



Logo Use Guidelines

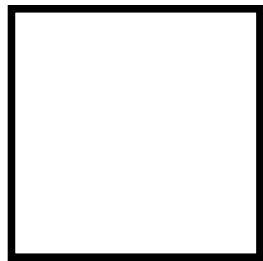
for Jerseys and Similar Media

Careful Usage

The visual identity of the International Quidditch Association is what makes our organization easy to identify. Our logo is the key element of this design concept. By giving you the following guidelines we help you to implement the IQA logo correctly in your individual designs.

Corporate Colors

Main colors



White

R 255 G 255 B 255
C 0 M 0 Y 0 K 0
PANTONE [none]



Black

R 0 G 0 B 0
C 0 M 0 Y 0 K 0
PANTONE 0 C



Grass Green

R 114 G 186 B 107
C 60 M 0 Y 72 K 0
PANTONE 360 C

Stand out color



Peach

R 246 G 175 B 149
C 0 M 40 Y 40 K 0
PANTONE 162 C

For highlighted text



Grass Green +

R 108 G 176 B 101
C 60 M 0 Y 72 K 8
PANTONE 360 C + K 8

Color modes

RGB

Red, Green & Blue

CMYK




Cyan, Magenta,
Yellow & Key (Black)

Pantone

Specialist color system

digital

print

One official logo

The IQA logo comes in two versions: the short one with the abbreviation and the full one with the name of the organization, which is written out. These two logo versions can be used in two separate colors; grass green or gray. Both colors can be also used in their negative solution.



Minimal free zone

The logo already comes in files with the needed free zone around every element. Always make sure that the free zone is not disturbed by other things! It's always better to have even more space around the logo.



Use of green

The color ‘grass green’ is our first choice to represent the IQA. Use it for the logo as often as possible.



Use of gray

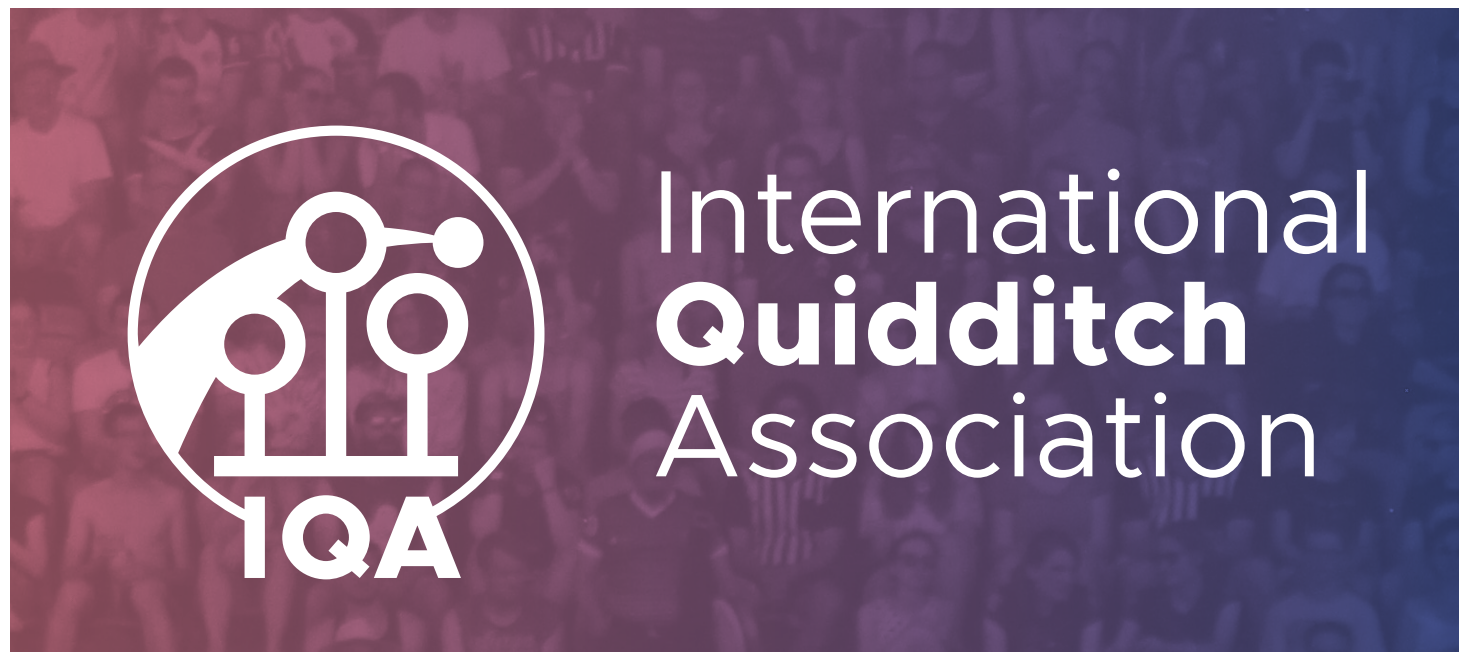
If you cannot use ‘grass green’ for showing the logo (in print media for example), use gray instead of green.



❗ Never use the gray logo on a colored background!

Monochrome logo

For difficult design situations and the use on photographs there is a monochrome version of the IQA logo. On photographs you have to use this logo version only in white or in black! The use of different colors is allowed for other media like jerseys, just make sure the contrast is high enough.



Use of other colors

If needed, the logo can also be colored differently, when it has to be placed in an external context, so it will fit the design where it has to be implemented. Best examples are jerseys of national teams.

One foreign color for the background element



Foreign color negative



Monochrome logo version for difficult placements and use on pictures



Elements are consistent and the contrast is strong enough

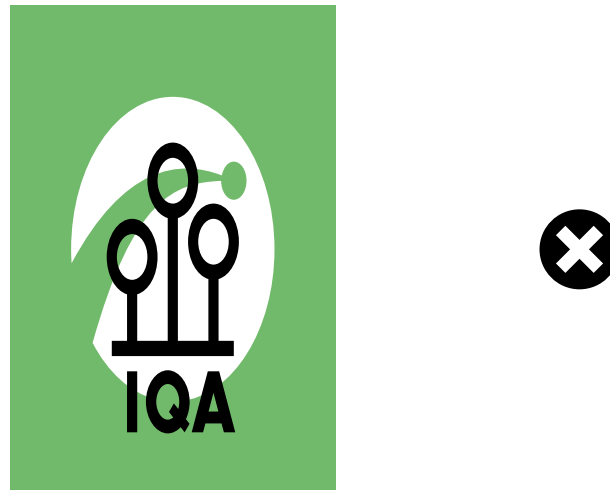


Logo don'ts

Never use shadows!



Never narrow the logo!



Never stretch the logo!



Never change the order of colors!



Never modify the logo in any manner!



Never ignore having the right contrast!



File formats

JPEG (.jpg)

Joint Photographic
Experts Group

EPS (.eps)

Encapsulated Postscript

PNG (.png)

Portable Network Graphics

PDF (.pdf)

Portable Document Format

Link for download: |

<https://shorturl.at/W5Anx>

digital print

Use on jerseys

For national team jerseys the short version of the IQA logo has to be placed on one of the sleeves.

For local team jerseys you can use the IQA logo anywhere on the design. Leave always enough space around the logo.

All elements of the logo are visible and nothing is modified



One tone of color for the background works the best



Minimal size of the logo is 5 cm in diameter (circle, not the free zone)



The pattern in the background is not disturbing the logo



Implementation don'ts

Never lower the saturation of the logo!



Never outline the logo in any manner!



Never change the color of the hoops and the abbreviation!



Never use a messy background!



Never cover parts of the logo!



Never place the logo on other logo-like elements!



2019 Copyright
International Quidditch Association

Designed by Filip Holeček