

IEMA Logo Guidelines

Use of the IEMA logo is reserved for official Association publications unless a special request is granted by the Board of Directors.

Our signature consists of a logo (symbolizing the work the association does) as well as type that identifies the association and in the horizontal version, a tagline.

To achieve maximum recognition of the signature, it is important to use it in the predetermined size and space relationship. *It is not acceptable to alter the proportion of the logo or type in the signature.*

The signature is available in three formats; centered vertical and horizontal as shown. And may be used in 1, 2 and 3 colors as outlined in the color guidelines below.

Color Guidelines

Three specific Pantone colors are used in the signature in its full color form. These colors are Pantone 2728, Pantone Warm Red and Pantone 130. Whenever possible the signature should be printed in these ink colors or the 4-color process inks in the percentages to match them as noted.

It is not always possible to use the signature in its 3-color form. When necessary, the signature may be reproduced in the 1-color or 2-color forms shown in the signature format section. If the Pantone colors (or their process color equivalents) are not available, the signature should be solid black.

When printed in a single color piece other than black, use the same solid color for the signature.



Iowa Educational
Media Association



Iowa Educational
Media Association

Promoting literacy and lifelong learning.



Iowa
Educational
Media
Association



Pantone 2728

| | |
|---------------------|------|
| 2728 process match: | |
| Cyan | 100% |
| Magenta | 69% |
| Yellow | 0% |
| Black | 0% |



Pantone
Warm Red

| | |
|--------------------|-----|
| Red process match: | |
| Cyan | 0% |
| Magenta | 79% |
| Yellow | 91% |
| Black | 0% |



Pantone 130

| | |
|--------------------|------|
| 130 process match: | |
| Cyan | 0% |
| Magenta | 27% |
| Yellow | 100% |
| Black | 0% |

Approved Signature Formats:

The formats shown are the only authorized forms of the IEMA signature. It is recommended that the signature should NOT be placed over another color background, photo or art texture.

Electronic versions of the logo are available on the IEMA home page.

3 Color



Iowa Educational
Media Association

Promoting literacy and lifelong learning.



Iowa
Educational
Media
Association



Iowa Educational
Media Association

2 Color



Iowa Educational
Media Association

Promoting literacy and lifelong learning.



Iowa
Educational
Media
Association



Iowa Educational
Media Association

1 Color



Iowa Educational
Media Association

Promoting literacy and lifelong learning.



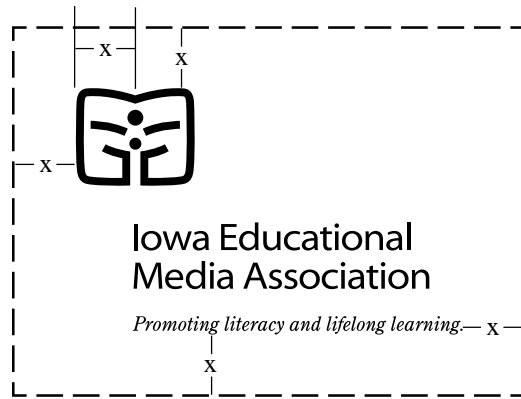
Iowa
Educational
Media
Association



Iowa Educational
Media Association

Area of Isolation

To achieve maximum recognition of the logo, it is important to leave an area of white space around it. This is its “area of isolation”. It is recommended that an area equal to half the width of the logo (x) should be maintained around the signature.



IEMA Typography

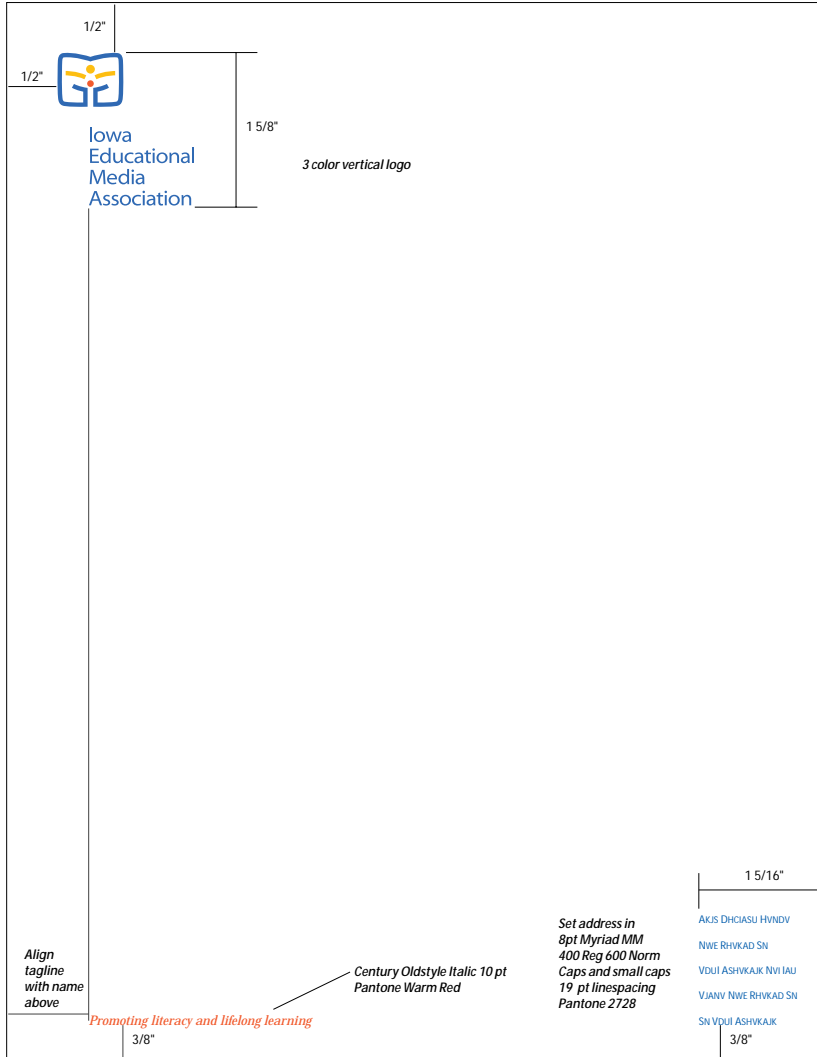
The typefaces that support the IEMA identity are Myriad MM, Times Roman and Century Old Style. All weights, condensed versions and italics from each family are approved for use.

Myriad MM 400 Reg 600 Norm
Myriad MM 700 Bd 600 Norm
Myriad MM 400 BI 600 Norm
Times Roman
Times Semibold
Times Bold
Century Old Style
Century Old Style
Century Old Style

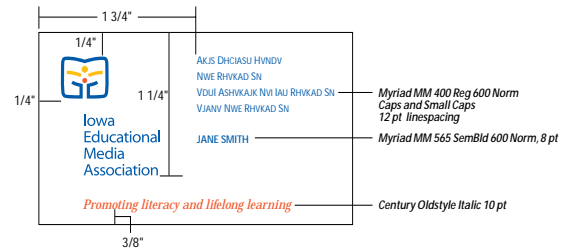
IEMA Stationery

The specifications below should be used to create all IEMA stationery.

8 1/2 X 11 LETTERHEAD



BUSINESS CARD



#10 ENVELOPE

