

Guidance on the use of the IELA logo

Never change the arrangement or proportions of the logo. Always use the master artworks provided.

Logo versions

There are four versions of the IELA logo



1. A blue logo



2. Reversed out of blue (the preferred version).



3. A black logotype



4. A white logotype for use on solid colours

Clear space

To show the new logo correctly, there must always be clear space around it. Clear space is the amount of space that must be kept clear of all other elements such as text, symbols or other graphics.

The minimum clear space all around the logo is to be at least 10mm – as shown on the illustration below. Wherever possible the clear space should be larger than indicated, as white space is an important in emphasising the new logo.

Incorrect usage

Care must be taken to ensure correct and consistent reproduction of the logo. Incorrect use of the logo compromises its effectiveness.

We need to protect our identity to ensure that our message is clear and consistent across a range of communications and media.

When scaling the logo do so proportionally. The logo must not be squashed or stretched in either direction.

Usage sizes

Sizes

All artwork versions are supplied as a scalable logo and they can be scaled up or down together.

Minimum size

The logo width should never be used smaller than 60mm as illustrated

IELA element

The IELA element of the logo may be used on its own but must not be used smaller than 25mm width.

60mm



X Never disproportionately elongate the logo



X Never squash the logo



X Never stretch the logo
25mm

Colour: The preferred logotype colour is blue: *pantone 300*.

**For any questions please contact the IELA Secretariat: adminiela@iela.org
Tel. +41 41 661 1718 – Fax +41 41 661 1719 – www.iela.org**