IOF
For Better Bone Health

Brand Guidelines

www.osteoporosis.foundation

01

BRAND IDENTITY

BRAND IDENTITY

Our brand identity reflects who we are, what we stand for and how we communicate our mission to the world.

Building on IOF's heritage and international recognition, our renewed identity represents a natural evolution of our organisation. It preserves the trust and credibility associated with IOF while embracing a more contemporary, human-centred approach to bone health.

Rooted in people, science and health, our identity creates a consistent and recognisable visual language that reflects the full scope of our mission and connects our communications across all platforms.

PEOPLE
SCIENCE
HEALTH

02

LOGO

LOGO

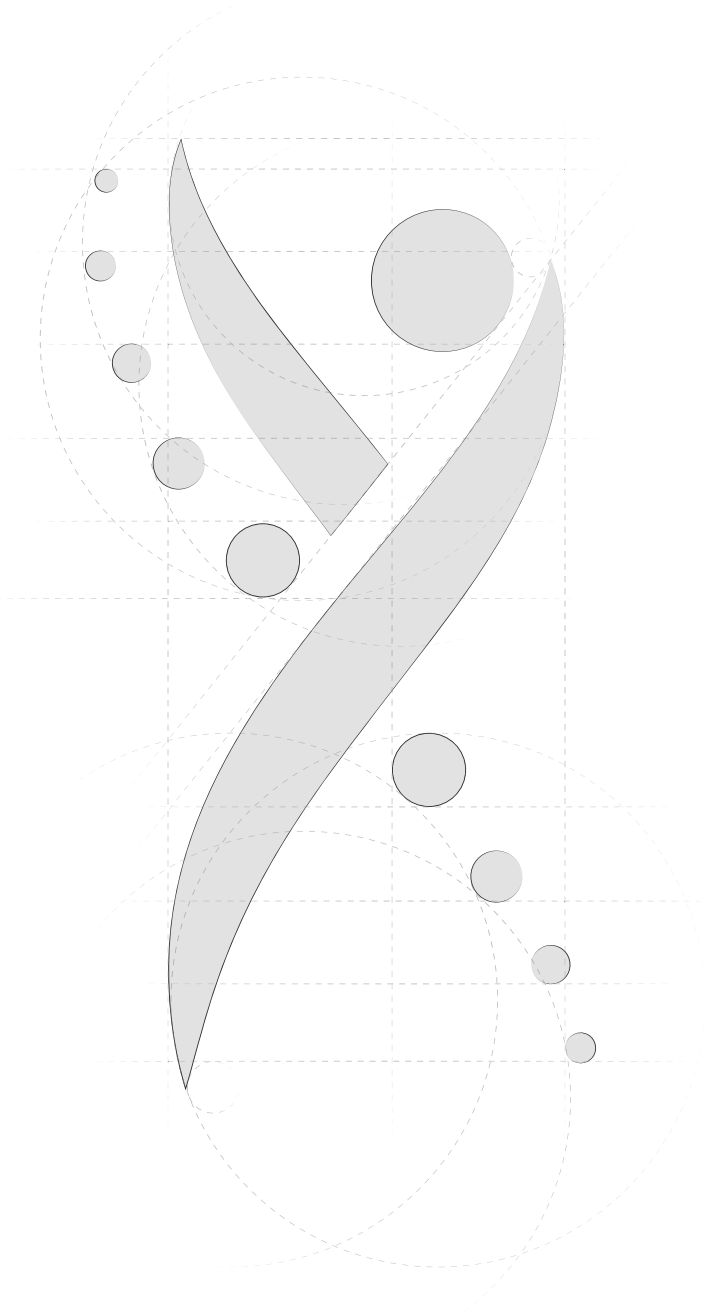
Concept & symbolism

The IOF logo brings together two fundamental elements: the human figure and the DNA-inspired helix, forming a unified symbol that reflects the connection between people, science and health.

The human figure places people at the centre of IOF's mission, representing the individuals and communities whose lives are impacted by bone health. The surrounding helix evokes scientific research, innovation and the continuous advancement of knowledge.

Together, these elements express IOF's commitment to bridging science and people, translating research and expertise into meaningful improvements in bone health worldwide.

The logo's clean, contemporary design reflects the evolution of the organisation, while the established blue and orange colour palette preserves continuity with IOF's heritage and reinforces its recognisable identity.



IOF
For Better Bone Health

LOGO

Logo versions

Primary logo

The primary logo combines IOF's signature navy blue and orange, preserving the organisation's established visual identity.

Secondary logo

The white version provides a versatile alternative and may be used on backgrounds of any colour, as well as photographic imagery, provided that sufficient contrast and legibility are maintained.

This version must appear entirely in white, maintaining the original proportions and arrangement of all logo elements.

The minimum clear space requirements must always be respected, ensuring that the logo remains clearly visible and free from surrounding visual interference







LOGO

Sizing & clear space

Minimum size

To ensure legibility and maintain the integrity of the visual identity, the IOF logo must never be reproduced at a width smaller than 20 mm (2 cm) when printed.

Clear space

To preserve the logo's visibility and impact, a minimum clear space must be maintained around it at all times.

The required clear space is defined by the diameter of the letter "O" in the IOF logotype, measured outward from the outermost edges of the complete logo on all four sides. This area must remain free of text and other graphic elements, ensuring that the logo is always clearly distinguishable from its surroundings.

This minimum size and clear space applies to both the two-colour and white versions of the logo.



20MM LENGTH







EMPTY SPACE = 1 IOF "O"





LOGO

Incorrect uses

Logo integrity, colour and application

To preserve the integrity, consistency and recognisability of the IOF visual identity, the logo must always be reproduced using the approved artwork and in accordance with these guidelines.

Any alteration to its proportions, colours, typography or composition may compromise its legibility and visual impact.

The examples shown illustrate common incorrect uses that must be avoided across all print and digital applications.

Always use the official IOF logo files provided. Never attempt to recreate, modify or approximate the logo. If the available versions are unsuitable for a particular application, contact the IOF Communications team for guidance.



Low resolution

Do not enlarge low-resolution logo files. Always use vector artwork when scaling the logo.



Distortion & effects

Do not stretch, skew, rotate or apply shadows, filters or other visual effects to the logo.



Altered proportions

Do not resize, reposition or alter the relationship between the symbol, logotype and tagline.



Incorrect typography

Do not replace, recreate or modify the lettering or tagline using alternative fonts.



Incorrect contrast

Do not place the logo on backgrounds that compromise its visibility or legibility.



Incorrect colours

Do not recolour the logo or use unapproved colour combinations, gradients or tints.



Unapproved treatment

Do not enclose the logo within decorative shapes, frames or badges, or create unapproved variations of the official artwork.



Outdated logo

Do not use previous versions of the IOF logo. Only the current approved identity is permitted.

03

COLOUR PALETTE

COLOUR PALETTE

Colour is a key element of IOF's visual identity, ensuring consistency and recognition across all communications. Our signature navy blue and orange preserve our established heritage while creating a contemporary and distinctive visual language.

Blue represents trust, credibility and science.

Orange conveys warmth, energy and optimism, reflecting the human-centred nature of our mission.

Grey provides a neutral foundation for supporting graphics. Its lighter tints are particularly useful in tables, charts and educational materials, improving clarity without competing with the primary colours.

Tints & gradients

Colour tints may be used to create visual hierarchy, highlight information and provide subtle backgrounds.Gradients may be applied to improve readability over images or complex backgrounds, transitioning from an approved brand colour to transparency.

Tints and gradients must never be applied to the IOF logo.

Primary & complementary colours

Navy Blue
Primary colour

Hex #003366
RBG 0. 51. 102
CMYK 100. 50. 0. 60
Pantone 2955 C

Orange
Primary accent colour

Hex #FAA936
RBG 250. 169. 54
CMYK 0. 40. 84. 0
Pantone 2955 C

Grey
Complementary colour

Hex #919191
RBG 145. 145. 145
CMYK 0. 0. 0. 43
Pantone 877 C

Gradients

100%	100%	100%
85%	85%	85%
65%	65%	65%
45%	45%	45%
25%	25%	25%
5%	5%	5%

04

TYPOGRAPHY

TYPOGRAPHY

Primary typeface: Open Sans
Open Sans is the main typeface for IOF communications, including body text, headings, publications, presentations and digital materials. Its versatility and readability make it ideal for scientific and educational content.

Supporting typeface: Open Sans Condensed
Used selectively for headings, subheadings, labels, footers and applications where a more compact typographic style is needed.

Display typeface: Galano Grotesque
Used in the IOF logo and selectively for prominent headings, campaign titles and other display elements requiring greater visual impact.

Alternative typefaces may be used for specific applications, such as factsheets or campaigns, subject to validation by the IOF Communications Department.

Open Sans Light
Open Sans Light Italic
Open Sans Regular
Open Sans Italic
Open Sans Semibold
Open Sans Semibold Italic
Open Sans Bold
Open Sans Bold Italic
Open Sans Extrabold
Open Sans Extrabold Italic

Galano Grotesque

Open Sans Condensed Light
Open Sans Condensed Light Italic
Open Sans Condensed Regular
Open Sans Condensed Italic
Open Sans Condensed Medium
Open Sans Condensed Medium Italic
Open Sans Condensed Semibold
Open Sans Condensed Semibold Italic
Open Sans Condensed Bold
Open Sans Condensed Bold Italic
Open Sans Condensed ExtraBold
Open Sans Condensed ExtraBold Italic

05

IOF BRANDING ECOSYSTEM

IOF BRANDING ECOSYSTEM

Proud member logo

The Proud Member logo allows eligible IOF members to communicate their affiliation with the Foundation. Two official versions are available: one for the Committee of National Societies and one for the Committee of Corporate Advisors.

Usage

The logo may be displayed on members' official websites. Corporate members may also use it to announce their membership, while National Societies may include it in printed communications. Any other application requires prior approval from the IOF Communications Department.

Placement and usage

The Proud Member logo follows the same clear space, sizing and legibility rules as the main IOF logo. Its original proportions, colours and typography must be preserved.

The Proud Member logo indicates membership only and must not imply IOF endorsement of products or services.

National Societies



Corporate Partners





IOF BRANDING ECOSYSTEM

Logo on pack: “Recommended by IOF”

The “Recommended by IOF” seal allows authorised corporate partners to communicate IOF’s recommendation of a specific product.

Two official versions are available:
Positive version: Navy blue and orange on a white background.
Negative version: White on any background colour or imagery, provided sufficient contrast and legibility are maintained.

Only official IOF artwork may be used. Alterations or recreations are not permitted.

Alternative colour schemes

Alternative colours require prior approval from the IOF Communications Department.

Authorisation applies only to the approved product and application, not to the partner’s entire brand or product range.





Logo on pack: “Recommended by IOF”

Sizing & clear space

The IOF seal must remain secondary to the partner’s branding, while maintaining sufficient legibility.

Maximum size

The permitted size depends on the proportions of the partner’s main logo:

Square or vertical logos: The IOF seal must not exceed 50% of the partner logo’s height.
Horizontal logos: The IOF seal may be equal in height to the partner’s logo, provided it remains visually secondary.

Minimum size

The IOF seal must be reproduced at a minimum diameter of 20 mm. This minimum does not override the maximum-size and visual hierarchy requirements.

Clear Space

Maintain a minimum clear space equivalent to half the diameter of the “Recommended by IOF” seal on all sides. This area must remain free of text, graphics, logos and other visual elements.

Examples of Correct Usage



- The IOF seal meets the minimum diameter of 20 mm.
- The required clear space is respected on all sides.
- The partner’s logo remains the dominant visual identifier.
- The IOF seal is clearly presented as a secondary endorsement.

Examples of Incorrect Usage



- The IOF seal exceeds the permitted size relative to the partner’s logo.
- The required clear space is not respected.
- The IOF seal competes with or dominates the partner’s branding.
- The partner’s logo is deliberately reduced to justify a larger IOF seal.

Logo on pack: “Recommended by IOF”

Packaging placement

The “Recommended by IOF” seal must be displayed as a secondary endorsement, clearly separated from the partner’s branding and product identity.

Placement Rules

- **Position:** Place the seal preferably in a lower corner of the packaging, away from the partner’s main logo.
- **Separation:** Never position the seal directly beside, above or integrated into the partner’s logo.
- **Orientation:** The seal must remain upright and must not be rotated, tilted or distorted.
- **Frequency:** The seal may appear on a maximum of two packaging sides, only once per side.
- **Visibility:** The seal must remain legible and must not be obscured, cropped or surrounded by competing graphics.
- **The seal must never be presented as a product brand**, co-brand or manufacturer identifier.

All designs featuring the “Recommended by IOF” seal must be submitted to the IOF Communications Department for approval before printing, production or publication, even when these guidelines have been followed. Approval is required for each individual application.

Examples of Correct Usage



Correct proportions and placement.
Used on only two sides.



Correct proportions and placement.
Used only in 2 sides.

Examples of Incorrect Usage



Seal directly beside the partner’s logo

Oversized seal

Rotated seal

Unauthorised colours

Cropped seal

CONTACT

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