



# **IOF LOGO GUIDELINES**

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# INTRODUCTION

The purpose of these logo guidelines is to ensure that all our work embodies the International Osteoporosis Foundation (IOF) brand attributes, expresses them consistently, and helps to build an awareness of the brand.

Our aim is to create a brand image that reflects IOF, an organization that is credible, modern, supportive and compassionate. IOF's brand image needs to be relevant to our diverse range of stakeholders, from patients and the general public, to corporate partners, to policymakers, and to the academic and scientific community.

An important component of building our strong brand image is consistency in our communications. The updated brand guidelines that follow present the unified and consistent image we wish to convey. Our brand guidelines establish the visual style to be maintained throughout all IOF-branded materials, including use of key brand elements, such as colour, type, logo and visual imagery.

Please refer to our Brand Guidelines document to have a complete overview. With your attention and support we will continue to communicate and reinforce a strong IOF brand and we thank you in advance for your efforts.

Sincerely,

**Philippe Halbout**

*Chief Executive Officer*



# BRAND IDENTITY

Our brand identity, the essence of who and what we are, is communicated through our brand positioning and brand personality. Our position statement, shown below, was carefully developed through workshops involving constituents of many areas of IOF business.

## POSITIONING

Our positioning embodies the commitment and promise our brand offers. It is what distinguishes us from other organizations in the minds of our stakeholders. After careful analysis, the IOF has arrived at the following position statement that should guide all communication executions:

**THE IOF IS THE  
MOST CREDIBLE AND  
COMPREHENSIVE  
GLOBAL RESOURCE FOR  
OSTEOPOROSIS AND BONE  
HEALTH INFORMATION.**

# BRAND PERSONALITY

Brand personality defines the character inherent in our organization and is reflected by the people who work here.  
The results of our positioning exploration found several important personality traits relating to IOF:

## CREDIBLE

AUTHORITATIVE, INTEGRITY, HONOURABLE,  
OBJECTIVE, UNBIASED, SCIENCE DRIVEN

## SUPPORT

CARING, THOUGHTFUL AND FRIENDLY

## COMPASSIONATE

APPROACHABLE, AUTHENTIC, ACCESSIBLE

## MODERN

CUTTING-EDGE, INNOVATIVE, DYNAMIC, SMART,  
WITTY, YOUTHFUL

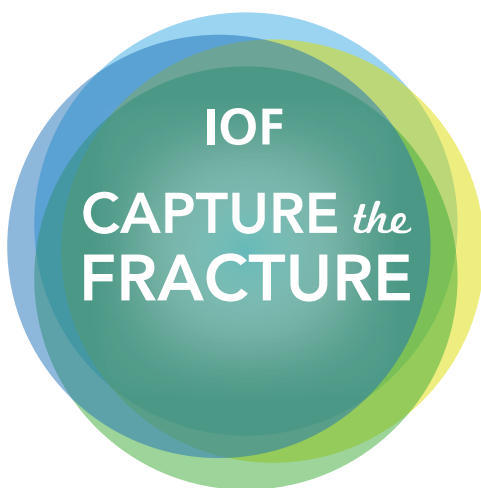


# BRAND HIERARCHY

## IOF BRAND



## IOF SUB-BRAND



**Osteoporosis Essentials**

Densitometry, Diagnosis and Management

ISCD IOF

World**Osteoporosis**Day  
October**20**



LOGO



**IOF**

International  
Osteoporosis  
Foundation



# BRIEF SUMMARY

The IOF logo is the most visible expression of our brand. Once introduced, the logo becomes the consistent element that represents IOF in every communication. IOF symbol and logotype have a specific relationship and are treated as one unit. The relative size and spatial relationship of the logo elements should never be modified.



## FOR PRIMARY USE IN

General communications, website, publications, letterhead, business cards, envelope, etc.

# LOGO SIZE

## STANDARD SIZE

The standard logo size for print has a width of 40 mm x 20 mm. This logo size is to be used for applications ranging in size from a business card to letterhead.

The standard logo size for web is 300 px x 160 px and the minimum size is 200 px x 100 px.

20mm



Standard size for print  
40mm x 20mm

40mm

## MINIMUM SIZE

Minimum size refers to the smallest size at which the IOF logo may be reproduced to ensure its legibility.

The minimum reproduction size of IOF's logo is 12.5 mm in height. However, when space limitations dictate the use of a reproduction size that is smaller than the recommended minimum, contact IOF for approval.

12.5mm



Minimum size for print  
12.5mm in height

# LOGO CLEAR SPACE

## CLEAR SPACE

There must always be sufficient space surrounding the logo to avoid competition from other visual elements and maintain visual impact. The area of isolation represents the minimum clear space that must be provided at all times. This area is determined by the height of the tallest character in the logo and is proportional regardless of logo size.

Space between the logo and the text is the same as the clear space, and the leading is half that size. This ensures that the logo is proportionate and visually balanced.



# LOGO COLOURS

For consistency, IOF's logo may only be applied in a limited number of colours and techniques. To preserve legibility, the full colour logo should only be placed on a white or off-white background.

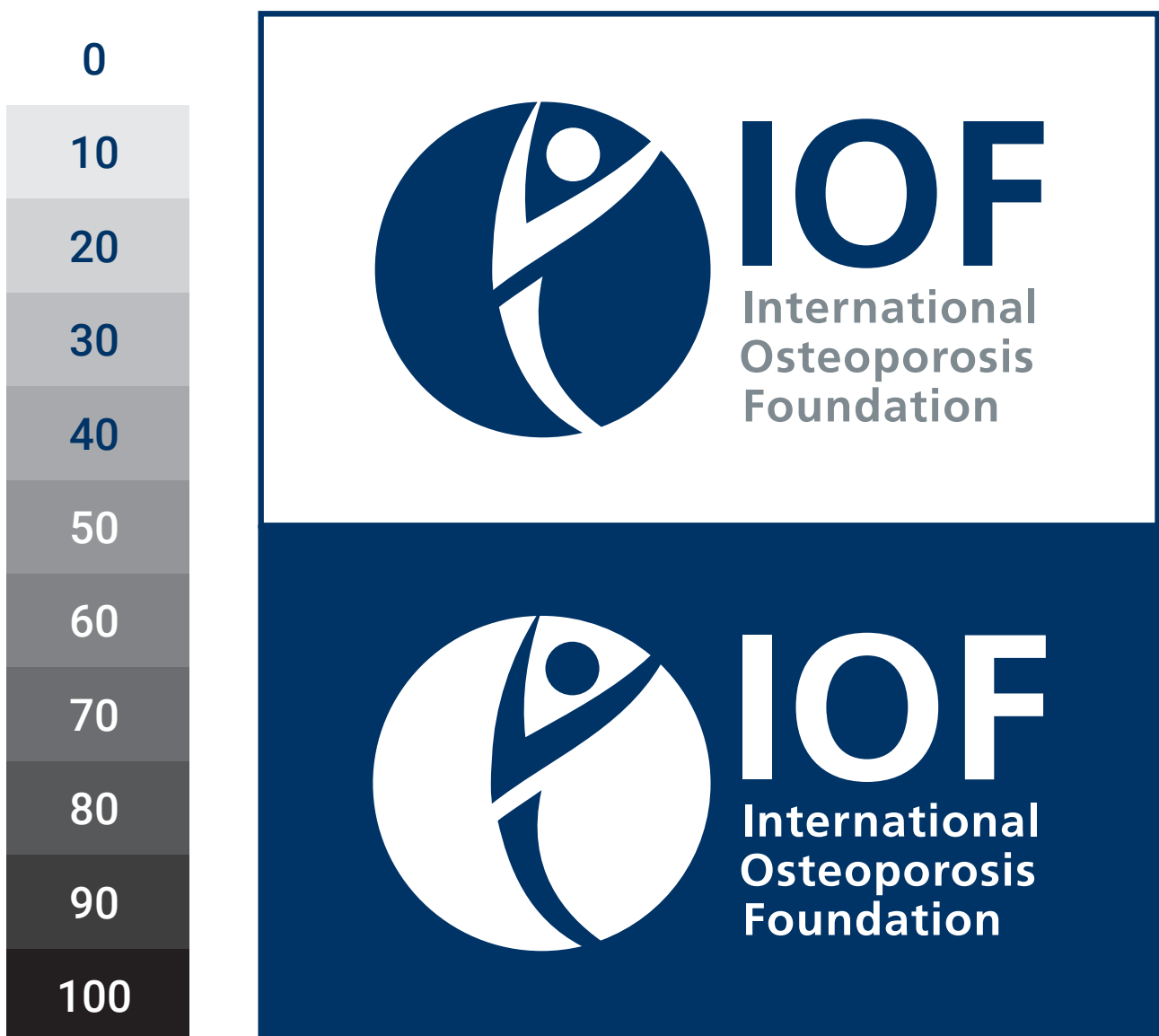
Whenever possible, the full colour logo should be used. When it is not possible to use the full colour logo, the one colour logo may be used.



# LOGO BACKGROUND

When positioning the logo on a coloured background, the value of the background determines how the logo is used. If the tint of the background is less than 50%, the coloured version should be used - if it is more than 50%, then the reversed out white version should be used.

## 50% Black or Less



## 51% Black or More

# INCORRECT LOGO USES

## 1 LOGO RESOLUTION

Do not enlarge a smaller logo unless it is in a vector (.eps) format. Enlarging a JPEG or PNG file will make it pixellated and it will lose detail.

## 2 DISTORTION AND EFFECTS

Do not skew or rotate the logo. The logo may only be positioned on a 0° horizontal axis. Do not add visual effects to the logo such as bevels or filters.

## 3 INCORRECT CONTRAST

Do not apply the logo to a background where lack of contrast diminishes legibility.

## 4 CHANGING THE SIZE OF THE SYMBOL OR LOGOTYPE

Do not alter the size and spatial relationship of the symbol and logotype.

## 5 INCORRECT COLOUR

Do not reproduce the logo in an unapproved colour. Do not reproduce the logo as a screen or tint.

## 6 INCORRECT VERSION

Do not position the logo within a box or other containing shape. The version of the logo should be appropriate to the background.

## 7 INCORRECT FONT

Do not redraw or use another font to create the logo.

## 8 INCORRECT LOGO

Do not use previous versions of the logo.

1



2



3



4



5



6



7



8



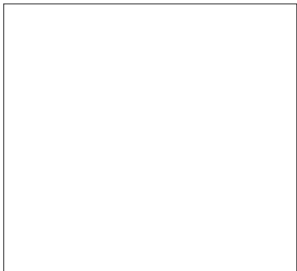






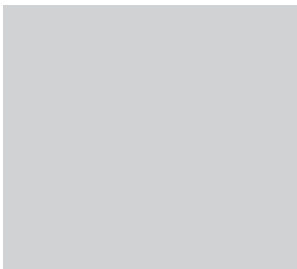
# COLOUR PALETTE

Consistent colour usage ensures maximum brand recognition. IOF’s primary colour palette is the foundation of the brand and should always be used properly to reinforce brand equity. The secondary and grayscale palettes should be used as complements to the primary palette. All colours may be used at any transparency in print and digital applications.

## PRIMARY PALETTE

			
CMYK	100 86.61 33.03 22.78	0 38.77 89.04 0	0 0 0 0
PANTONE	PANTONE 2955C	PANTONE 1365C	PANTONE 000C
RGB	0 51 102	250 169 54	255 255 255
HEX	#003366	#FAA936	#FFFFFF

## GRAYSCALE

			
BLACK	70%	50%	20%

## CONTACT

### FOR ALL COMMUNICATION INQUIRIES

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