



**IAQA**

**Brand Guide**

**INDOOR  
AIR QUALITY  
ASSOCIATION**

# This Brand Guide

Sets the standards for both visual and verbal strategy for the Indoor Air Quality Association. As the only IAQ organization bringing together all facets of the industry, IAQA is uniquely positioned and equipped to give its customers the most valuable education and connection opportunities available. By following this branding guide, the public voice and appearance of IAQA will best reflect its goals and strengths to its clients. This guide is intended to provide a consistent home base for all design and language surrounding IAQA, and will help provide a foundation for shaping its appearance across all communications.

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# Branding Strategy

This section provides key information on the IAQA brand as a whole. By building on a set of key attributes and strengths, and applying them in context of IAQA's key customer types, we can ensure the brand maintains consistent and clear messaging.



# Big Idea

**Clearing the Air on  
Indoor Air Quality**

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## Brand Guidelines

Clearing the Air on  
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# Key Strategy



**Connection**



We believe connecting all parts of the IAQ industry is central to better business growth, operational effectiveness, and customer satisfaction.



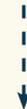
**Education**



We provide the best education for all parts of the IAQ industry, translating science and standards into practice, properly informing consumers, and bringing critical feedback to industry leaders.



**Collaboration**



We believe that by sharing information between all parts of the industry, pushing each other forward, and refining our practices collectively, all parts of the industry will grow.

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# Branding Strategy

## Core Purpose

The core purpose is the central idea of why we exist. The primary message to which all of our actions and communications point. Our authentic meaning.

**We exist to facilitate growth through education and collaboration.**

*provide space for, enable, aide success, influence, efficiency teaching, training, explanation  
connection, networking, marketing*

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# Positioning Statement

To own a unique place in the market, we stand out in our category.

**We are the only IAQ trade organization that CONNECTS  
ALL PARTS OF THE INDUSTRY to collaborate & grow.**

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## Brand Guidelines

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Clearing the Air on  
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# Key Attributes

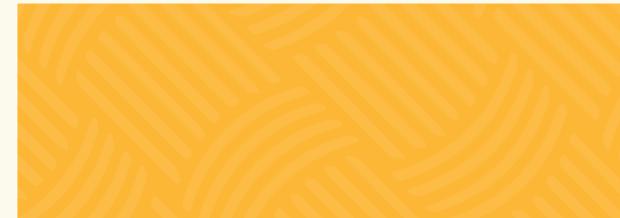
## Trusted Interpreter

Faithfully translates between all parts of the industry to facilitate growth.



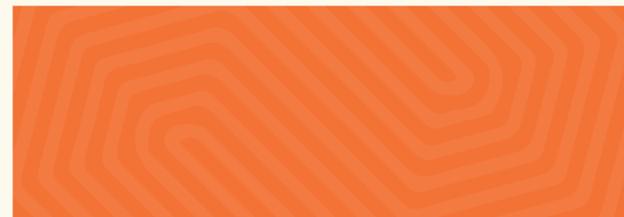
## Experienced Teacher

Trains not out of pure theory, but out of seasoned experience.



## Connected Advisor

Serves as the central hub for connecting all parts of the IAQ industry.



## Growth Facilitator

Connects and empowers members to grow their influence and success in the industry.



Each Key attribute has been assigned a uniquely designed pattern. See pg. 31

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# Core Strengths



## Our Network

IAQA has the most diverse network of IAQ leaders and practitioners, connecting all facets of the industry.



## Our Experience

IAQA provides the most experience in implementing and understanding all parts of the IAQ industry.



## Our Training

IAQA's training is the best blend of advanced science and practical implementation.

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# Our Customers

## Industry Practitioner

The industry practitioner is working hands-on in the IAQ industry, directly with consumers to implement IAQ standards.

*"I need help connecting with and educating my customers, & keeping up-to-date on the latest industry developments in a practical, simple-to-implement way."*

**External Problem:** I need to do my job better, while gaining customers and making a profit.

**Internal Problem:** In an ever changing industry, I don't feel like I can keep up, and I worry that my business may not survive.

**Our Position to the practitioner:** IAQA understands all sides of the IAQ industry, and can help you understand and apply the latest standards, as well as connect you with consumers that need your services.



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# Our Customers

## Industry Leader

The industry leader is an IAQ professional working in science, education, government, or standards to lead and direct the IAQ industry.

*"I need help gaining practical feedback from the field to better inform my work, and in teaching consumers and practitioners in a simple-to-understand way."*

**External Problem:** I need ways to test and verify the things I am working on.

**Internal Problem:** I hope my contributions to the industry actually make a difference.

**Our Position to the leader:**  
IAQA connects all levels of the IAQ industry for collaboration and education - giving you a full perspective on your goals and challenges.



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# Our Customers

## End Consumer

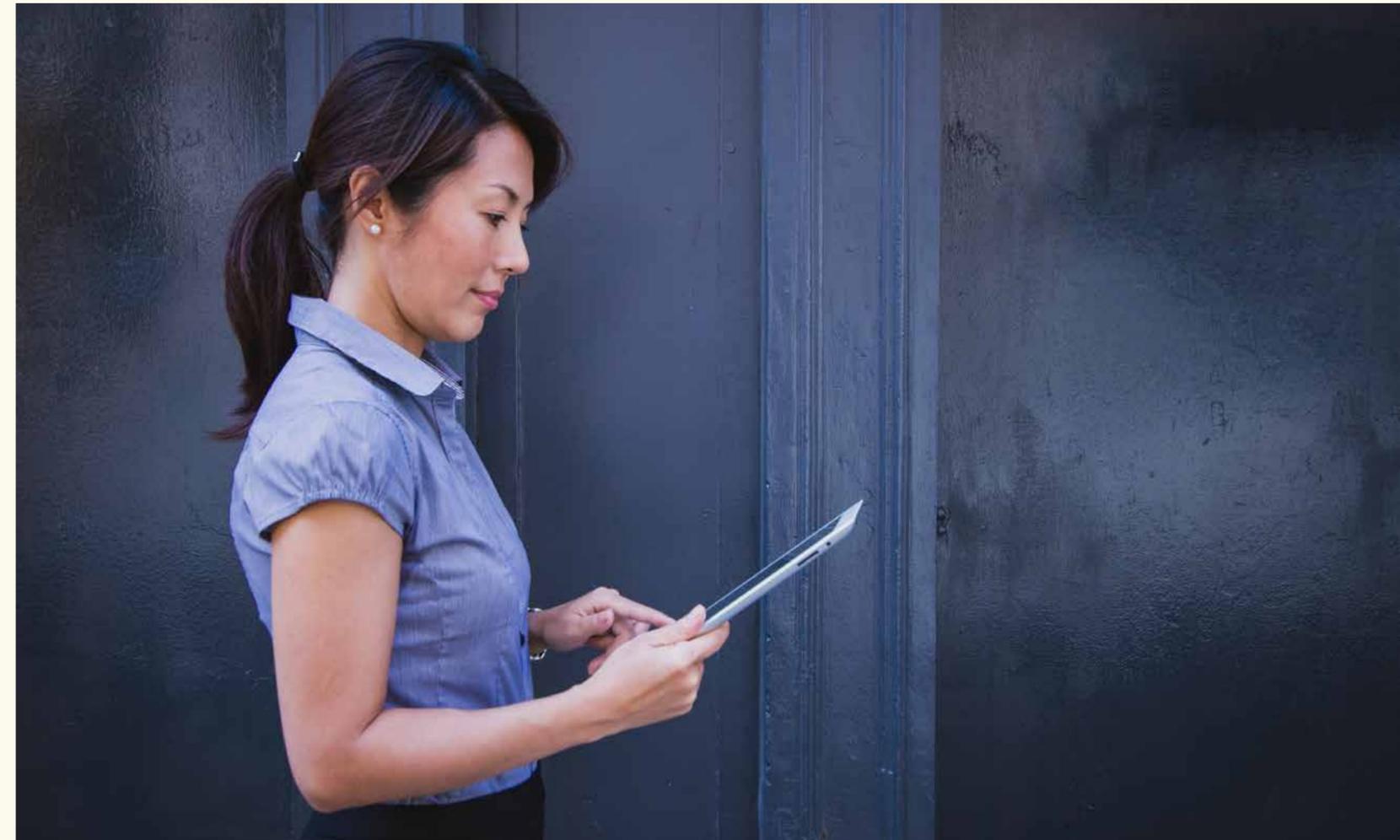
The end consumer is a non-industry person or organization with an IAQ need. Usually unaware of IAQ from an industry perspective, and usually with an urgent need for a specific solution.

*"I have what might be an IAQ issue, and I need to solve it quickly, effectively, and immediately without having to be an expert."*

**External Problem:** I need to solve this issue by finding the right contractor.

**Internal Problem:** I am concerned for my health, and I need to provide a safe place for my workers or family.

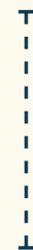
**Our Position to the consumer:**  
IAQA provides a simple way to understand your IAQ issue and quickly connects you with the best solution.



# Messaging Framework

The Messaging Framework is a filter through which we can write copy that is on-brand. Before writing anything about IAQA, consider these three main components:

1. Does it capture the sentiments in our Key Strategy?
2. Does it sound like us?
3. Does it clearly communicate a relevant Key Attribute?



Following this framework allows us to speak consistently across all platforms.

## Brand Guidelines

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Indoor Air Quality

# Messaging

## Key Strategy

Connection + Education = Collaboration

+

## Brand Voice: Understanding Ally.

Language should be: Disarming but not casual, Encouraging but not lofty, Educated but not overly technical, Practical but not dry

+

## Key Attributes:

IAQA is the only IAQ trade organization that **CONNECTS ALL PARTS OF THE INDUSTRY** to collaborate & grow.

IAQA features the best and most practical IAQ training in the industry.

We believe connecting all parts of the IAQ industry is central to better business growth, operational effectiveness, and customer satisfaction.

We provide the best education for all parts of the IAQ industry, translating science and standards into practice, properly informing consumers, and bringing critical feedback to industry leaders.

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# Brand Guidelines

Clearing the Air on Indoor Air Quality

# Tag Lines

## Sample Tag Lines

Tag lines are used along with the key brand marks to draw interest and guide a customer into a deeper interaction with IAQA.

### Clearing the Air on Indoor Air Quality

#### Headline

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### Breathe Easier

#### Headline

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### IAQ Clarified

#### Headline

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# Headlines

## Sample Headlines

Short, intriguing headlines are used to begin conversations and content.

**Your path to clean air starts here.**

**IAQ standards made accessible.**

**Find your IAQ solution.**

**Connecting your business with the entire IAQ industry.**

**Keep informed about the latest in the IAQ industry.**

**Where the IAQ industry connects and learns.**

**Your trusted advisor in managing your IAQ business.**

### Clearing the Air on Indoor Air Quality

**Find your IAQ solution**

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### Breathe Easier

**Your path to clean air starts here.**

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## Brand Guidelines

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# Body Copy

## Opening Paragraph

A simple clear way to describe IAQA to an outsider.

# Clearing the Air on Indoor Air Quality

## Where the IAQ industry connects and learns.

At IAQA, we believe connecting all parts of the IAQ industry is central to better business growth, operational effectiveness, and true customer satisfaction. We provide the best education for all parts of the IAQ industry, translating science and standards into practice, properly informing consumers, and bringing critical feedback to industry leaders.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec vel varius risus. Duis pretium purus sit amet tellus fringilla vulputate. Nulla nisl nisl, pretium at finibus a, ullamcorper non tellus. Proin et luctus mi. Donec tristique posuere diam quis egestas. Quisque cursus interdum convallis. Phasellus sed eros fermentum libero fringilla hendrerit. Fusce non eros turpis.

"At IAQA, we believe connecting all parts of the IAQ industry is central to better business growth, operational effectiveness, and true customer satisfaction. We provide the best education for all parts of the IAQ industry, translating science and standards into practice, properly informing consumers, and bringing critical feedback to industry leaders."

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## Brand Guidelines

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# Speaking Strategically

## Speaking to the Right Audience

### Industry Practitioner

Draw interest and guide customer into a deeper interaction with IAQA.

begin conversation

Speak in the correct tone and explain your role

#### Clearing the Air on Indoor Air Quality

##### Where the IAQ industry connects and learns.

At IAQA, we believe connecting all parts of the IAQ industry is central to better business growth, operational effectiveness, and true customer satisfaction. We provide the best education for all parts of the IAQ industry, translating science and standards into practice, properly informing consumers, and bringing critical feedback to industry leaders.



Connected Advisor

### End Consumer

#### IAQ Clarified

Your path to clean air starts here.

IAQA provides a simple way to understand your IAQ issue and quickly connects you with the best solution. Easily diagnose your problem and find the right answers from our online resources. Then, select the best professional to address your issue from our extended network of certified IAQ professionals. Our goal is to provide you with our knowledge and experience in an easy to use and approachable format so that you can get the answers you need on demand.



Experienced Teacher

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Merging Strategy  
with Design

See page 32 to see these examples rolled out into sample designs.

# Visual Identity

After carefully analyzing the IAQ industry, IAQA has strategically crafted a visual identity system with a unique position in mind. The rules and guidelines that follow are aimed at implementing and maintaining a consistent brand message. This section will cover basic primary logo usage, secondary logo usage, sub-branding, and basic conference branding.

## Brand Guidelines

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# Logo Basics

## The Primary Mark

The IAQA logo is designed to position IAQA as an experienced teacher, growth facilitator, connected advisor, and a trusted interpreter. The primary mark consists of two parts, the cropped circle with light blue airwaves, and the dark blue Adelle based word mark with a custom made "Q". The intended use of the primary mark is in the dual color format over cream or solid white background colors, or similarly light and airy photography. The primary mark is at the pinnacle of the IAQA visual hierarchy and should precede other visual devices in order to build strong visual association.



Cropped circle  
with light blue  
airwaves

IAQA

Adelle based  
word mark with  
custom "Q"

Q

Custom "Q"  
designed for the  
IAQA brand

IAQA

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# Logo Basics

## Secondary Use

The primary mark can be used in all white against appropriate brand colors\*. In these circumstances, an all white logo must be used against solid backgrounds. Avoid using the white IAQA logo on patterned or photography backgrounds.



\*see pg. 30 for a list of approved IAQA brand colors



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## Brand Guidelines

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# Logo Usage

## The Minimum Size

To maintain full legibility, never reproduce the logo at heights smaller than 1 inch tall for print and 72 pixels tall for digital. There is no maximum size limit, but use discretion when sizing the logo.



## Clear Space

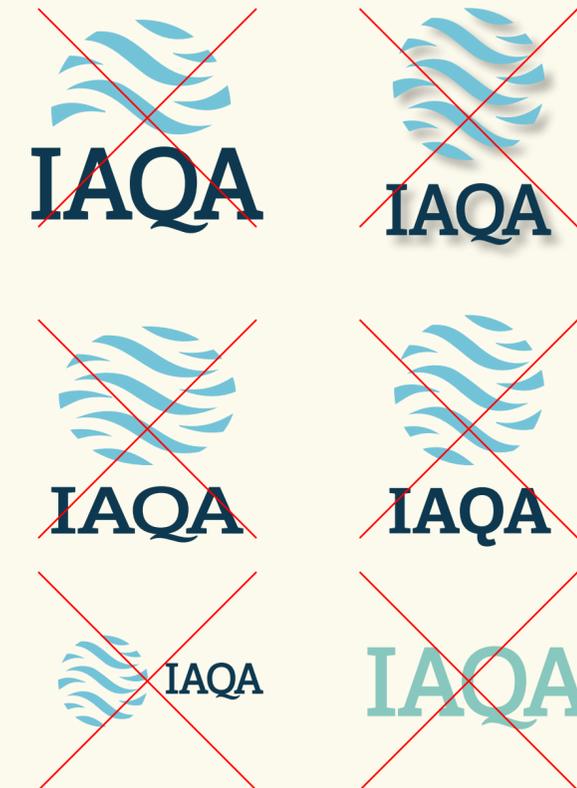


Allow the logo room to breathe and maintain an appropriate amount of clear space around the logo. The red "Q" represents the minimum border height and length. To calculate the minimum clearance, copy the "Q" in the logo you are using and shrink it by 50%, or 1/2. This smaller "Q" will provide your minimum clearance around the logo.

$$Q = Q / 2$$

## Do not change the logo

As a general rule, avoid any alterations to the IAQA logo with the exception of resizing. Examples of incorrect alterations to the logo include: Recoloring, rearranging, gradients, drop shadows, inner/outer glows, squeezing/stretching, and rotating.



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# Secondary Mark

## Spell it Out!

In an industry full of acronyms, IAQA desires to create a unique visual experience by providing a full name secondary mark. This mark is composed of two parts, the sky blue box and the Adelle based text. The secondary mark should always use the sky blue color as the background. The text is composed of three lines of Adelle Bold small caps and the custom designed "Q". The placement of this mark is intended to be in the lower left of a design piece. The bottom of the mark should bleed off the bottom of a design, but not off the left corner. Leave approximately one half of the sky blue box as a distance from the lower left corner of a design piece. See below for proper use of this mark:



The secondary mark should be treated as a logo and should not be recreated or altered in any way.



# Brand Guidelines

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## Correct



## Incorrect



## Brand Guidelines

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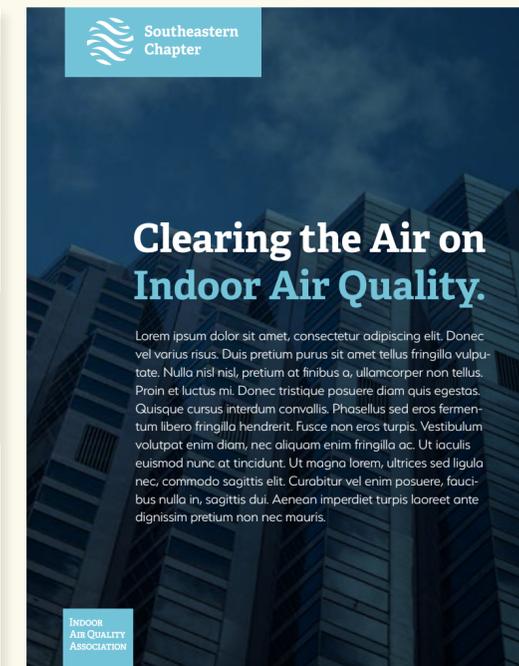
# Sub-Branding

## Chapter Logos

IAQA has developed an extension of the brand to accommodate the chapter and member levels. In the chapter setting, the mark will consist of the cropped air wave circle coupled with Adelle bold positioned to the right and centered. The chapter logo will always be reversed in white on a solid light blue background.



In print and web situations, the chapter logo must be accompanied by the secondary mark.



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# Sub-Branding

## Member Logos

The member logo will consist of the primary mark with a thin line positioned below, followed by the member affiliation separated on two lines in Serenity Bold. When used on the web, use a box with a solid white background.

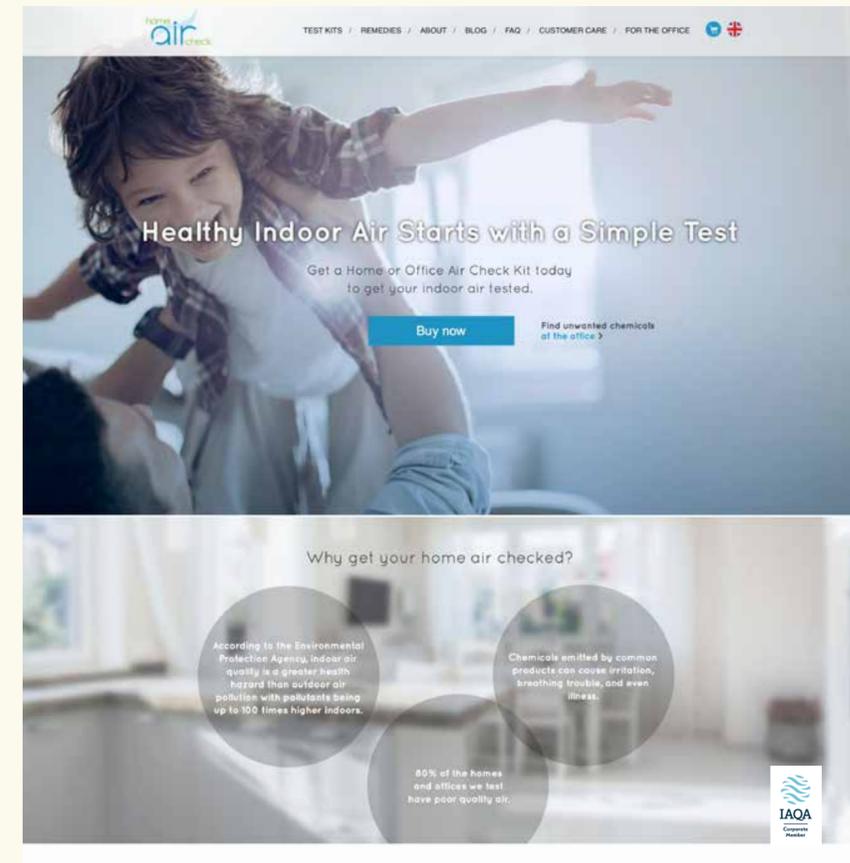


### Minimum Size

Remember to ensure the logo maintains correct sizing on all platforms.



**1 inch for print**  
**72 pixels for digital.**



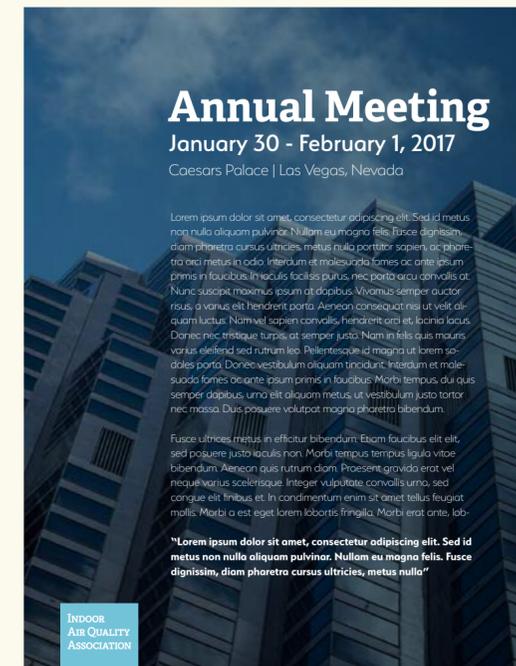
## Brand Guidelines

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# Conference Branding

## Simple and Stunning

IAQA has also developed branding guidelines for its annual conference. With multiple visual platforms in mind, the conference logo is intentionally text driven in order for photography to reinforce theme and message. The conference branding is composed of three elements: 1) Three lines of text using Adelle Bold, Serenity Medium, and Serenity Extra Light. 2) The IAQA secondary logo used appropriately. 3) Single on brand photo that expresses conference theme and messaging.



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# Colors & Patterns

IAQA uses color and patterns intentionally to both communicate the brand values and to engage people into the content. The color palette incorporates modern, softer tones, which allow for a richer visual experience. Each pattern developed will represent a certain brand trait. Together, the colors and patterns in the IAQA brand provide freedom and flexibility to be creative and strategic.

## Brand Guidelines

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# Color Palette

## Primary Colors

The primary colors for the IAQA brand are the three colors shown below (dark blue, sky blue, and cream white). The primary logo utilizes the dark blue along with the sky blue, and is ideally placed on a solid cream white background. The secondary logo and all of the sub-brands use these three colors as well. When referring to the overall brand, designs should utilize these colors. Do not alter or use variations on these colors.

PANTONE 2189 C

CMYK: 83, 27, 0, 69  
RGB: 13, 57, 78  
HEX: 0d394e

PANTONE 630U

CMYK: 52, 5, 12, 0  
RGB: 114, 195, 215  
HEX: 74c4d7

PANTONE P 1-9 U

CMYK: 0, 1, 6, 1  
RGB: 252, 250, 237  
HEX: fcfaed

## Secondary Colors



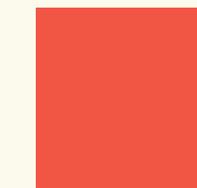
PANTONE 7549 U  
CMYK: 0, 32, 86, 0  
RGB: 255, 184, 54  
HEX: ff836



PANTONE 7549 U  
CMYK: 47, 4, 29, 0  
RGB: 134, 198, 189  
HEX: 86c6bd



PANTONE Bright Orange U  
CMYK: 0, 69, 84, 0  
RGB: 255, 114, 49  
HEX: ff7231



PANTONE Bright Red U  
CMYK: 0, 82, 76, 0  
RGB: 255, 84, 63  
HEX: ff543f

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# Patterns

## Primary Colors

The patterns developed for IAQA are designed to reinforce key brand concepts. Each pattern has a specific brand color and concept associated with it. Avoid combining patterns or mixing colors with patterns.



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# Strategic Designs

## Merging Strategy with Design

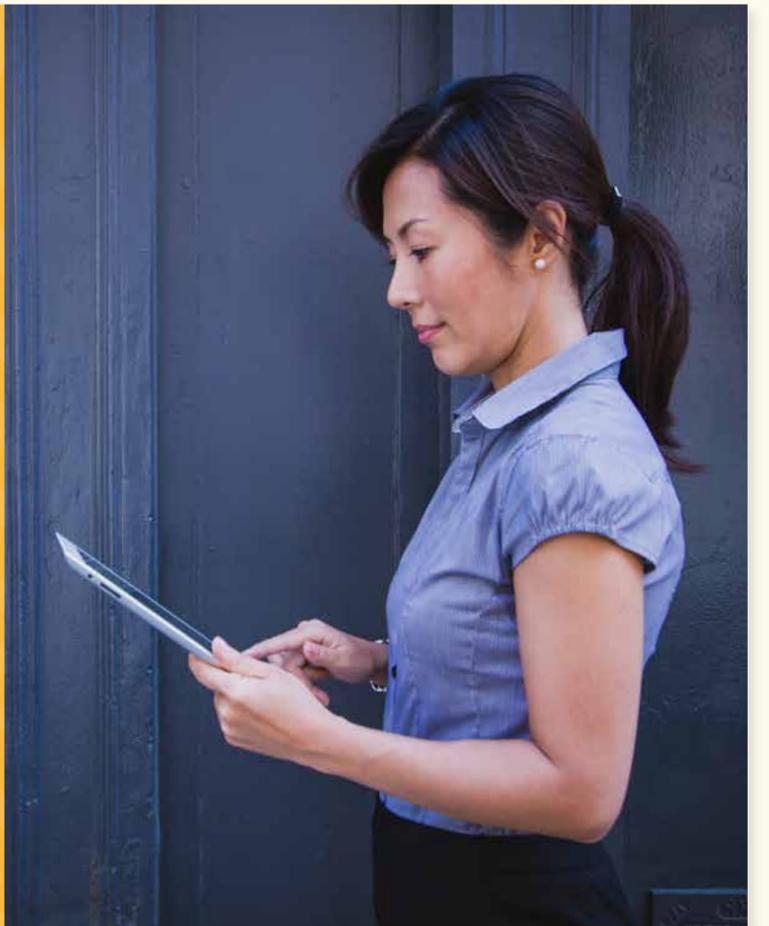
See page 19 to discover how these messages were crafted



**Clearing the Air on Indoor Air Quality**

**Where the IAQ industry connects and learns.**

At IAQA, we believe connecting all parts of the IAQ industry is central to better business growth, operational effectiveness, and true customer satisfaction. We provide the best education for all parts of the IAQ industry, translating science and standards into practice, properly informing consumers, and bringing critical feedback to industry leaders.



**IAQ Clarified**

**Your path to clean air starts here.**

IAQA provides a simple way to understand your IAQ issue and quickly connects you with the best solution. Easily diagnose your problem and find the right answers from our online resources. Then, select the best professional to address your issue from our extended network of certified IAQ professionals. Our goal is to provide you with our knowledge and experience in an easy to use and approachable format so that you can get the answers you need on demand.

[iaqa.org/diagnose](http://iaqa.org/diagnose)



These sample designs are intended to illustrate the IAQA design process. Start with identifying your intended audience, this will inform what role you will be speaking in. After crafting an appropriate message, incorporate IAQA design elements that reinforce your message.

# Fonts & Photography

Adelle and Serenity are the primary fonts for IAQA. Together these two fonts create a clear, modern, and trustworthy feel. Adelle is reserved for titles and subtitles. Serenity is reserved for body copy. Photography will be used frequently in IAQA web, print, and various other visual formats. Images must be carefully selected and treated with consistency.

# Fonts

## Adelle

While Adelle is a slab serif typeface conceived specifically for intensive editorial use, mainly in newspapers and magazines, its personality and flexibility make it a real multiple-purpose typeface. The unobtrusive appearance, excellent texture and slightly dark color allow it to behave flawlessly in continuous text setting, even in the most demanding editorial applications. Its energetic character, so inherent to slab serif fonts, becomes evident as the typeface is used for subheadings and headlines.

## Serenity

A versatile and elegant sans serif with a hint of Futura and a dash of Gill, but entirely its own design. Clear and legible in small sizes, refined and authoritative in larger sizes, Serenity is perfect for corporations, institutions, museums, galleries, editorial and publishing.

\*Adelle and Serenity can be used through Adobe Typekit or can be purchased online.

## Adelle Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

## Serenity Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

## Serenity Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Serenity Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

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# Font Usage

## Building Strong Messaging

Use Adelle Bold for headers and subheaders, and Serenity Light for body text. These two fonts, used properly, create a clear hierarchy of information and the intended typography look for the IAQA brand. Do not use Adelle in body text and Serenity as headers. Do not attempt recreating the custom "Q". The custom "Q" should only be seen in the primary and secondary marks. Refer to the samples below and this guide as a reference for basic font usage.

# Q

Situations may arise where the custom "Q" is desired out of the primary and secondary mark context, such as a tagline or special title.

**As a general rule, never use or recreate the custom "Q". It should only be seen in the primary/secondary marks.**

## Header

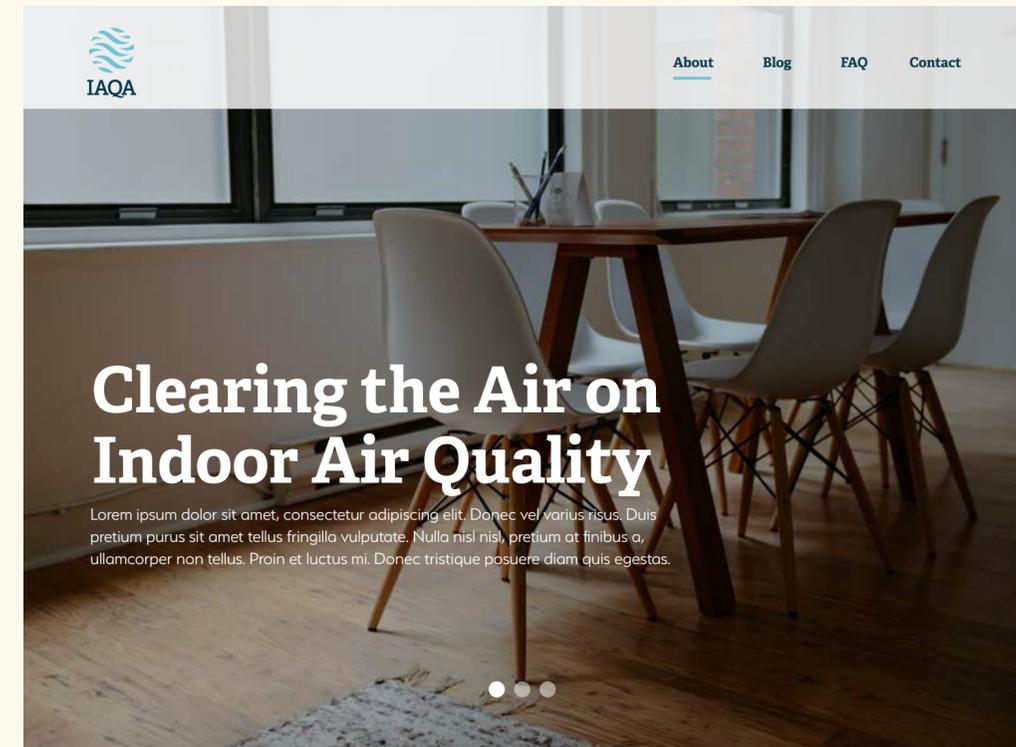
### Subheader

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec vel varius risus. Duis pretium purus sit amet tellus fringilla vulputate. Nulla nisl nisl, pretium at finibus a, ullamcorper non tellus. Proin et luctus mi. Donec tristique posuere diam quis egestas. Quisque cursus interdum convallis. Phasellus sed eros fermentum libero fringilla hendrerit. Fusce non eros turpis. Vestibulum volutpat enim diam, nec aliquam enim fringilla ac. Ut iaculis euismod nunc at tincidunt. Ut magna lorem, ultrices sed ligula nec, commodo sagittis elit. Curabitur vel enim posuere, faucibus nulla in, sagittis dui. Aenean imperdiet turpis laoreet ante dignissim pretium non nec mauris.

### Paragraph Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec vel varius risus. Duis pretium purus sit amet tellus fringilla vulputate. Nulla nisl nisl, pretium at finibus a, ullamcorper non tellus. Proin et luctus mi. Donec tristique posuere diam quis egestas. Quisque cursus interdum convallis. Phasellus sed eros fermentum libero fringilla hendrerit. Fusce non eros

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# Font Usage

## Writing Clear Content

### Leading

11 pt. type  
24 pt. leading | Avoid creating too much space between each line of text. This will negatively impact the design.

11 pt. type  
8 pt. leading | Avoid reducing the space between lines such that it becomes difficult to read.

11 pt. type  
14 pt. leading | Setting the leading correctly will have a nice appearance and will read well.

### Tracking

+100  
tracking | Avoid creating too much space between letters.

-50  
tracking | Avoid cramming the letters too tightly together.

-10  
tracking | Set the tracking properly to create a clear and professional message.

### Justified Copy

Justified copy should be avoided. It creates lines of text with inconsistent spaces between words, which makes it harder to read and aesthetically unpleasing.

Instead, use left aligned text for body copy. This eliminates unforeseen challenges like loose and tight lines in justified text. This will ensure clean and professional designs and messaging.

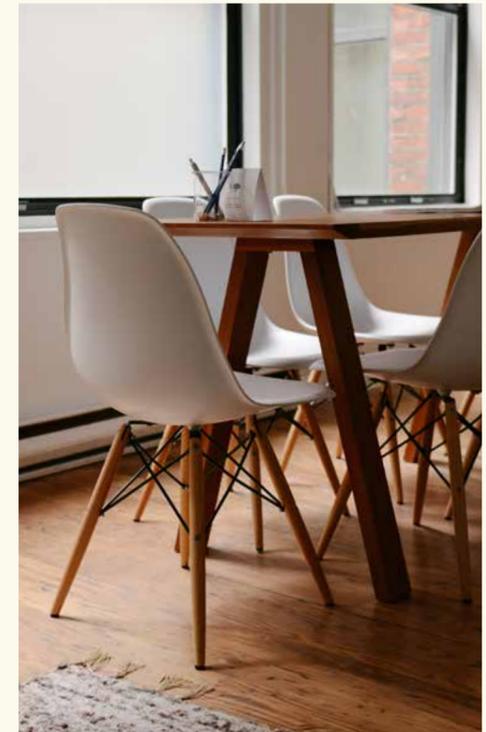
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# Photography

## Organic, Open, Human Presence

Photography will be an essential component of the IAQA visual identity. Images should not necessarily focus on individual people, but clean environments where people live, work, and play. IAQA photo usage should shed an approachable, human light on IAQ topics. Be sure to keep brand colors and patterns in mind when selecting images. Avoid using photography that is over saturated and commonly seen on stock photography sites. Choose images that portray natural and honest environments and that give viewers a portal into an intriguing world.



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# Photo Treatment

## Clean and Visible

In situations where text needs to be layered on an image, like the annual conference branding, special care needs to be taken in order to treat the photo so that it complies with IAQA branding. In this particular instance, IAQA is promoting the 20th Annual Meeting in Las Vegas. After an appropriate photo was selected based on the previous page's guidelines, a slight dark blue gradient feather with a "multiply" transparency effect has been applied. Avoid sharp gradients and gradients using more than one brand color.



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## Correct



Avoid using photography that is over saturated and commonly seen on stock photography sites. Choose images that portray natural and honest environments. Avoid upscaling small images to fit a desired dimension. As a general rule, video images should be at least 1920 x 1080 pixels, and print photography should be at least 250dpi to ensure clarity and quality.

## Incorrect



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A close-up photograph of a person wearing a white lab coat, holding a pen and writing on a document. The background is blurred, showing other people in lab coats. A white text box is overlaid on the image.

# Implementation

This section will cover how the IAQA brand should look and feel across various print and digital pieces. A consistent theme in the visual identity will be the minimal use of text for pieces that serve as first impressions. Areas such as landing pages on web, covers/inside covers on programs, web and print ads should not be text heavy. Information driven pages should be preceded by simple, core messaging and open imagery.

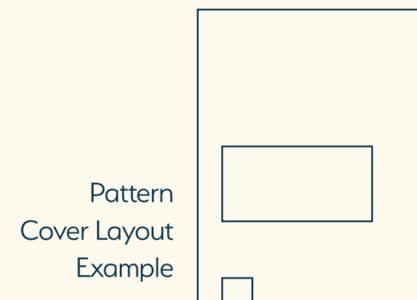
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# Print Design

## Open and Simple

When designing print pieces such as programs, flyers, banners and similar items, set generous margins so that there is plenty of white space. Layouts should be flat and clean. Proper use of branding elements will set up natural columns and divisions in design pieces.



Pattern Cover Layout Example

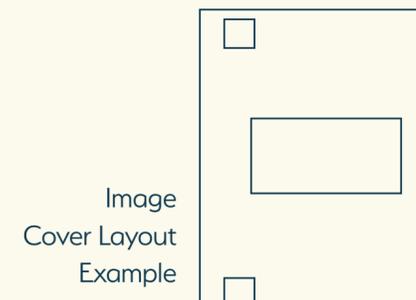


Image Cover Layout Example

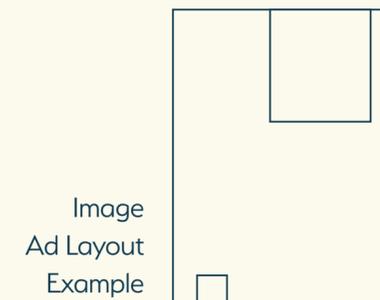
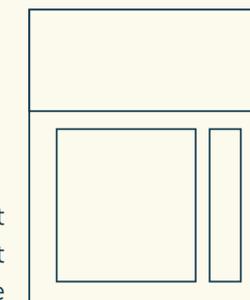


Image Ad Layout Example



Content Page Layout Example



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## Other Print Examples



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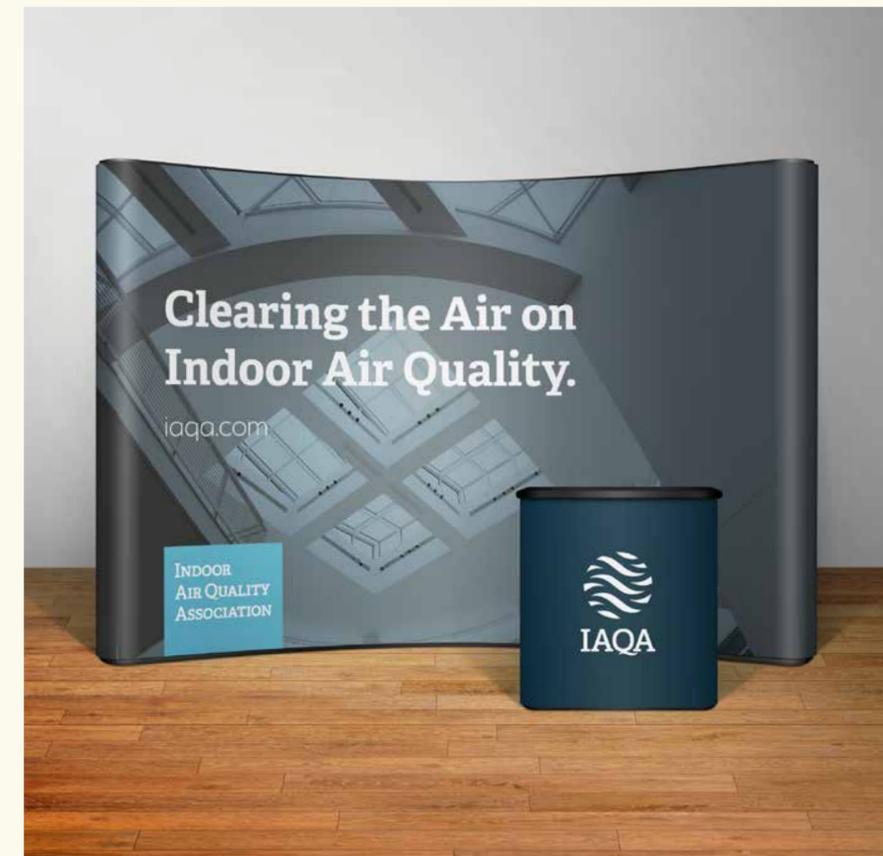
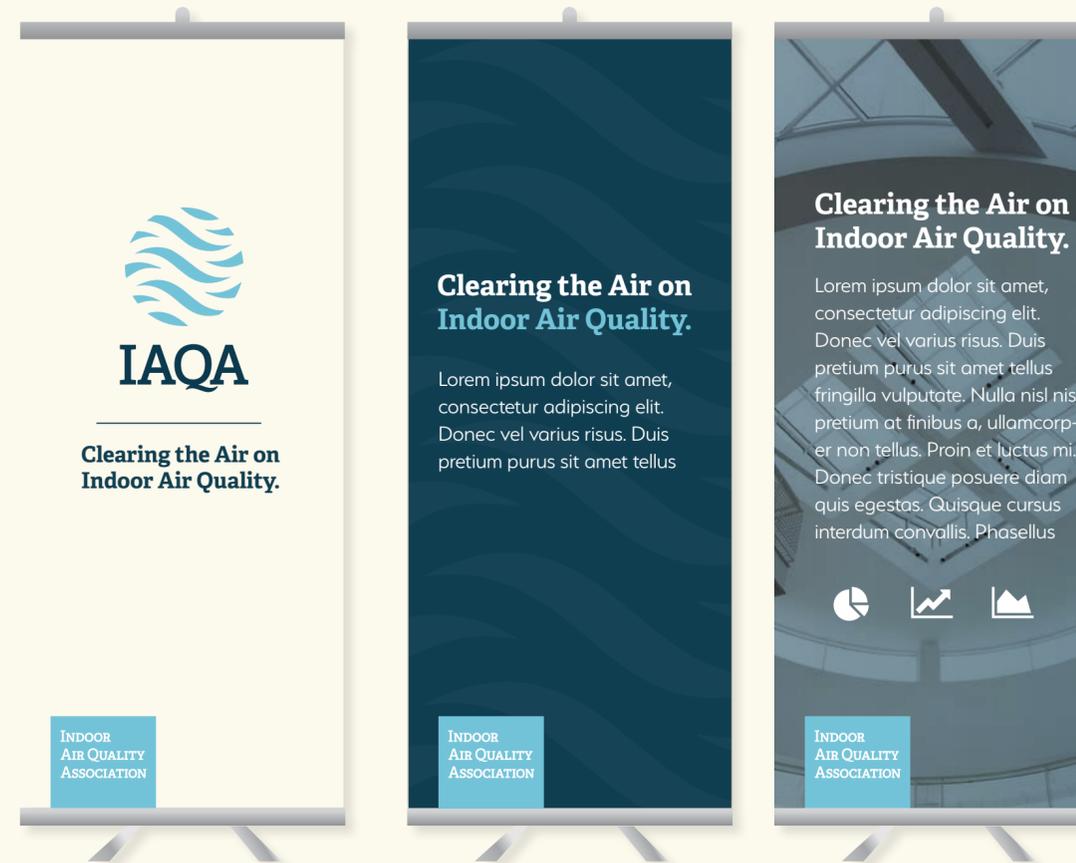
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# Event Signage

## Simple Conversation Starter

When presenting the IAQA brand in a conference setting, use simple messaging and clear taglines. This will capture more attention and start more conversations. Use this signage as a discussion starter and direct people to the website to receive detailed information.



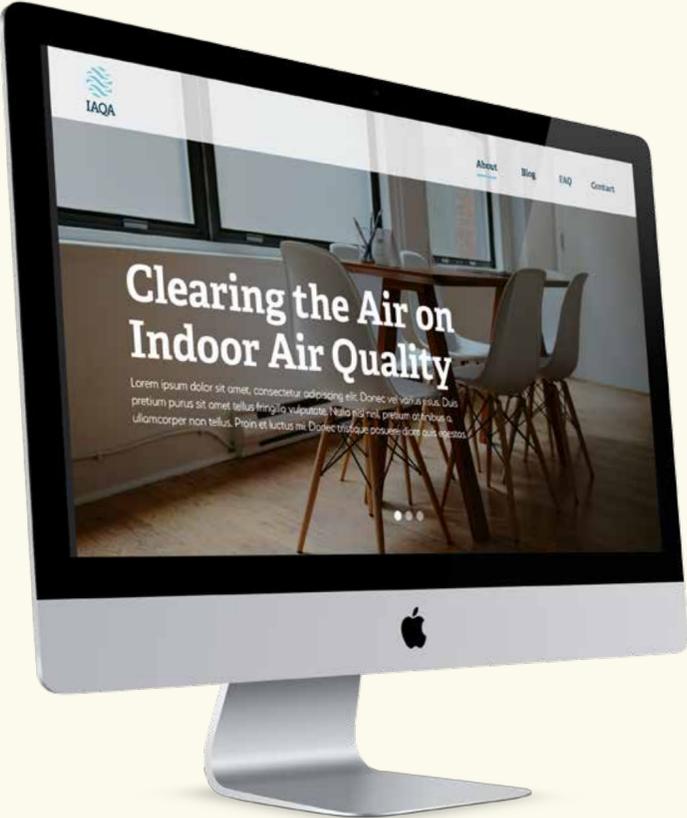
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# Digital Design

## Clear and Accessible

Digital design and print design should be very similar in regards to being open and simple. Keep text to a minimum on high traffic pages. Keep menu options simple and messaging clear.



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# Presentations

## Keep it Simple



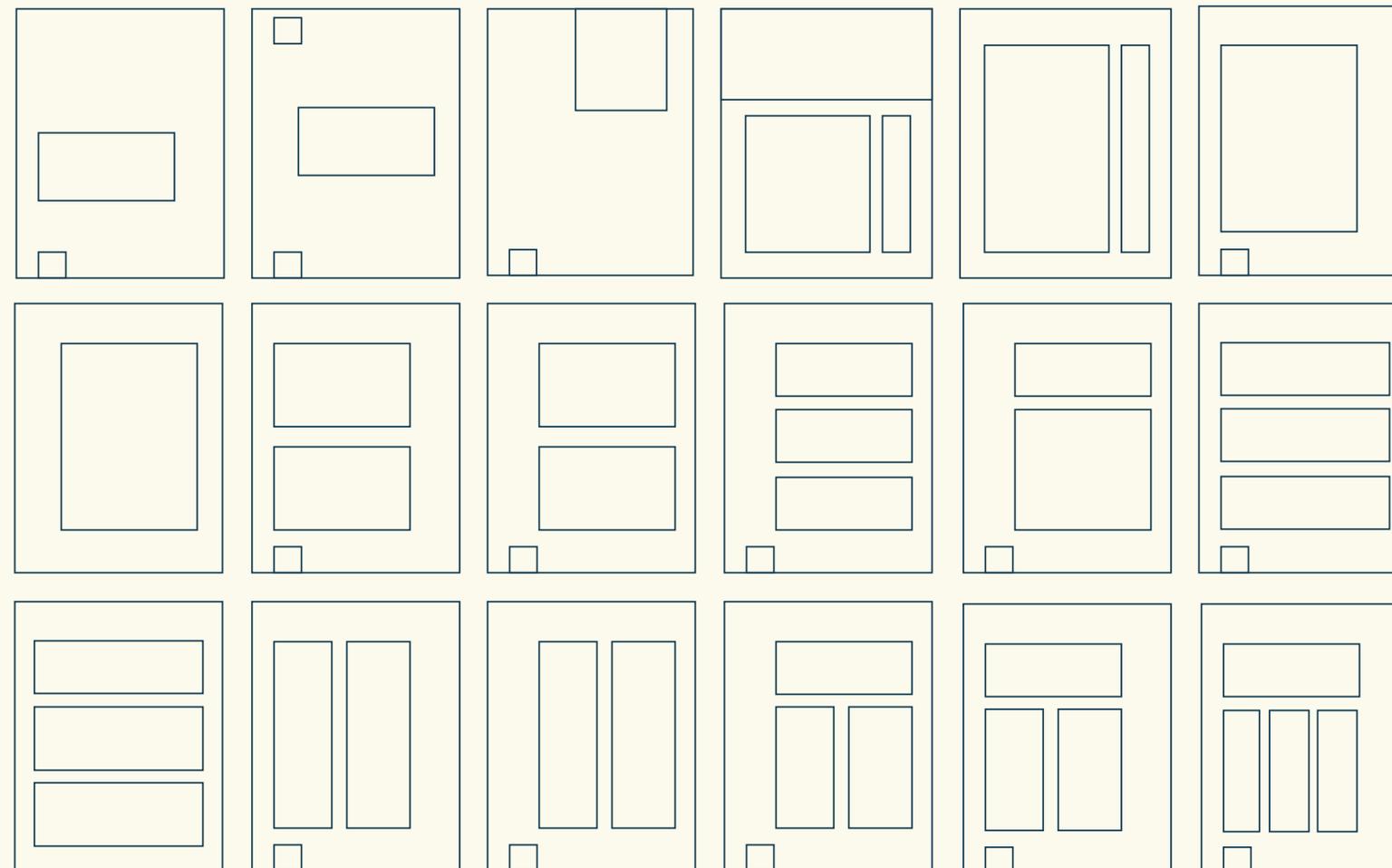
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# Layouts

## Consistent and Open

The layouts provided below are intended to be a starting point for print and web designs and can be expanded on. Over time, the consistent use of these layouts will generate visual association and will build trust.



# Branding Questions

If you have any questions about this guide or IAQA branding, please contact John Morris:



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770-309-1145



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