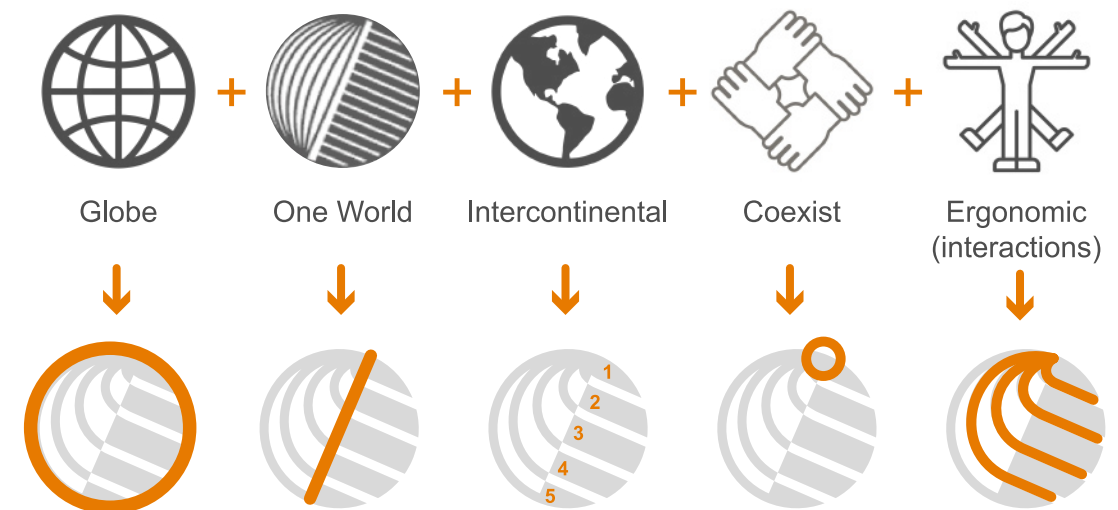
The IEA as an organization aims to convey an image of professionalism and credibility as an association, while also projecting the friendly tone and human factor behind its mission as an organization. At the same time, it promotes readability and contrast, looking for an inclusive corporate image.

Simplifying a logo's design offers the advantage of enhanced memorability and versatility, allowing for easy recognition across various mediums and sizes. We could see examples of this situation in global brands around the world.

Also, steering clear of logo trends empowers a brand to delve into the fundamental form that embodies its concept, ensuring longevity and a stronger visual identity. By eschewing fleeting fads, the focus remains on crafting a logo that resonates with timelessness and authenticity, connecting with audiences on a deeper level.



IEA Logo's keywords development into the new form



Simplified Shape to improve the contrast and legibility

