



IAS 2023

IAS 2023 brand design guidelines

Version 2.0

14 October 2022

IAS



Content

This document will help you understand the IAS conference identity and bring it to life. It provides definitions, explains how to apply the design elements and serves as a source of inspiration. Help us continue to build a global brand that people understand, support and follow with commitment.

3 Logo

3 Logo versions

4 Logo usage

6 Usage in relation to the IAS logo

7 Colours

8 Typography

8 Typeface

9 Font styles

11 Visuals

11 Artwork

12 Patterns

13 Product examples

14 Physical spaces

14 Signage

15 Stage

Logo

Logo versions

Primary logo

This is the primary version of the logo and should be the first choice for most uses.



Logo with date

This version should be used in cases where the date should be prominent but it isn't reasonably possible to include the date in another way.

Exceptions can also be made for layout purposes. For example, if the primary logo would not reasonably fit a restrictive layout (e.g. a short banner ad) the logo with date may be used.



1. Primary logo

Figurative mark / icon

This is an integral part of the logo. The icon should not be used in place of the logo without prior consent.

Any other versions of the conference logo should not be used without prior consent.



2. Logo with date



3. Figurative mark / icon

Logo usage

Don'ts

It is important to treat the logo with appropriate care and protect it from inappropriate display. Please do not modify the logo files in any way. Use only the prepared logo data.

The legibility and visibility of the brand logo must always be ensured and has highest priority. Therefore the logo is always placed on white.

There is no negative logo version.



Incorrect colour



No additional design elements



No shadows or any style effects



No colour backgrounds



No rearrangement or modifying



No compressing



No negative logo version



No photo background

Logo usage

Dos

It is important to treat the logo with appropriate care and protect it from inappropriate display. Please do not modify the logo files in any way. Use only the prepared logo data.

The legibility and visibility of the brand logo must always be ensured and has highest priority. Therefore the logo is always placed on white.

Always allow a ribbon's width clear space around the logo. This space is built in to the logo files.



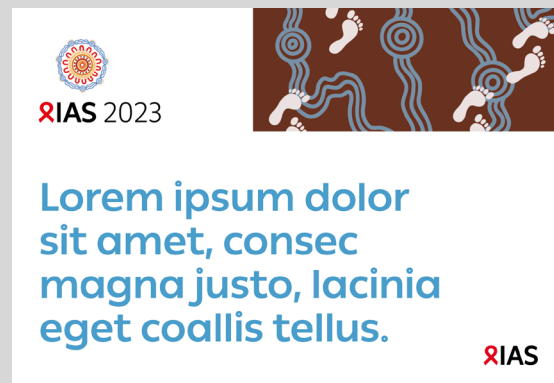
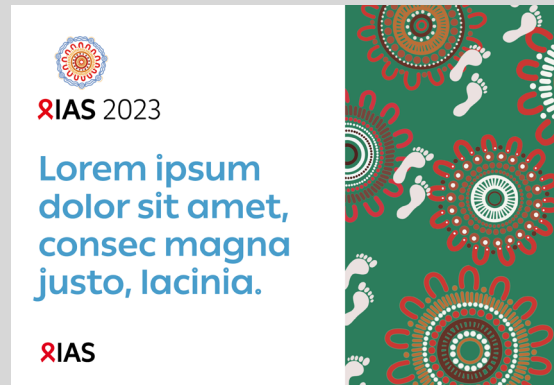
Logo usage

Usage in relation to the IAS logo

Where possible, the IAS logo should be visible as well as the conference logo.

A few rules:

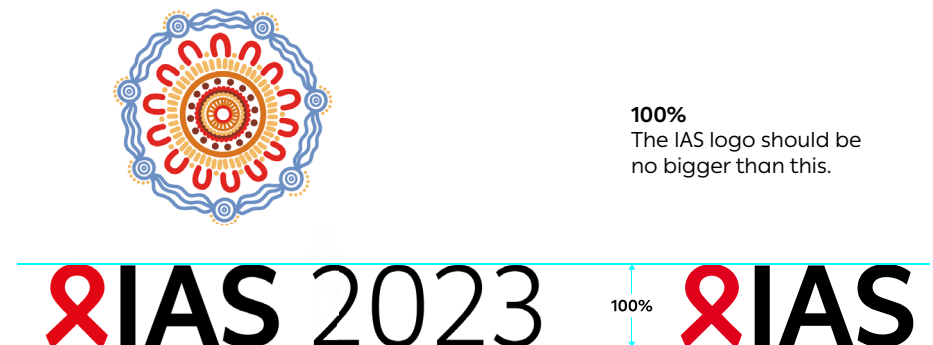
- The conference logo should be the most prominent. Ideally placed in the top left corner (do not center the logo).
- The IAS logo should be less prominent, usually in a bottom corner or to the far opposite corner.
- The IAS logo should be no smaller than 50% and no larger than 100% in relation to the conference logo (using the ribbon as the sizing reference - see below).



logo sizes

50%
The IAS logo should be no smaller than this.

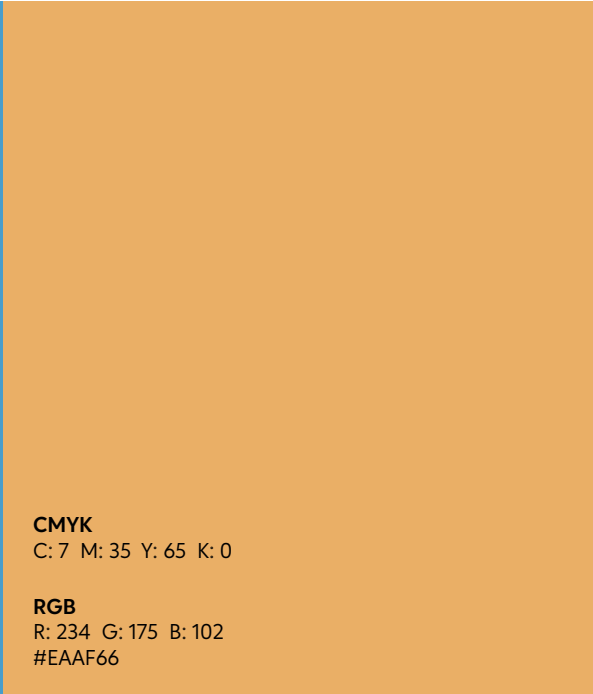
100%
The IAS logo should be no bigger than this.



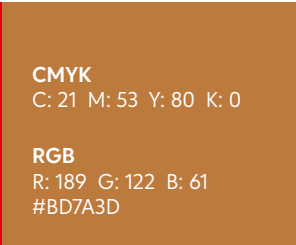
Colours

Primary colours should always be used in all applications. If in special cases several colours are needed, these additional colours can be used, e. g. to distinguish infographics. These colours allow information to be visually separated even more clearly. They should only be used when necessary.

Primary colours

 CMYK C: 69 M: 24 Y: 8 K: 0 RGB R: 72 G: 157 B: 203 #489DCB	 CMYK C: 7 M: 35 Y: 65 K: 0 RGB R: 234 G: 175 B: 102 #EAAF66	 CMYK C: 0 M: 0 Y: 0 K: 100 RGB R: 0 G: 0 B: 0 #000000  CMYK C: 0 M: 0 Y: 0 K: 0 RGB R: 255 G: 255 B: 255 #FFFFFF
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Secondary colours

 CMYK C: 81 M: 27 Y: 70 K: 0 RGB R: 44 G: 125 B: 92 #2C7D5C	 CMYK C: 64 M: 0 Y: 60 K: 0 RGB R: 96 G: 179 B: 132 #60B384	 CMYK C: 0 M: 100 Y: 100 K: 0 RGB R: 224 G: 0 B: 27 #E0001B	 CMYK C: 21 M: 53 Y: 80 K: 0 RGB R: 189 G: 122 B: 61 #BD7A3D	 CMYK C: 36 M: 78 Y: 81 K: 52 RGB R: 105 G: 49 B: 31 #69311F
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Typography

Typeface

The IAS Ribbon Sans has three font styles: Bold, Regular and Light.

The customized typeface shapes the brand significantly and is one of the most important parts of the IAS brand, including IAS conferences.

IAS Ribbon Sans must always be the first choice.

As an exception the system font Verdana works as a substitute font, but may only be used as an exception if e.g. the brand typeface can not be used for technical reasons.

IAS Ribbon Sans Bold

aA

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz;:?!

IAS Ribbon Sans Regular

aA

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz;:?!

IAS Ribbon Sans Light

aA

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz;:?!

System font
Verdana Bold

aA

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz;:?!

System font
Verdana Regular

aA

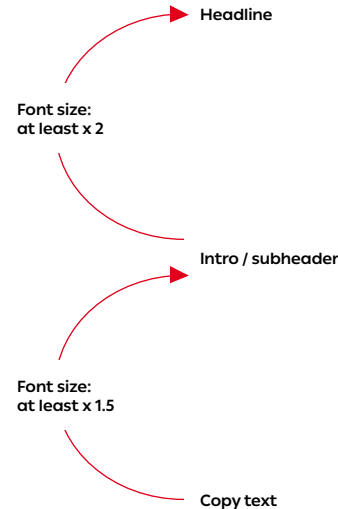
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz;:?!

Typography

Font styles

Typography is one of the key elements of IAS branding. The specially adapted house font gives us the possibility to create powerful messages but also to design extensive texts in a reader-friendly and well-structured way.

The aim is to create an exciting layout through high-contrast sizes and thus help the reader to understand the important information more quickly. Wherever possible, you should pay attention to harmonious proportions and consistent formatting of the text modules throughout.



Headline IAS Ribbon

Sans Light & Bold

Lorem ipsum tortor risus. Curabitur non nulla sit amet nisl tempus convallis quis ac lectus.

Vivamus magna justo, lacinia eget consectetur sed, convallis at tellus. Quisque velit nisi, pretium ut lacinia in, elementum id enim.

Mauris blandit aliquet elit, eget tincidunt nibh pulvinar a. Mauris blandit aliquet elit, eget tincidunt nibh pulvinar a. Proin eget tortor risus.

Font sizes

Example font sizes and proportions are shown here for both print and digital applications. Real world applications may differ based on specific requirements.

Print sizes

H1, 45 pt

H2, 30 pt

Intro text, 15 pt

Body copy, 10 pt
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Digital / web sizes

H1, 72 px

H2, 48 px

Intro text, 24 px

Body copy, 16 px
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Typography

Font styles

Headlines can use either IAS Ribbon Sans Light in black or IAS Ribbon Sans Bold in the primary colour.

Intro / subheading text is set in IAS Ribbon Sans Bold in the primary colour.

Copy text is set in either IAS Ribbon Sans Regular or Light. Always in black. Emphasis can be added with Bold or Italic and highlighted in the primary colour.

Links use IAS Vibrant Red and are underlined.

Intro / subheader

Lorem ipsum tortor risus. Curabitur non nulla sit amet nisl tempus convallis quis ac lectus.

Copy text

Vivamus magna justo, lacinia eget consectetur sed, convallis at tellus. Quisque velit nisi, pretium ut lacinia in, elementum id enim.

Mauris blandit aliquet elit, eget tincidunt nibh pulvinar a. Mauris blandit aliquet elit, eget tincidunt nibh pulvinar a. Proin eget tortor risus.

Buttons

Buttons have 100% rounded corners.

Button backgrounds use the primary colour, with white text IAS Ribbon Sans Bold.

Hover and active states of buttons invert these colours with a 1px solid border.

Button: link state

Button

Button: hover / active state

Button

Callout boxes

Callout boxes should use either of the primary colours as a background colour, with text on a blue background in white, and text on a tan background in black.

Buttons within callout boxes should use a white background and text colour matching the callout box background. Hover and active states should invert colours as with other buttons, making sure the colours align with the callout box background.

Lorem ipsum tortor risus.

Vivamus magna justo, lacinia eget consectetur sed, convallis at tellus. Quisque velit nisi, pretium ut lacinia in, elementum id enim.

Mauris blandit aliquet elit, eget tincidunt nibh pulvinar a.

Button

Button

Mauris blandit aliquet elit, eget tincidunt nibh pulvinar a. Quisque velit nisi, pretium ut lacinia in, elementum id enim.

Button

Button

Visuals

Kurrpara mirndingunyas - Three Paths

The artwork here, by First Nations artist Leah Cummins, is the basis for the visual identity of the conference. All IAS 2023 visual design has been developed from this artwork.

The 3 circles represent traditional medicine, western medicine and in the middle will be the merging of western and traditional holistic medicine.

The people sitting on the outside are those that are doctors, researches, nurses, healers, medicine man and women etc.

The river that is in blue is the Meeanjin (Brisbane) river where is central to the gather of the event.

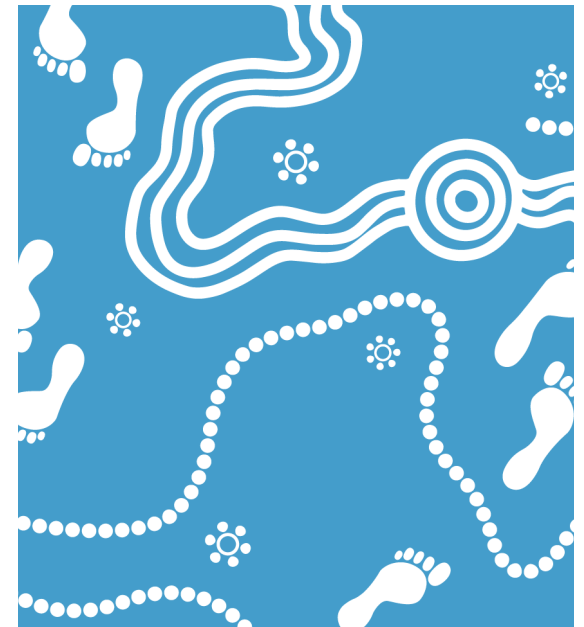
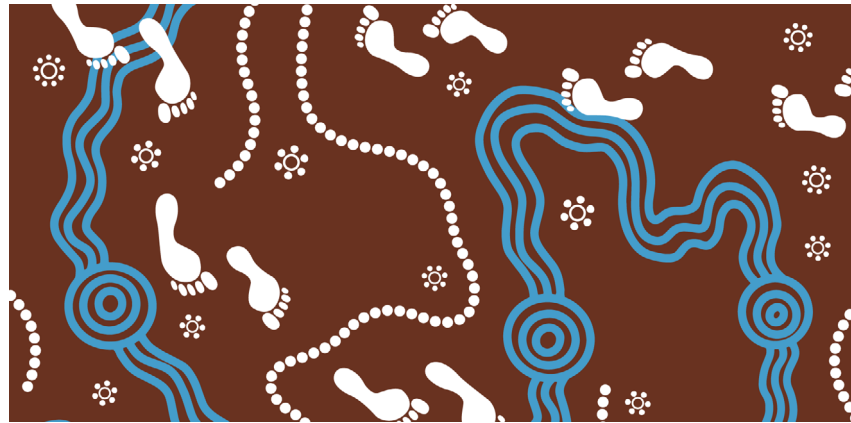
The outer circles are groups of people from different backgrounds all individual in their own way these people bring knowledge and experience in traditional and western medicine. They are all connected to one another converging on Brisbane for the event. The foot prints present the people travelling to come to Meeanjin. The stars present hopes and dreams on healing and connecting knowledge from the past to the future.



Visuals

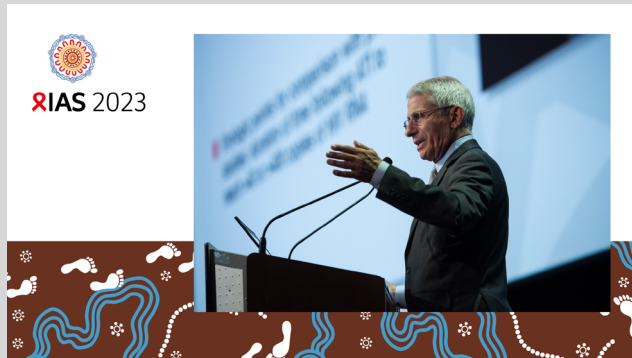
Brand patterns

A number of patterns and visual elements have been developed to enhance the visual presence and messaging of the conference branding.

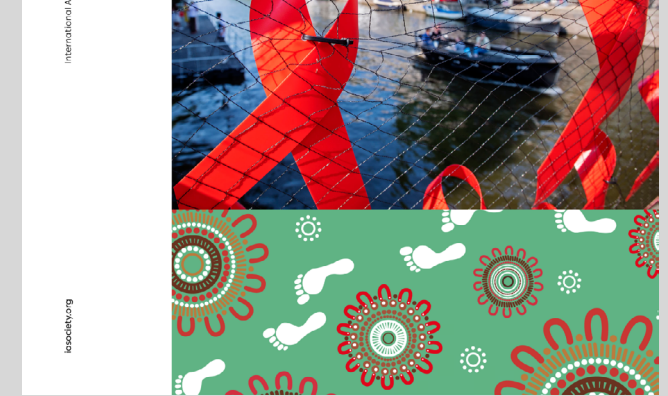


Visuals

Product examples



iasociety.org



Physical spaces

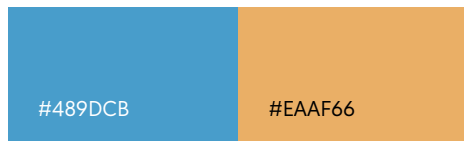
Signage

All primary information and titles are set in
IAS Ribbon Sans Bold.

IAS Ribbon Sans Light
IAS Ribbon Sans Regular
IAS Ribbon Sans Bold

Primary information always uses the
primary color #489DCB

Secondary information may use the
secondary color #EAAF66



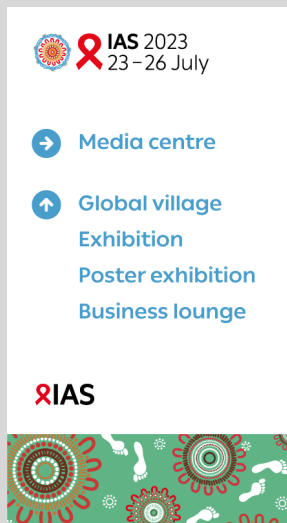
Welcome to IAS 2023
Lorem ipsum

Iconography, directinal arrows etc.
use a single color.



Physical spaces

Signage examples



Physical spaces

Stage

Stage decorations always include the conference logo at the top. The IAS logo can be placed alongside the conference logo (following the rules specified earlier). In the case of vertical banners with limited space, the IAS logo can be placed at the bottom.

Stage backdrops require a suitably dark background. If the primary colour is not suitable for a stage backdrop, e.g. for technical reasons, then an alternative secondary colour can be used – some examples are shown here.

Preferred backdrop colour



Alternative backdrop colours

