

*LOGO USAGE GUIDE*

UPDATED AUGUST 2020



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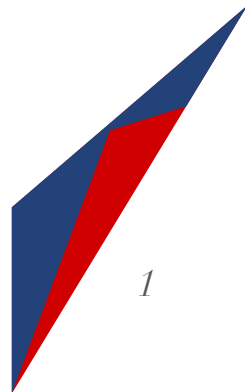
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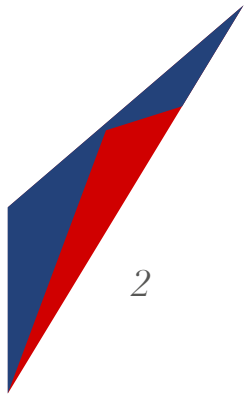
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## *OVERVIEW*

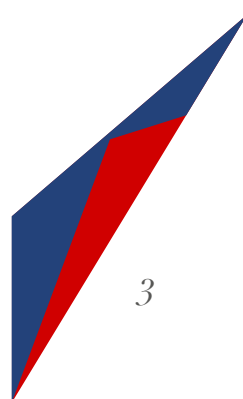
The IAC Corporate logo and sector/segment logos are core components of the IAC brand. This document explains and outlines their proper use.



## *STRUCTURE, SPACING AND SCALE*

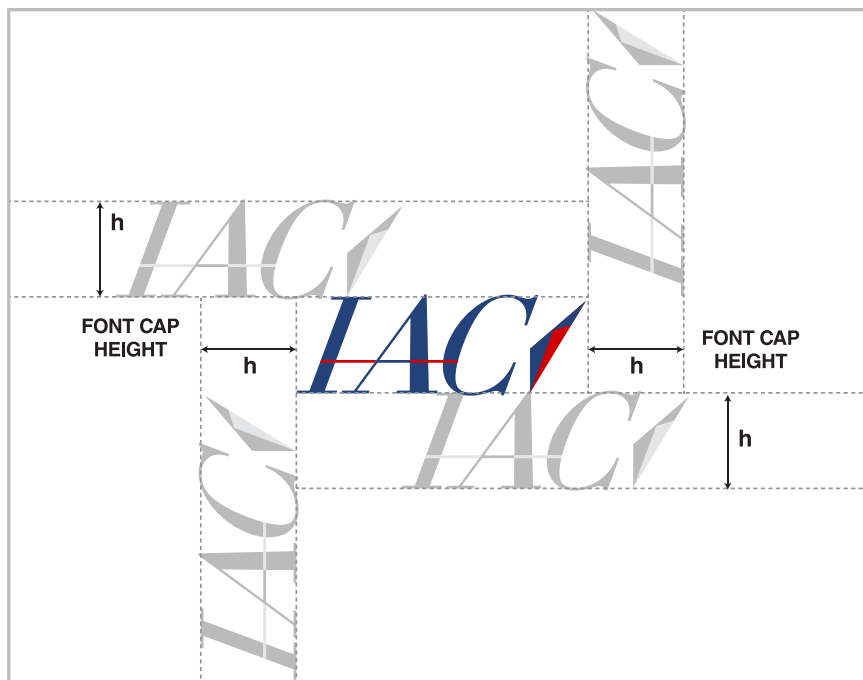
### *IAC CORPORATE LOGO* | **Structure**

The I, A and C in the IAC mark are always uppercase.



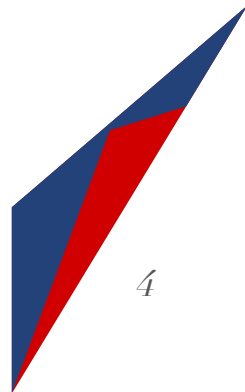
*STRUCTURE, SPACING AND SCALE [CONTINUED]*

*IAC CORPORATE LOGO* | Spacing



The IAC corporate logo should have a **margin of clear space on all sides** around it equal to the cap height of the IAC font (shown as h).

No objects (text, images, or other logos) can appear inside of this area.



*STRUCTURE, SPACING AND SCALE [CONTINUED]*

*IAC CORPORATE LOGO | Scale*



For logos needed at 2" width and larger, use the logo file labeled "IAC\_Logo-33\_Large"



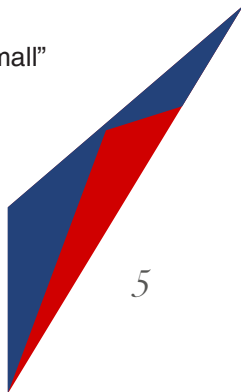
For logos needed at 2" width and larger, use the logo file labeled "IAC\_Logo-33\_Grayscale\_Large"



For logos needed at smaller than 2" width, use the logo file labeled "IAC\_Logo-33\_Small"



For logos needed at smaller than 2" width, use the logo file labeled "IAC\_Logo-33\_Grayscale\_Small"



## *COLORS: PRINT AND ONLINE*

Use the appropriate version of each logo according to the type of application.



Primary: Dark Blue  
Secondary: Red  
CMYK / For Printed Materials



### *PRINT: PROCESS*

For four-color process (CMYK) print jobs, use the appropriate version of the logo with the color values below.

**DARK BLUE:**  
98C 83M 24Y 10K

**RED:**  
12C 100M 100Y 3K

Primary: Dark Blue  
Secondary: Red  
PMS / For Printed Materials



### *PRINT: SPOT*

For spot color print jobs, use the appropriate version of the logo with the color values below.

**DARK BLUE:**  
Pantone 287 C

**RED:**  
Pantone 199 C

Primary: Dark Blue  
Secondary: Red  
RGB / For Online Materials



### *ONLINE*

For any online or screen applications, use the version of the logo with the color values below.

**DARK BLUE:**  
RGB: 35 / 66 / 122  
Hex Code: 23427a

**RED:**  
RGB: 208 / 0 / 0  
Hex Code: d00000

## *COLOR: GRAYSCALE*

For high resolution black and white printing, use the appropriate version of the logo with the color substitution values below.

Primary - 100% Black  
Secondary - 30% Black  
CMYK / For Printed Materials

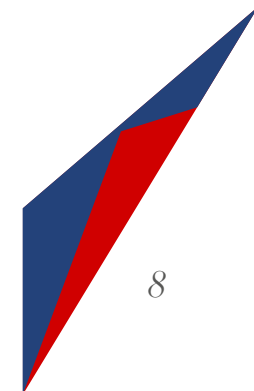


**GRAYSCALE:**  
100% BLACK  
30% BLACK



*COLORS: ONE-COLOR*

For spot color print jobs or low resolution applications,  
use the appropriate version of the logo set entirely in black.



## *COLORS: BACKGROUND*

### **LOGO ON A DARK BACKGROUND**

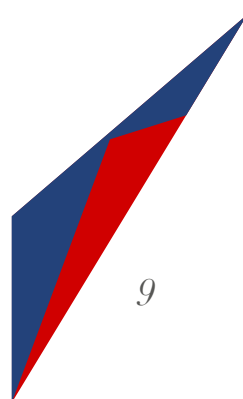
A one-color, all-white version of the logo is used on dark backgrounds. A colored version of the logo must not be used because the contrast of the blue and red against the dark background is too subtle.



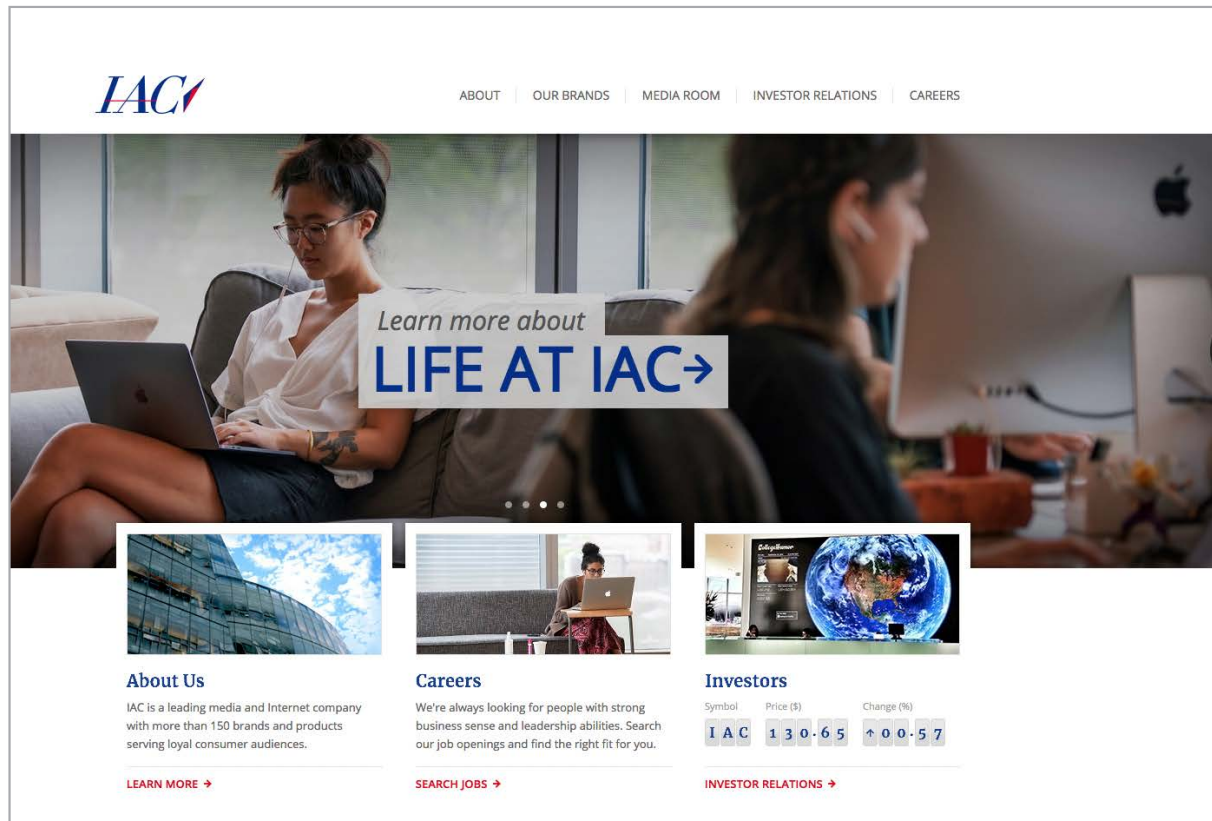
### **LOGO ON A LIGHT BACKGROUND**

A colored version of the logo can be used over light backgrounds with low color saturation.

If used over a non-solid background (like a photograph or shaded field of color such as a gradient), special care must be given to placement. The logo must not be placed over areas of high relative contrast.



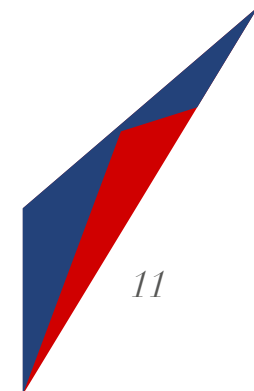
## WEBSITE USAGE



*FONT*

Didot Regular  
Sheared manually 20°

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz



*IMPROPER USES (DO'S AND DON'TS)*



**DO NOT** change the logo colors



**DO NOT** distort the logo by skewing or stretching horizontally or vertically



**DO NOT** rotate the logo



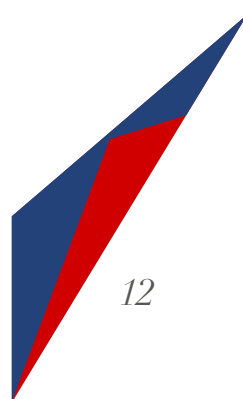
**DO NOT** scale beyond a reasonable size



**DO NOT** remove any elements of the logo



**DO NOT** outline the logo



*IMPROPER USES (DO'S AND DON'TS) [CONTINUED]*



**DO NOT** place text after the IAC logo



**DO NOT** create your own language when using the IAC logo as a sub-brand.



**PROPER USE:**  
When using the IAC logo as a sub-brand, always use this treatment.