



BRAND GUIDELINES

Ver. 1.0 - 2023

<https://iea.cc>



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.

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STRATEGY

In the process of developing the identity manual for IEA branding, **ergonomics** emerged as the central guiding principle that informed every design decision. From the conceptualization of the logo to the selection of typography and color palette, each element was meticulously chosen to ensure maximum comfort and efficiency in the user's visual experience. The human factor/ergonomics principles extend from the physical into the cognitive realm, ensuring ease of understanding and assimilation.

Development Keyword

Ergonomics

Brand Values to communicate

Professionalism / Authority / Contemporary / Friendly / Accesibility

The logo was crafted with fluid and symmetrical lines to create visual harmony, and both typography and the color palette were chosen with considerations of readability and accessibility, conveying the essence of IEA. Ultimately, **human factor/ergonomics served as the guiding thread that unified all design elements**, not only in aesthetic factors but also in functional aspects, tailored to the needs of the end user and providing a visually pleasant and fatigue-free experience.

A BRIEF HISTORY

The founding of the IEA was preceded by discussions made at several meetings and initiatives on the part of various individuals in the middle of the last century.

The Ergonomics Research Society (ERS) founded in England in 1949 held various events that had a major influence on the founding of the IEA. The European Productivity Agency (EPA) founded in 1953 initiated a project entitled “Fitting the Task to the Worker” and drew the attention of people who later played key roles in founding the IEA. A number of events synchronized the discussion and debate in the process.

The decision to explore the feasibility of an international association was made at an EPA seminar held in Leyden, Holland in 1957. In 1959, the steering (preparatory) committee of the future International Ergonomics Association (IEA), held its first

meeting in conjunction with the ERS symposium and decided on the founding of the IEA.

In 1961, the first meeting of the IEA’s General Assembly was held in Stockholm, Sweden. This meeting formally completed the preparatory phase of the association and started the regular activities of the IEA.

In 1967, the IEA became an association of federated societies worldwide. It ended the period when the IEA was a society of individuals.

In 2011, the IEA became an international organization based in Switzerland pursuant to article 60 et seq of the Swiss Civil Code under the official name “The International Ergonomics Association.” The IEA is a registered “Not For Profit Association” at the commercial register in the municipality of Thônex, Canton of Geneva, Switzerland.

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 the first meeting in 1961 the IEA has grown into an international association with over 50 member societies on six continents. The update of the logo and branding reflect the growth in the reach of the organization.

The first step in the creative process was to update the logo image without losing its original essence. The logo is the central axis of the visual identity and 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



OUR LOGO



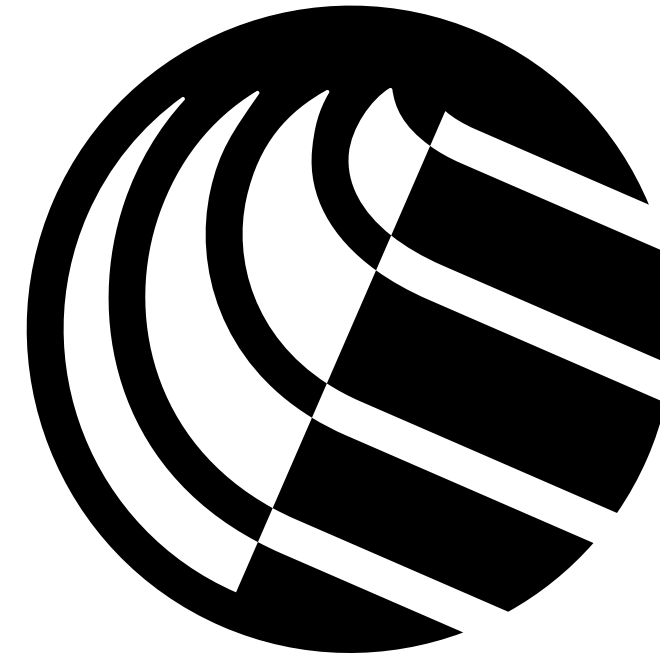
LOGO

Description

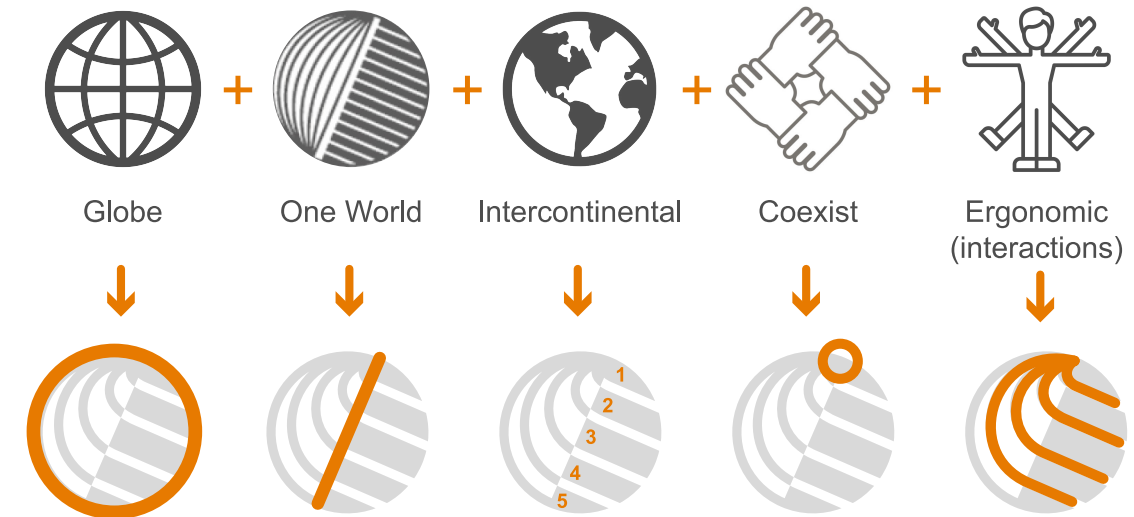
The IEA as an organization aims to convey an image of professionalism and credibility as an association, while also projecting the friendly tone and human orientation behind its mission as an organization. At the same time, it improves readability and contrast, offering an inclusive corporate image.

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

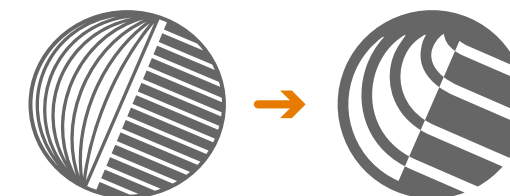
We see examples of similar logo development in global brands around the world. To ensure longevity and a strong visual identity we delved into the fundamental form that was embodied in the original concept, steering clear of logo fads. The focus thus remained on crafting a logo that resonates with timelessness and authenticity, connecting with audiences on a deeper level.



IEA Logo's keywords development into the new form



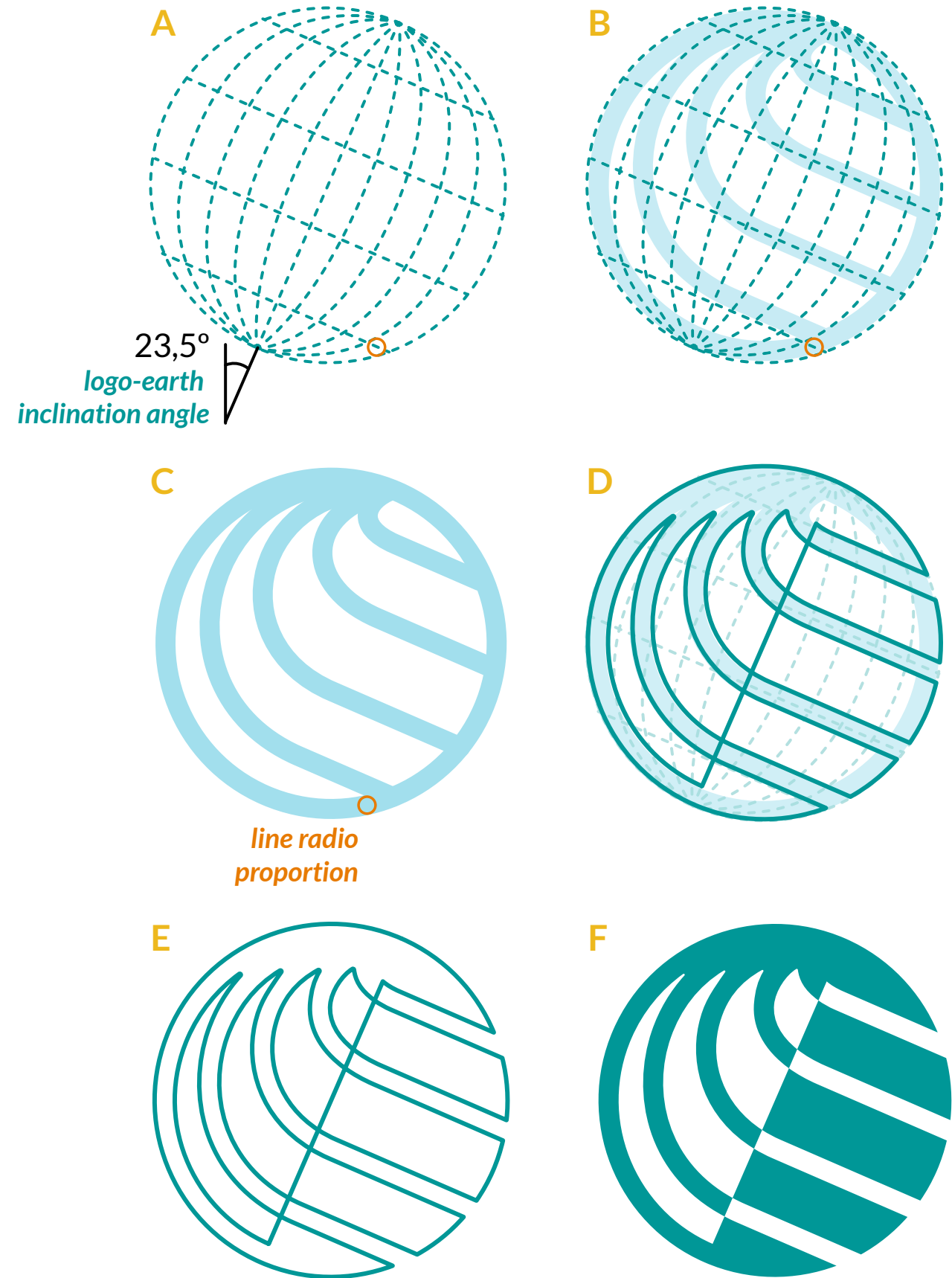
Simplified Shape to improve the contrast and legibility



LOGO

Isotype Structure

The IEA isotype is a monogram, serving as a variation of the logo. It is designed within a reticulated circle, divided into 5 parallel horizontal sections and 10 curved vertical sections, creating a sense of three-dimensionality. This grid is rotated 23.5 degrees to the right, and from it, 5 lines emerge that start orthogonally on the right side of the parallel lines. As they cross the central vertical axis, they gradually turn until they reach the crown of the grid. These lines have a thickness equal to the diameter of the circle inscribed within 1/10 of the first parallel section from bottom to top.



LOGO

Logotype Structure

The IEA logo uses a perfect square as a module, which is 1/6th of the square inscribing the total diameter of the circle that forms the isotype. This module is duplicated within a 14x16 grid.

From left to right, 6 columns are dedicated to accommodating the isotype, followed by 1 column for spacing, and the remaining 7 columns house the typography and the association name.



LOGO

Clear Space & Sizing

The minimum clear space is the area surrounding a logo that must be kept free of any text or graphic elements. A minimum amount of clear space must surround the isotype and logotype as indicated by the blue boxes. The width of the blue box is the same as the 1/6 module of the square inscribing the total diameter of the circle that forms the isotype.

Because legibility of the IEA logo artwork is critical, it must be sized large enough to be read easily on every application, print or digital. The logo can be scaled to as large a size as needed, but it should not be used at sizes smaller than the minimums shown here. Exceptions can be made for on product application depending on limitations of tooling.



1/6



Isotype Minimum Size:
Print: 6mm Height
Digital: 21px Height



Logotype Minimum Size:
Print: 15mm Height
Digital: 56px Height

LOGO

Logo Variants

The IEA employs variations in its logo by adding an additional phrase to the official logo. For this new proposal, the same logo structure is used, the 14x6 grid, which is based on 1/6 of the square that inscribes the total diameter of the circle forming the isotype.

The additional phrase is placed above the acronym of the logo, starting from the upper left corner of that section and using the same font, weight, and size as the entity's name.

VARIANT STRUCTURE



EXAMPLES



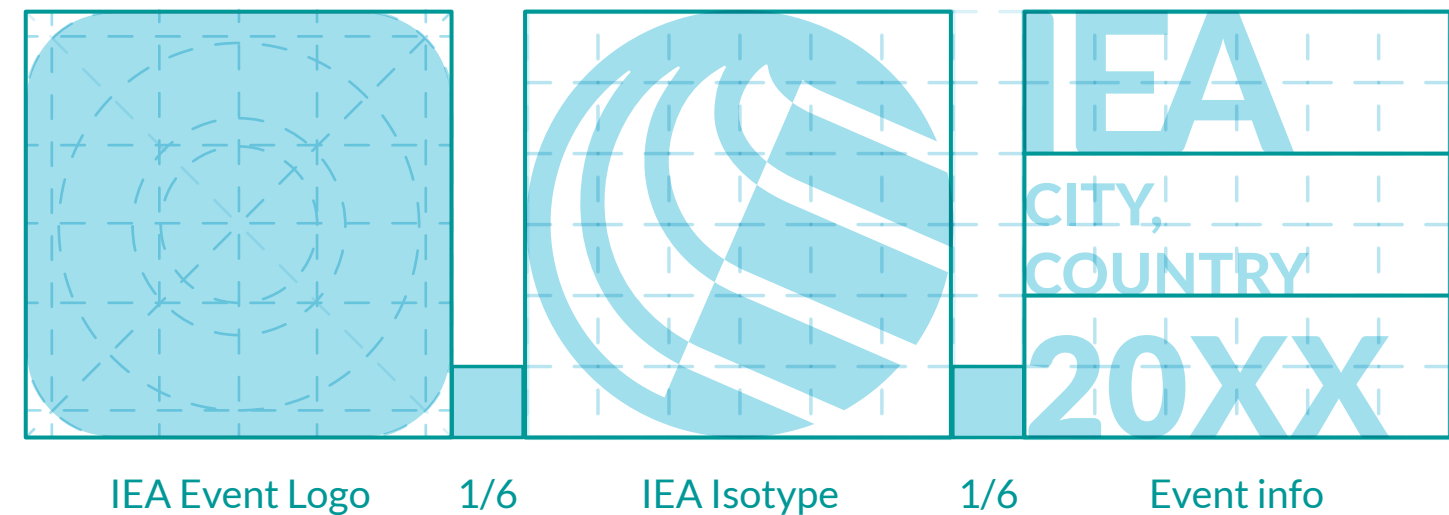
LOGO

Logo System

The IEA co-hosts significant events, such as the IEA Triennial Congress, and each of these events has previously adopted a unique visual identity with creative choices that do not adhere to a specific framework. To maintain the high brand standards of IEA, we propose finding a balance between creativity and respect for the brand's tradition.

Therefore, we recommend adhering to the proposed scheme in modulation, structure, and clear space within this new branding. If a new logo accompanies the IEA's image, it should be integrated into the same grid that forms the isotype, a perfect square placed to the left of the logo and at a module's distance (1/6) from it. At the same distance and to the right of the isotype, the name, location, and year of the event can be positioned in the hierarchy using Lato Black, following the indicated proportions. The color of the year and location can harmonize with the tones used in the logo, as illustrated in the example.

SYSTEM STRUCTURE



EXAMPLES



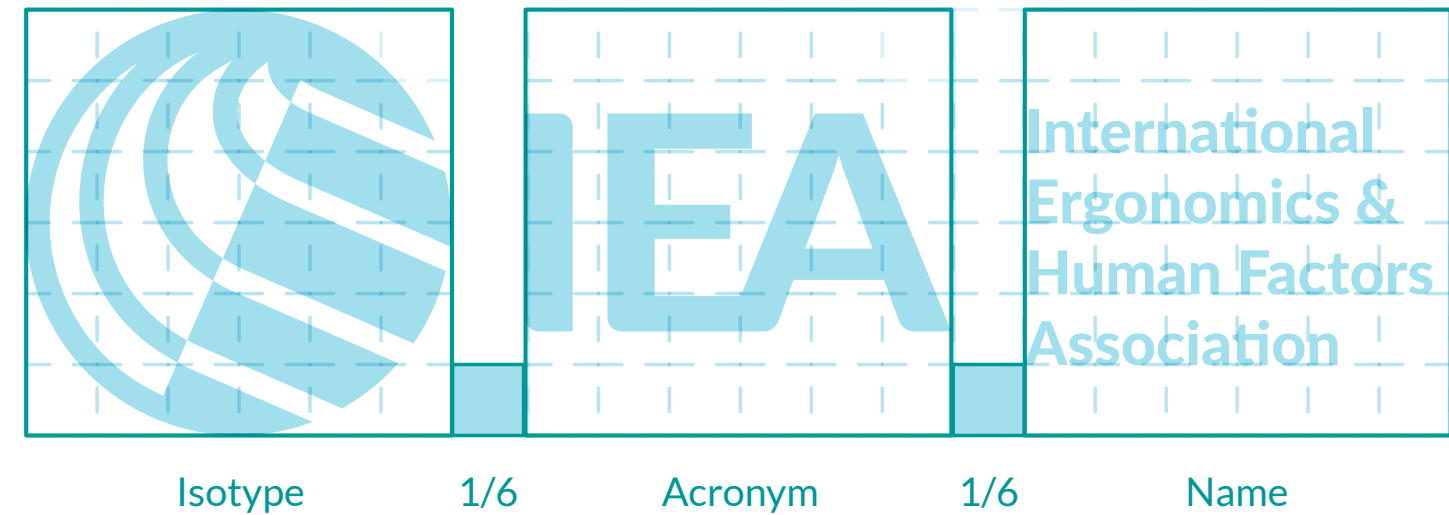
LOGO

Responsive

The advantages of having a responsive logo are notable in today's digital landscape. Such a logo dynamically adjusts to various devices and screen sizes, ensuring that the brand's visual identity remains clear and legible across different platforms, whether it's a desktop website, tablet, or smartphone.

The full version of the responsive logo goes a step further by incorporating human factors/ergonomics values, such as a more legible font size. This consideration is particularly beneficial for those with reduced vision, enhancing accessibility and the overall user experience, demonstrating a commitment to inclusivity and consideration for a diverse audience.

SYSTEM STRUCTURE



EXAMPLES

<p>VERSION Isotype + Acronym + Name USES Ergonomicest version for people with reduced vision</p>			<p>International Ergonomics & Human Factors Association</p>
<p>VERSION Isotype + Acronym USES Reduced spaces, simplified media</p>			
<p>VERSION Isotype USES Website icon, avatar image, etc</p>			

LOGO Misuse

The logo stands as the core of our visual identity, demanding unwavering consistency and precise application. This comprehensive document delineates crucial standards for ensuring the accurate utilization of our logo. Equally pivotal is an awareness of what actions are strictly off-limits. Any attempt to modify or augment the logo is expressly prohibited, as such alterations compromise its integrity. The illustrated examples provided serve as explicit guidelines delineating what should unequivocally be avoided in our approach to the logo.



DON'T CREATE ALTERNATE COLOR VERSIONS



DON'T SKEW OR DISTORT THE LOGO



DON'T ADJUST, CHANGE, OR ADD TO GEOMETRIES



DON'T LOCK UP WITH TEXT



DON'T ADD EFFECTS OR SHADOWS TO THE LOGO



DON'T RESIZE ANY LOGO COMPONENTS



DON'T MODIFY THE ACTUAL BRAND TYPE



DON'T STRETCH THE LOGO



DON'T COMPRESS THE LOGO



DON'T USE THE SHAPE WITHOUT THE ISOTYPE



DON'T USE THE ISOTYPE WITHOUT THE WORDMARK



DON'T ROTATE THE LOGO



DON'T ALTER THE DISTANCE BETWEEN THE WORDMARK AND THE ISOTYPE



DON'T USE OTHER COLORS INSIDE THE ISOTYPE



DON'T ADD 3D EFFECTS TO THE LOGO



COLOR PALETTE



COLOR PALETTE

Brand Colors

Having human factors/ergonomics principles at the core of the project, we conducted an analysis comparing how people with and without common forms of color blindness perceive colors. This step was crucial to ensure that the color code we created is eye-catching and functional. To achieve this, we aimed to create an inclusive color palette, ensuring that people with color blindness can easily read IEA's printed and digital publications on various platforms, under the same conditions as those without this condition.

To achieve this, we chose to use a complementary color palette. This combination creates high contrast and visual hierarchy, benefiting also individuals with reduced vision. This resulted in a palette where turquoise tones symbolize the globe. The coexistence of cool and warm tones represents the harmony of opposites under equal conditions. Introducing an orange tone reflects the human factor, promoting empathy and vitality within the palette without compromising our initial principles.

IEA BLACK	PANTONE Process Black C	CMYK C 91 M 79 Y 82 K 97	RGB R 0 G 0 B 0	HSB H 176° S 100% B 0%	HEX / HTML #000000
IEA DARK TURQUOISE	PANTONE P 128-6 C	CMYK C 80 M 18 Y 43 K 3	RGB R 0 G 151 B 151	HSB H 179° S 100% B 59%	HEX / HTML #009797
IEA LIGHT TURQUOISE	PANTONE P 118-3 C	CMYK C 39 M 0 Y 0 K 0	RGB R 162 G 223 B 237	HSB H 190° S 31% B 92%	HEX / HTML #A2DFED
IEA YELLOW	PANTONE P 10-15 C	CMYK C 7 M 29 Y 92 K 1	RGB R 237 G 184 B 29	HSB H 43° S 87% B 92%	HEX / HTML #EDB81D
IEA ORANGE	PANTONE P 27-8 C	CMYK C 4 M 61 Y 100 K 0	RGB R 231 G 122 B 0	HSB H 31° S 100% B 90%	HEX / HTML #E77A00

COLOR PALETTE

Color Code

The variation in the shades of institutional colors can be used according to the following percentages. Gradients or solid backgrounds can be created from these shades, but the logo cannot have any type of alteration in the color tones. Gradients also form part of the visual identity, comprising a scale of adjacent colors in turquoise and orange tones.

DARK TURQUOISE	LIGHT TURQUOISE	IEA YELLOW	IEA ORANGE
100%	100%	100%	100%
90%	90%	90%	90%
80%	80%	80%	80%
70%	70%	70%	70%
60%	60%	60%	60%
50%	50%	50%	50%
40%	40%	40%	40%
30%	30%	30%	30%
20%	20%	20%	20%
10%	10%	10%	10%



COLOR PALETTE

Color Application

Historically, the IEA has used the logo in black on a white background. However, a comprehensive color palette has been developed to ensure that, when deploying the logo on various backgrounds or mediums, a high contrast is always maintained in both monochromatic and polychromatic versions of the IEA logo, depending on the tone and message intended to be conveyed.

When using the logo, it is crucial to maintain a chromatically harmonious contrast between tones, seeking a balance of light and dark without delving into complementary color contrast. Considerations such as high contrast, grayscale, and positive-negative are taken into account in the development of color management.





TYPOGRAPHY



TYPOGRAPHY

Primary Face

Lato is the IEA's main font, providing a distinctive typeface for brand recognition with its various weights. Its semi-rounded details convey warmth, and the strong structure adds stability and seriousness. Łukasz Dziedzic, the designer, describes it as a “*Male and female, serious but friendly. With the feeling of the Summer*”

Its versatile design seamlessly blends the form and concept of the color/logo. As a sans-serif font, Lato enhances readability with rounded strokes that evoke a “*summer feeling*” and contribute to a modern aesthetic. This design mirrors the IEA logo, where a straight stroke smoothly transitions into a curved one. Lato, suitable for body text and titles, demonstrates adaptability across diverse sizes and media, excelling in both print and digital formats. With a broad range of weights and support for 339 languages, Lato is an ideal choice for an internationally-focused organization like the IEA.



Lato Keywords

- Sans-serif improve readability
- Mimicry with the form of the logo
- Balanced font “Serious but friendly”
- Contrast between “Male and female”

Lato Hairline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (@ €; / !)

Lato Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (@ €; / !)

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (@ €; / !)

Lato Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (@ €; / !)

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (@ €; / !)

Lato Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (@ €; / !)

Lato Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (@ €; / !)

TYPOGRAPHY

Suggested Hierarchy

Choosing the appropriate font weight is crucial for maintaining clarity and consistency in our communications. As exemplified on this page, we employ Lato Black for headlines, Lato Bold for subheads, Lato Medium Italic for secondary headlines, and Lato Regular for body copy. Lato Light Italic can serve as an accent when an additional layer of texture is desired.

It's important to note that these are general guidelines. The principles and standards of traditional typography, particularly in terms of leading and weight, should be observed.

HEADLINE Lato Black	HEADLINE LOREM IPSUM DOLOR
SUBHEAD Lato Bold	Subhead Lorem ipsum dolor sit amet
SUBHEAD 2 Lato Medium Italic	<i>Subhead 2 Lorem ipsum dolor sit amet, consectetur</i>
BODY COPY Lato Regular	Body Copy Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in
EXTRA Lato Light Italic	<i>Extra Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud</i>

TYPOGRAPHY

Color Themes

We use color themes to create a clean and cohesive look. Too many colors on the same page can feel cluttered and confused, so our themes rely on two or three brand colors. These refined themes enhance impact and legibility, and reinforce the IEA brand.

The IEA color themes can be used for any purpose. The choice between them is at the discretion of the designer and is meant to optimize the flow of copy within these text frames.

**LOREM IPSUM
DOLOR SIT AMET**

Consectetur adipiscing elit, sed diam nonummy

Ut wisi enim ad minim veniam, quis nostrud exerci tation

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**LOREM IPSUM
DOLOR SIT AMET**

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Ut wisi enim ad minim veniam, quis nostrud exerci tation

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**LOREM IPSUM
DOLOR SIT AMET**

Consectetur adipiscing elit, sed diam nonummy

Ut wisi enim ad minim veniam, quis nostrud exerci tation

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**LOREM IPSUM
DOLOR SIT AMET**

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IMAGERY



IMAGERY

Color Treatment

To ensure optimal contrast across various image subjects, we have implemented two image treatments that can be applied as needed.

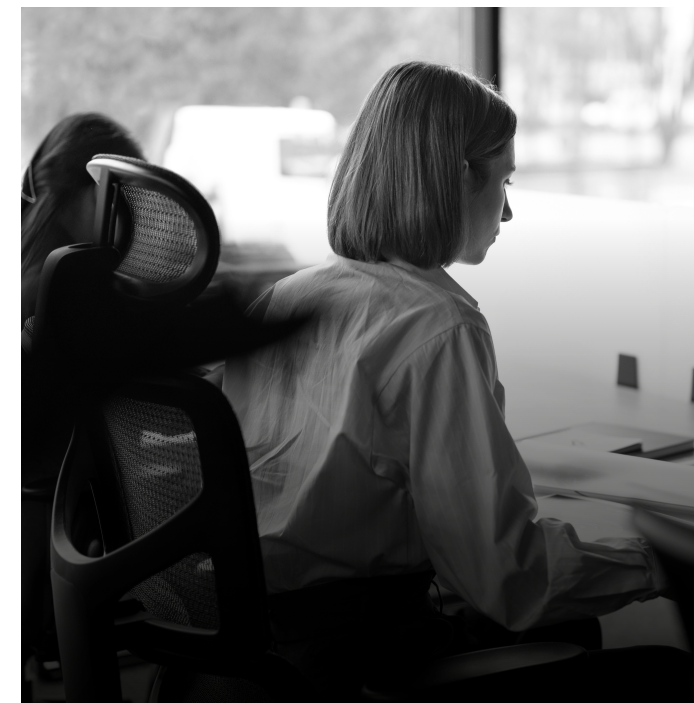
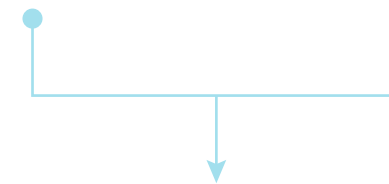
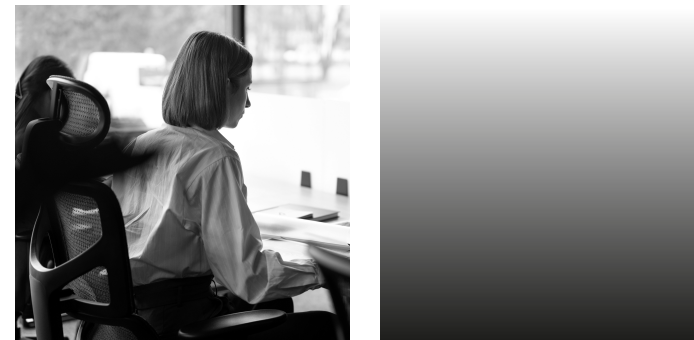
Dramatic Shadow

This method involves a soft, multiplied, gradated vector shadow that allows for layering of identity elements. While not always essential, it provides flexibility to your layouts, offering a visually engaging effect.

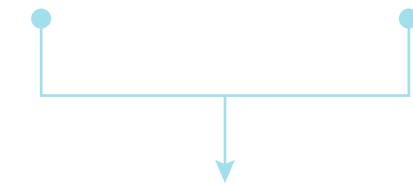
Color Wash

Employs a shade from the IEA brand color palette to create a less contrasted field. Particularly useful when working with multiple images in a layout, this technique introduces hierarchy to the page. It not only unifies the imagery but also contributes to the overall cohesion of the layout on the page.

GRAYSCALE PHOTO + MULTIPLIED GRADATION



GRAYSCALE PHOTO + MULTIPLIED COLOR BLOCK



IMAGERY

Logo Separation

Ensuring the clear visibility of the IEA logo is of utmost importance. For optimal distinction, it is recommended that the logo be positioned against a solid black background. If placed over an image, it should be specifically over a solid section, adhering to clear space guidelines. It should never be positioned over a non-solid section of an image.



OK

Gradient applied behind logo; clearspace maintained



OK

Hard separation between logo and image



NOT OK

Image placed behind logo



IDENTITY IN ACTION





IDENTITY IN ACTION

The style and tone of IEA should be formal and conversational. It should communicate the liveliness of the IEA brand with professionalism and an energetic, friendly, and contemporary attitude. It should speak with authority, yet not condescend to the audience, and always strive to showcase the approachability that distinguishes the IEA brand in the best possible way.

Stationery and communications should be concise and accurate, clearly defining the features and benefits outlined in this manual. Since one of the primary purposes of all communications is to build trust and project a serious corporate image, superlatives should be used sparingly. However, readers should always perceive a friendly and lively tone in the association's products and the integrity of the IEA brand.

STATIONERY

Envelopes

Letter-sized presentation folder (8.5x11.8 inches/
(22x30 cm when closed), two-panel design,
full-color on one side, and with a pocket.



STATIONERY

Letterheads Letter

Size:

Letterhead size (8,5x11 inches/21,59x 27,94 cm).

Margins:

Top margin: 4,5cm, left margin: 3cm, right margin: 1,5cm, and bottom margin: 3cm.

Text:

Recommended font style and size:

Headline: Lato Black, 23 pts.

Subhead: Lato Bold, 16 pts.

Text: Lato Regular, 11 pts.

All heading, inside address, greeting, body, and closing text should be left justified.

A Microsoft Word® template included.



STATIONERY

Letterheads A4

Size:

A4 size (8,3x11,7 inches/21x 29,7 cm).

Margins:

Top margin: 4,5cm, left margin: 3cm, right margin: 1,5cm, and bottom margin: 3cm.

Text:

Recommended font style and size:

Headline: Lato Black, 23 pts.

Subhead: Lato Bold, 16 pts.

Text: Lato Regular, 11 pts.

All heading, inside address, greeting, body, and closing text should be left justified.

A Microsoft Word® template included.



STATIONERY

Reports

Size:

Letterhead size (8,5x11 inches/21,59x 27,94 cm).

Margins:

Top margin: 3cm, left margin: 3cm,
right margin: 1,5cm, and bottom margin: 3cm.

Text:


Recommended font style and size:

Headline: Lato Black, 18 pts.

Subhead: Lato Bold, 15 pts.

Text: Lato Regular, 11 pts.

A Microsoft Word® template included for vertical & horizontal versions.



NAME REPORT OF THE IEA
Subtitle (Date & Place)

Name of Technical Committee: Human Factors and Sustainable Development (HFSD)
Website (URL): <https://iea.cc/member/human-factors-and-sustainable-development/>
Chairs: Name Lastname-Lastname (Association, Country- email@iea.com)
Name Lastname-Lastname (Association, Country- email@iea.com)
Name Lastname-Lastname (Association, Country- email@iea.com)
Name Lastname-Lastname (Association, Country- email@iea.com)

Appointment date of chairperson: June 2021
Secretary (optional): N/A
Appointment date of secretary: N/A

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam rutrum nisl ac risus viverra, quis congue nisi imperdiet. Donec vitae faucibus dui. Aenean imperdiet congue ipsum, at pellentesque sem bibendum et. Nullam in neque ornare, pharetra lacus a, laoreet sapien. Nunc ipsum ex, tempor et purus sed, faucibus pharetra lorem. Nulla vel velit ac nisl feugiat eleifend sit amet non turpis. Nullam nec felis eget dui convallis elementum. Maecenas dictum, sapien non maximus bibendum, nibh lorem tincidunt justo, at ultricies dui diam at lectus. Aenean ullamcorper quam eu tincidunt pretium. Etiam laoreet risus facilisis magna lobortis, id convallis augue fringilla. Duis gravida, enim pulvinar posuere dapibus, ante sem feugiat odio, quis porttitor felis nunc vitae turpis. Aliquam bibendum molestie justo ut hendrerit. Duis vulputate ultrices nunc nec tincidunt. Vivamus pharetra sapien in nisi rhoncus, non vulputate diam aliquam. Pellentesque ut volutpat eros. Aenean imperdiet eros dapibus arcu mollis accumsan.

Sed semper hendrerit ligula, sed cursus purus lobortis vitae. Proin ultrices eu sem et interdum. Vivamus sed augue non nibh condimentum pharetra. Nulla imperdiet et sapien vitae pulvinar. Donec accumsan, nisi ut dictum convallis, ante tellus tincidunt sapien, non dapibus ante felis id neque. Nullam suscipit ante risus, nec pellentesque elit sodales vel. Duis sed enim eu nulla rutrum varius. Quisque a diam tempus tellus semper tempus. Aenean fermentum erat sed odio aliquet, et condimentum magna aliquam. Etiam vel nisl ac sem molestie rutrum at sed massa. Phasellus tincidunt massa quis diam lacinia, at pharetra lacus tristique. Nullam tellus nisl, lobortis ac volutpat nec, tincidunt sed lorem. Cras vel orci id lorem dignissim imperdiet. Suspendisse fringilla tortor in mi rutrum ultricies. Duis elementum viverra congue. Vestibulum erat nulla, cursus vel metus id, efficitur commodo erat. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Pellentesque rutrum, magna non sodales gravida, ni si quam cursus augue, ac feugiat orci augue sed

1

STATIONERY

Publications Guide

Any print or digital publication released by the IEA must adhere to the rules outlined in this manual, with a focus on proper logo usage and color palette management, emphasizing typographic handling. The color themes and suggested hierarchy for Lato are crucial elements in achieving an editorial design aligned with the identity's values.

This manual does not aim to enforce strict rules for the various editorial challenges that the IEA may undertake. Instead, it intends to provide guidance to ensure uniformity in the graphic language of all publications, striving for an optimal standard across the entire series of documents exported by the IEA.

COVER



Recommendations for the cover

- Use the imagery guide for image processing.
- Apply the suggested color themes.
- Include titles, subtitles, authors, and the IEA logo in a centered composition.
- The IEA logo should always be placed in the bottom center.



CONTENT

TABLE OF CONTENT

Introduction	00
Chapter 1.	
NAME OF CHAPTER 1 (T1)	00
Title (T2)	00
Subtitle (T3)	00
Chapter 2.	
NAME OF CHAPTER 2 (T1)	00
Title (T2)	00
Title (T2)	00
Subtitle (T3)	00
Subtitle (T3)	00
Subtitle (T3)	00
Title (T2)	00
Chapter 3.	
NAME OF CHAPTER 3 (T1)	00
Title (T2)	00
Title (T2)	00
Subtitle (T3)	00
Title (T2)	00

Recommendations for the content

- Apply the suggested color themes.
- Apply the Suggested Hierarchy for handling titles, chapters, and content.
- The entire table of contents should have the same font size; visual hierarchy will be determined by the use of typographic weights and left indentation.

*In the case of a **co-edition**, the logos should be placed on a solid background to achieve high contrast; these should be centered at the bottom while respecting the clear space.*

STATIONERY

Publications Guide

The handling of visual elements commonly accompanying a publication, such as images, graphs, and tables, must adhere to the conditions outlined in this manual. This is to catalyze editorial uniformity aligned with the brand values of the IEA.

Deviation from these standards can be counterproductive for the final product, potentially distorting the impressions of professionalism and authority that the entity aims to convey. Simultaneously, such deviations can impact accessibility conditions for individuals with reduced visibility.

Name of the Book

Chapter 1.
NAME OF CHAPTER 1 (T1)

Title (T2)
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure


Subtitle (T3)
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat

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Name of the Chapter

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent

IMAGES



GRAPHICS



TABLES

TITLE	TITLE
Entry	Data 1
Entry	Data 1
Entry	Data 1
Entry	Data 1
Entry	Data 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy

Title (T2)
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

- Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
- Duis autem vel eum iriure Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Sed diam nonummy nibh euismod tincidunt ut dolaliquam erat

XX

Recommendations for the regular page

- Apply the suggested hierarchy for managing sections, chapters, and titles; as well as the recommended color themes in all sections.
- The page numbering should be placed at the bottom center of each page.
- The publication's margins should be positioned at the top of the page, on the side opposite the spine.

Recommendations for the graphics

- The images should undergo the treatment outlined in the imagery guide, or alternatively, be in grayscale.
- Graphics should be drawn using the IEA color palette, maintaining optimal quality for reproduction.
- Tables should also adhere to the color palette tone.

STATIONERY

Business Cards

At right is an example of how the brand is applied to the business card. Business cards should remain free of promotional graphics and other product brands.

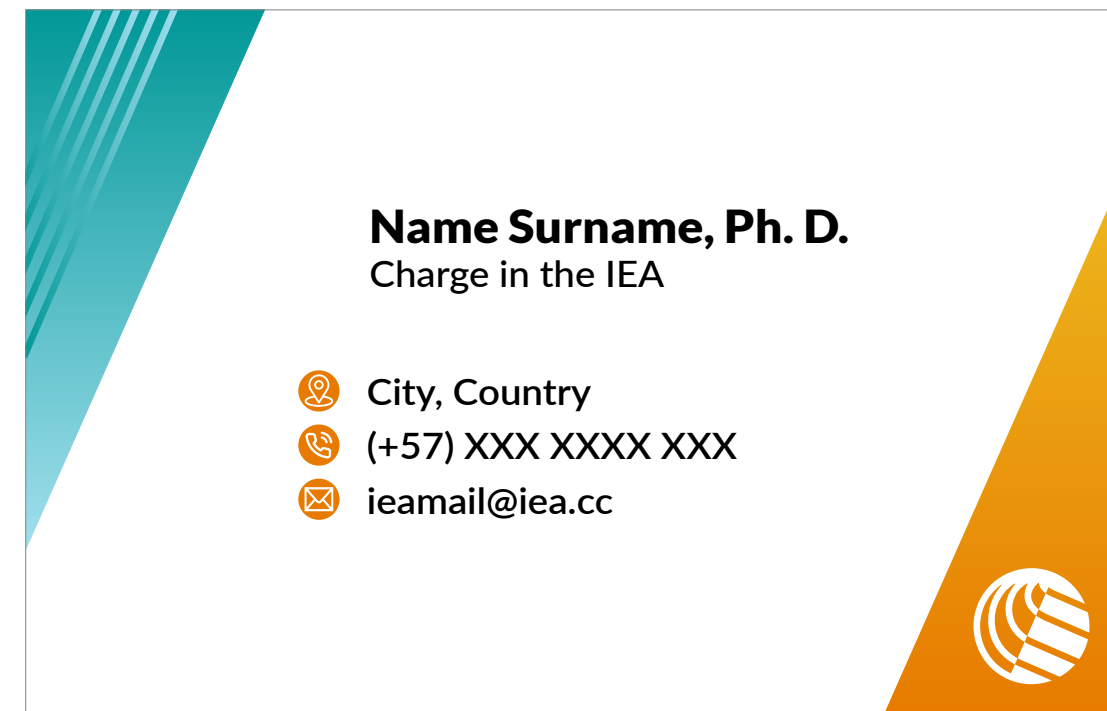
Business card size:

8,5cm x 5,5 cm. Full-color printing on both sides.

On the back: The logo along with information about the IEA website.

A Microsoft PowerPoint® template included.

FRONT



BACK



DIGITAL PRESENCE

ppt Presentation

A large part of our everyday communication takes place through PowerPoint presentations. On the right, you will find approved IEA Title Page and Content Page templates. Please use these templates in all IEA presentations.

Size:

Wide screen size (16:9).

Text:

Following the suggested hierarchy and color themes explained in the typography chapter of this brand guidelines usage manual.

A Microsoft PowerPoint® template included.



Title Page Template



Presentation Template



Content Page Template

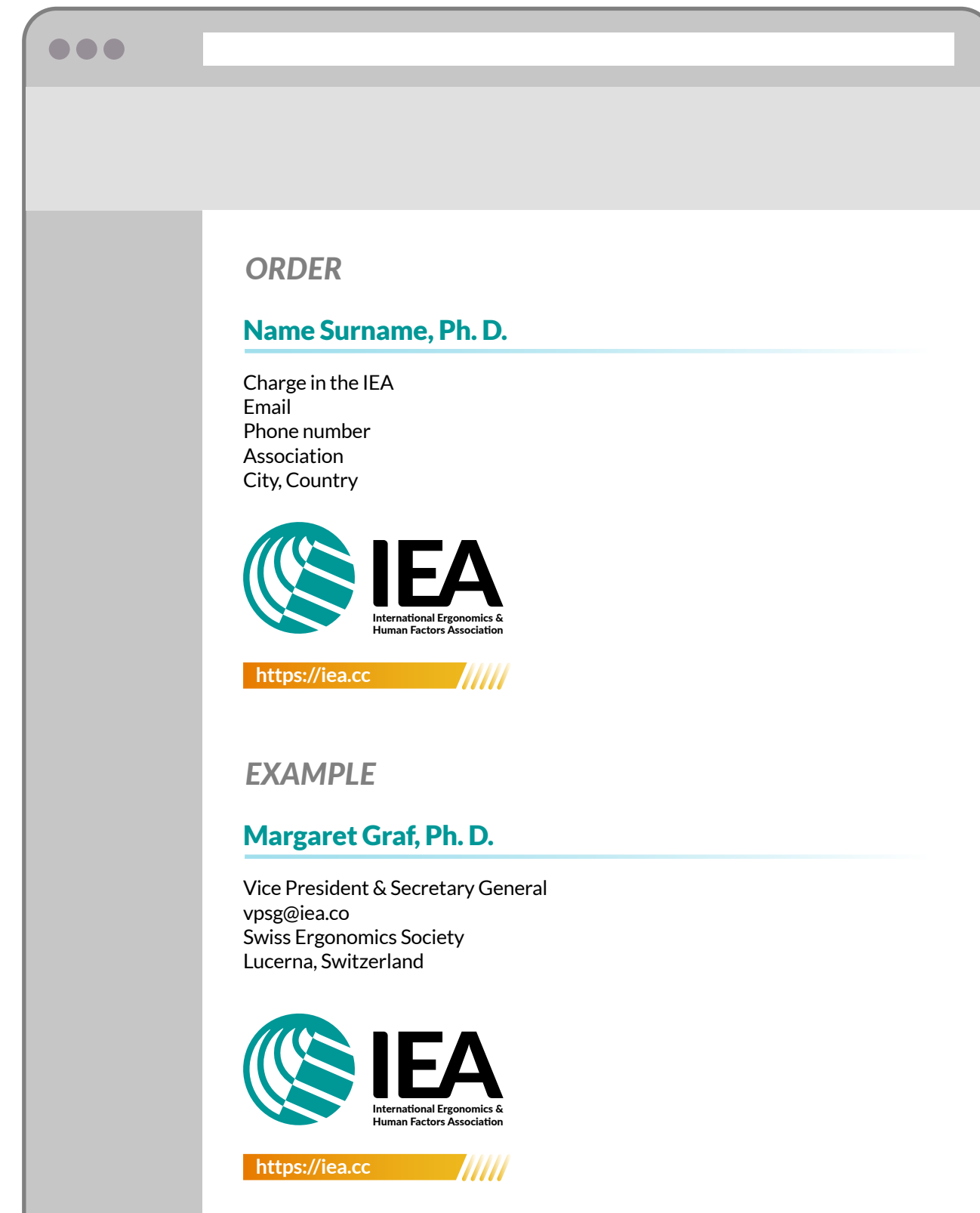
Imagery
Color Treatment
Dramatic Shadow
or Color Wash

DIGITAL PRESENCE

Email Sign

Digital signature order:

- Name
- Charge in the IEA
- Email
- Phone numbers
- Association
- Location
- Logotype (Width 400 px)
- Website



DIGITAL PRESENCE

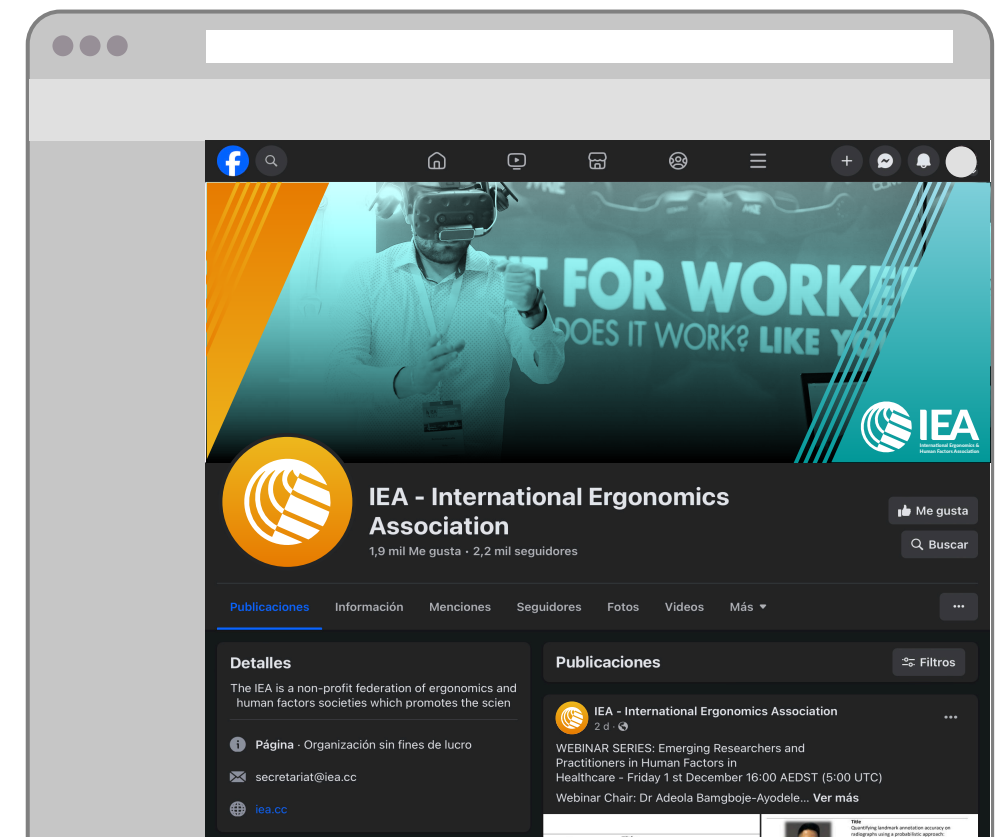
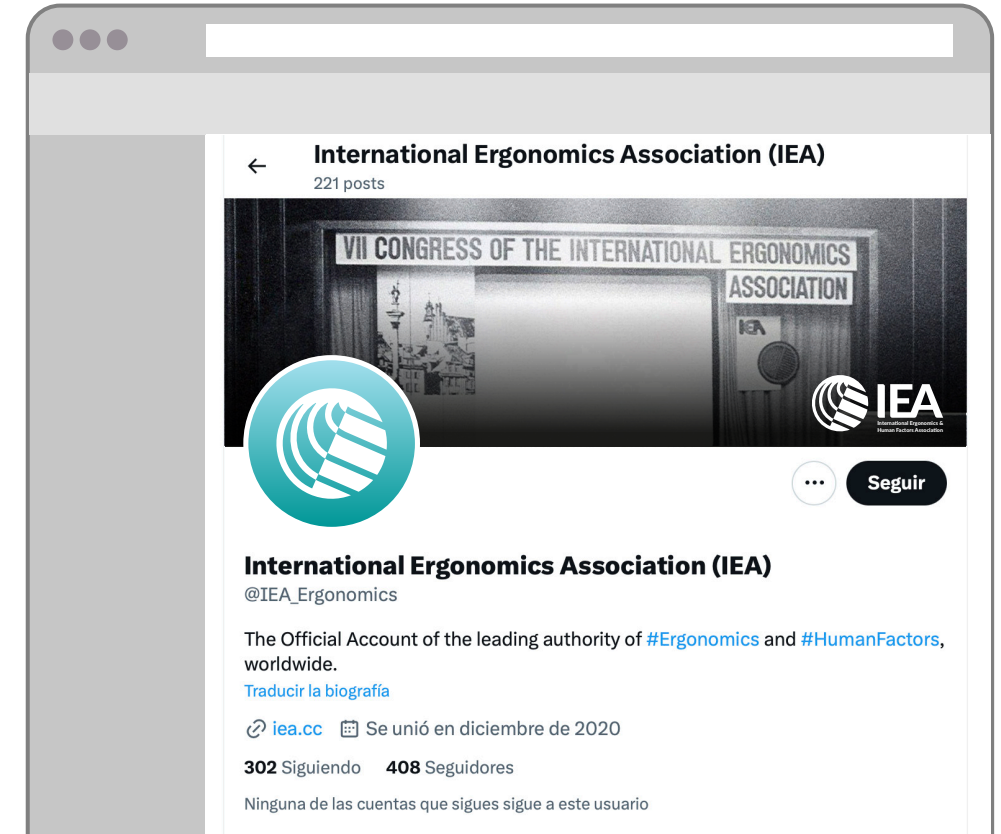
Avatars

Aligning avatars on social media profiles with the corporate image of an entity like the IEA offers advantages such as brand consistency, enhanced credibility, simplified account management, and a stronger online presence.

By unifying avatars and profile banners in line with the suggested imagery guidelines for using images for the IEA, it establishes a strong corporate image without stifling creativity. This approach allows for the exploration of new forms, applications, and color gradients within the brand's palette for graphics, posts, and social media presence.



COLOR VARIATIONS



DIGITAL PRESENCE

Webpage

Having a responsive website aligned with the brand identity manual guidelines brings several key advantages for any business. Firstly, it ensures a consistent and enjoyable user experience across different devices, from desktop computers to mobile devices, significantly expanding audience reach.

Furthermore, by adhering to the brand identity manual guidelines, visual consistency in terms of colors, fonts, and graphic elements is ensured, thereby strengthening brand recognition. This uniformity contributes to building a professional and trustworthy image, enhancing credibility with users.

