



## Graphic Identity Manual

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# Contents

Introduction.....	3
Color .....	4
Typeface.....	5
Wordmark and icon .....	6
Logo configurations .....	7
Sample usage scenarios.....	8
Appendix A—Files, print media.....	9
Appendix B—Files, digital media.....	11
Contact .....	12

# Introduction

Graphic identity guidelines provide a foundation for clear and consistent communication of your business' identity.

By adhering to these guidelines across mediums—publications, websites, advertising, signage, letterhead, business cards, etc.—layout, color, and typography are orchestrated to impart a unified “signature.”

This booklet includes a description of the new logo and guidelines for its use.

## Color

The official logo colors are specified using the industry-standard Pantone Matching System. The IAAB colors are PMS 3268 (teal) and PMS Cool Gray 10. These colors should be used whenever possible.

For four-color publications the CMYK approximations of these colors may be used. For PMS 3268, that is C=90 M=0 Y=49 K=0. For PMS Cool Gray 10, that is C=0 M=2 Y=0 K=60.

For two-color publications in which one color must be black, a 60 percent screen of black may be substituted for PMS Cool Gray 10.

For single-color publications, full black may be used.

A white, or knockout, version of the logo is available for use on dark backgrounds.

### PMS 3268



### PMS Cool Gray 10



# Typeface

The IAAB logo uses the Bold weight of the Eurostile typeface.

*Eurostile is one of the most important designs from the Italian font designer Aldo Novarese. It was originally produced in 1962 by the Nebiolo foundry as a more complete version of the earlier Microgramma, a caps-only font designed by Novarese and A. Butti.*

*Eurostile is a popular display font. Its linear nature suggests modern architecture, with an appeal both technical and functional. The squarish shapes with their rounded corners evoke the appearance of television screens of the 1950s and 1960s. As such, it has found some popularity in contemporary graphic design, as well as in science fiction novel and film artwork.*

**a b c d e f g h i j k  
l m n o p q r s t u v  
w x y z**

**A B C D E F G H I J K  
L M N O P Q R S T U V  
W X Y Z**

**1 2 3 4 5 6 7 8 9 0**

**! " # \$ % & ' ( ) \* +  
, - . / : ; < = > ? @**

# Wordmark and icon

The Insurance Agency Accounting & Bookkeeping logo consists of two parts: the icon (a stylization of the initials IAAB) and the wordmark (the business name spelled out in full).

## Wordmark

Insurance Agency Accounting & Bookkeeping

## Icon



## Logo configurations

The logo is available in both horizontal and vertical configurations to accommodate a wide range of applications.

And, while a full logo is the preferred usage, either the wordmark (taken from the vertical orientation) or the icon may be used to represent IAAB.

Each configuration should be treated as one unit. The proportion and spacing of the elements should not be altered in any way.

### Horizontal



### Vertical



### Icon-only



### Wordmark-only



## Sample usage scenarios

### Printing on light backgrounds



### Printing on dark backgrounds





# Appendix A—Files, print media

## Horizontal configuration



*Insurance Agency Accounting & Bookkeeping (horz.) - Cool Gray 10,3268.eps*



*Insurance Agency Accounting & Bookkeeping (horz.) - Black,3268.eps*



*Insurance Agency Accounting & Bookkeeping (horz.) - Black.eps*



*Insurance Agency Accounting & Bookkeeping (horz.) - White.eps*

## Vertical configuration



*Insurance Agency Accounting & Bookkeeping (vert.) - Cool Gray 10,3268.eps*



*Insurance Agency Accounting & Bookkeeping (vert.) - Black,3268.eps*



*Insurance Agency Accounting & Bookkeeping (vert.) - Cool Gray 10,3268.eps*



*Insurance Agency Accounting & Bookkeeping (vert.) - Black,3268.eps*

# Appendix A—Files, print media (continued)

## Icon-only configuration



*Insurance Agency Accounting & Bookkeeping (icon-only) - Cool Gray 10,3268.eps*



*Insurance Agency Accounting & Bookkeeping (icon-only) - Black,3268.eps*



*Insurance Agency Accounting & Bookkeeping (icon-only) - Black.eps*



*Insurance Agency Accounting & Bookkeeping (icon-only) - White.eps*

## Wordmark-only configuration



*Insurance Agency Accounting & Bookkeeping (text-only) - Cool Gray 10,3268.eps*



*Insurance Agency Accounting & Bookkeeping (text-only) - Black,3268.eps*



*Insurance Agency Accounting & Bookkeeping (text-only) - Black.eps*



*Insurance Agency Accounting & Bookkeeping (text-only) - White.eps*

## Appendix B—Files, digital media

The logo is provided as transparent-background \*.PNG files at three sizes (300px, 150px, 50px as the narrowest dimension) in each of its configurations. These files are designed for digital use—presentations, websites, social media, etc.

Additional files for specific uses may be generated from the print media files or requested from PIA Creative Services at no charge.

*Insurance Agency Accounting & Bookkeeping (horz.) - RGB-300px.png*

*Insurance Agency Accounting & Bookkeeping (horz.) - RGB-150px.png*

*Insurance Agency Accounting & Bookkeeping (horz.) - RGB-50px.png*

*Insurance Agency Accounting & Bookkeeping (vert.) - RGB-300px.png*

*Insurance Agency Accounting & Bookkeeping (vert.) - RGB-150px.png*

*Insurance Agency Accounting & Bookkeeping (vert.) - RGB-50px.png*

*Insurance Agency Accounting & Bookkeeping (icon-only) - RGB-300px.png*

*Insurance Agency Accounting & Bookkeeping (icon-only) - RGB-150px.png*

*Insurance Agency Accounting & Bookkeeping (icon-only) - RGB-50px.png*

*Insurance Agency Accounting & Bookkeeping (text-only) - RGB-300px.png*

*Insurance Agency Accounting & Bookkeeping (text-only) - RGB-150px.png*

*Insurance Agency Accounting & Bookkeeping (text-only) - RGB-50px.png*

## Contact

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