

The Ian Potter Foundation

IDENTITY GUIDELINES

For External Use
June 2015



Logo Specifications – Our Ian Potter Foundation Logo	2
Logo Specifications – Our Cultural Trust Logo	3
Logo Specifications – Clear Space and Minimum Size	4
Logo Variations	5
Incorrect Usage (To come)	

OUR 'IAN POTTER FOUNDATION' LOGO

Our Ian Potter Foundation logo consists of two elements: the 'Seahorse' symbol and The Ian Potter Foundation wordmark. The 'Seahorse' symbol should always be used together with the wordmark.

The logo should not be redrawn, digitally manipulated or altered.

Primary Logo – (Horizontal)







Seahorse symbol



Vertical Version of the logo.



Core Brand Logo Palette

			
PMS 314 U	PMS 3125 U	PMS 3265 U	PMS 3248 U
CMYK C: 100 M: 5 Y: 5 K: 30	CMYK C: 80 M: 5 Y: 15 K: 0	CMYK C: 70 M: 0 Y: 35 K: 0	CMYK C: 43 M: 0 Y: 24 K: 0
RGB R: 0 G: 132 B: 169	RGB R: 0 G: 181 B: 204	RGB R: 53 G: 189 B: 178	RGB R: 143 G: 210 B: 202

OUR 'CULTURAL TRUST' LOGO

Our Ian Potter Cultural Trust logo consists of two elements: the 'Seahorse' symbol and The Ian Potter Foundation wordmark. The 'Seahorse' symbol should always be used together with the wordmark.

The logo should not be redrawn, digitally manipulated or altered.

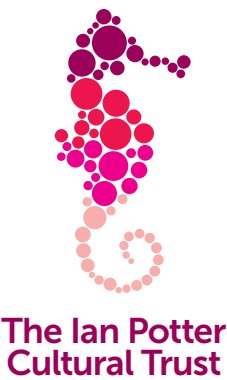
Primary Logo – (Horizontal)







Seahorse symbol



Vertical Version of the logo.



Core Brand Logo Palette

			
PMS 228 U	PMS 199 U	Process Magenta U	PMS 1765 U
CMYK C: 35 M: 100 Y: 40 K: 10	CMYK C: 0 M: 100 Y: 60 K: 5	CMYK C: 0 M: 100 Y: 0 K: 0	CMYK C: 0 M: 35 Y: 20 K: 0
RGB R: 156 G: 0 B: 89	RGB R: 237 G: 23 B: 79	RGB R: 236 G: 0 B: 140	RGB R: 248 G: 175 B: 174

CLEAR SPACE

IPF's logo must always stand out from other information. To ensure this, a minimum area of clearance must be maintained. No graphics or images may encroach into this area. Wherever possible, create more space around the brand than the minimum area of isolation shown here.



MINIMUM SIZE

Minimum size specifications ensure the brandmark remains clearly legible in all applications and throughout all methods of production.

The minimum size of the logo must not be less than 30mm wide with the Primary version of the logo and .

(Primary or Horizontal version of the logo)



(Vertical version of the logo)

Primary Logo – Full Colour
Preferred Version



Should appear on white background (with some exceptions).

Primary Logo – Black and White



A single colour black (mono) logo should only be used in instances where it is not possible to print or display in full colour.

Primary Logo – Reversed options



When reversing the logo from a solid colour it should always appear in white. See logo colour pallettes for palette background colour options.