

LOGO REPRODUCTIONS

Gradient: Used for any print collateral or digital materials, the web, Google Slides, or TV use.

Solid Color: Used for any offset PMS printing needs or when printing signage or apparel that use PMS inks. Also used for situations where a gradient is not possible, like screenprint or embroidery.

Black: Only used when printing does not allow for multiple colors.

Knockout (KO): Used on dark color backgrounds.

The secondary version of the logo includes the dates of the 2024 IPAW week.

PRIMARY LOGO



GRADIENT



SOLID COLOR



BLACK



KNOCKOUT (KO)

SECONDARY LOGO



GRADIENT



SOLID COLOR



BLACK



KNOCKOUT (KO)

COLOR PALETTE

RGB: Used for web, digital, and on-screen applications **ONLY** (not for print).

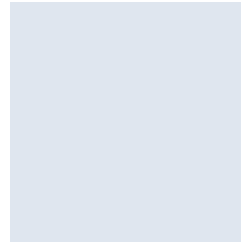
HEX: Used to create brand colors on webpages—in style sheets or HTML code.

CMYK: Used for materials intended for print.

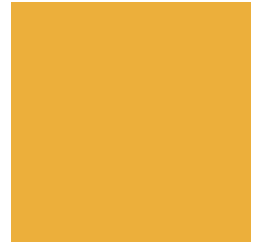
Pantone (PMS): Used for any commercially-printed materials.



RGB 25. 48. 98
HEX 193062
CMYK 100. 78. 0. 57
PMS 281 CP



RGB 223. 230. 239
HEX DFE6EF
CMYK 10. 2. 0. 0
PMS 656 CP



RGB 236. 175. 59
HEX ECAF3B
CMYK 0. 27. 92. 0
PMS 7409 CP

OPEN SPACE

The IPAW logo is strongest when surrounded by as much open space as possible. An open space (x) equal to the height of the word "PLASMA" should be maintained around the logo at all times, preventing the logo from being crowded by other graphic elements in use.

PRIMARY LOGO



SECONDARY LOGO



MINIMUM SIZE AND PARTER LOGO LOCKUPS

To ensure clear and consistent reproduction, minimum size limits have been set for both print and on-screen applications. Don't use the logo at a size smaller than listed here.

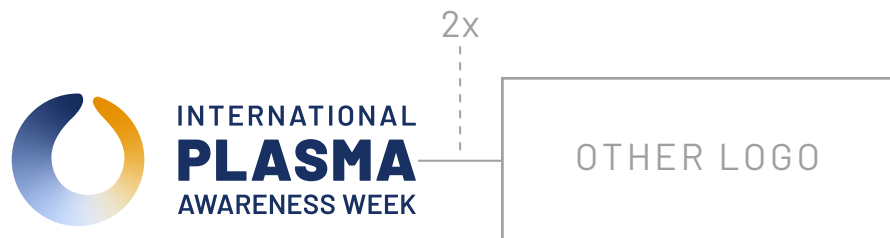
When the IPAW logo is used in partnership with another logo, maintain an open space of 2x between the IPAW logo and others.

PRIMARY LOGO



MINIMUM PRINT SIZE
At least 1" wide

MINIMUM ON-SCREEN SIZE
At least 90px wide

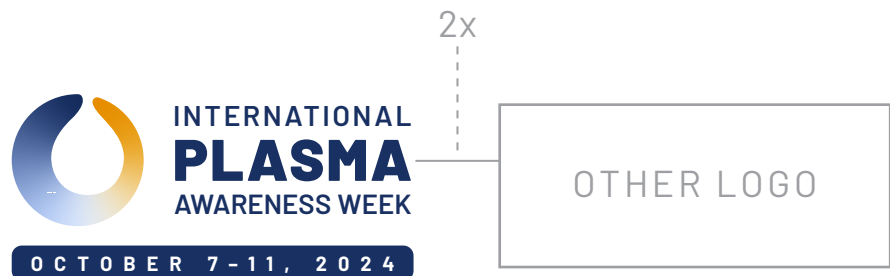


SECONDARY LOGO



MINIMUM PRINT SIZE
At least 1.25" wide

MINIMUM ON-SCREEN SIZE
At least 100px wide



IMPROPER USES

The IPAW logo should always appear on a clean background that provides high contrast to both the logo mark and type. Improper uses of the IPAW logo—illustrated to the right—weaken its value as a recognizable visual identity.



DO NOT ALTER
COLORS



DO NOT ALTER
COLORS



DO NOT PLACE THE KNOCKOUT
LOGO AGAINST A LIGHT COLOR
BACKGROUND



DO NOT PLACE THE SOLID COLOR
LOGO AGAINST A SIMILAR COLOR
BACKGROUND



DO NOT ALTER
PROPORTIONS



DO NOT CREATE
NEW LOGO FORMATS

TYPOGRAPHY

The IPAW logotype is bespoke and should NEVER be approximated by retyping the logo's text component. The logos are provided as font-independent file formats.

Barlow is recommended as the primary typeface to be used for headlines, subheads, and text (using a mixture of Barlow Regular, SemiBold and Black). Barlow can be downloaded from Google Fonts free of charge.

When creating files in a Microsoft application, use Segoe UI in place of Barlow.

PRIMARY FONT: BARLOW

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

BARLOW REGULAR

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

BARLOW SEMIBOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

BARLOW BLACK

ALTERNATE SYSTEM FONT: SEGOE UI

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

SEGOE UI REGULAR

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

SEGOE UI BOLD