

Graphics Standards Manual

1.0 Introduction

As the world's premiere source of erosion and sediment control information, the International Erosion Control Association is uniquely positioned to capitalize on its strengths to develop its reputation nationally and internationally, a critical activity in a time of intense competition and growth. This Graphics Standards Manual has been developed to enable the IECA to ensure that all of its materials contribute to a strong, unified association identity.

The Graphics Standards Manual was developed to:

- provide the association with the ability to present itself clearly and comprehensibly;
- allow the association to symbolize its ethos and attitudes, so that everyone can communicate them consistently to all the people who deal with the IECA; and
- provide the visual tools for the association to differentiate itself from its competitors in the marketplace.

The major features of the Graphics Standards Manual and Procedures are:

- maintenance of the visual integrity of the association's marks and logo;
- ability to meet the required objectives of publications, advertisements, and other communications vehicles; and
- obtaining increased benefits from the marketing communication expenditure by capitalizing on the consistency and frequency of appearance of the association generally—every department will benefit from the activities of others through the powerful effects of iteration in communication.

2.0 Logo Usage

The association logo is the cornerstone of our visual identity program. Standards for the logo usage are vital to ensure consistency in association materials and market the International Erosion Control Association effectively. The logo creates a strong, cohesive identity and gives the association a comprehensive image to complement our far-reaching mission of education and professional development.

When using the logo, remember that it should never appear connected to or part of any other symbol or icon.

2.1 Logo Use Restrictions

1. The logo may not be displayed as a primary or prominent feature on any non-IECA materials. Other companies must display their own logos, business names, product names, or other branding in the primary and more prominent position.
2. The logo must be used as provided by the IECA on computer disk, with no changes, including but

not limited to changes in the color, proportion, or design, or removal of any words, artwork, or trademark symbols. The logo may not be animated, morphed, or otherwise distorted in perspective or appearance. The logo should not be scanned from printed sources or harvested from web pages or email.

3. You must maintain visible "white space" around the logo and not combine the logo with any words, logos, icons, graphics, photos, slogans, numbers, or other design elements.
4. You may not take any action that would interfere with or diminish IECA's rights in the IECA marks or the logo.
5. "IECA" and/or the logo may not be included in any non-IECA trade name, business name, domain name, product or service name, logo, trade dress, design, slogan, or other trademark.
6. The logo may not be imitated or used as a design feature.

2.2 Logo Colors

The logo must be reproduced as solid colors (no gradients), and may be either black, or official "IECA brown/green/blue" (see chart in the colors section of this manual). If the logo is reproduced on a dark background ($\geq 50\%$ gray value), the logo may be reproduced in white (reversed out of the background).

2.3 Minimum Size

Do not display the logo smaller than a height of one-half inch.

2.4 Orientation

The logo should always be displayed in the below orientation:



International Erosion Control Association

2.5 White Space

Maintain a minimum clearance between the identity and other elements. The white space is always greater than or equal to half the height of the logo.

2.6 Logo Placement

The IECA logo should never appear on the right-hand side of a page, or right justified.

The IECA logo must always appear on the top left, top center, or bottom center of a page. The full IECA name ("International Erosion Control Association") should appear under the logo. The full name should be used as part of the image file, as it is provided; it should never be typeset.

If the logo appears on an item of apparel, the initials IECA should appear under the logo. The initials should be set in all capital letters in Arial font.

3.0 Colors

The primary colors used in the association's materials are black, white, and "IECA brown/green/blue" (see below for color specifications).

3.1 Four-color Printing

The secondary colors used in the association's materials are gold and sky blue (see below for color specifications).

The accent color used in the association's materials is grass green (see below for color specifications).

3.2 Two-color printing

Two-color print jobs use black ink and PMS 301.

3.3 One-color Printing

One-color print jobs may be printed using black ink. PMS 1685 ink may be used upon approval by the Executive Director.

3.4 Color Specifications

IECA Brown - Color Space Specifications

4-color process: C0 M69 Y100 K43

Hexadecimal: #9b4709

RGB: R155 G71 B9

Pantone Spot Color: Pantone 1685

IECA Green - Color Space Specifications

4-color process: C100 M0 Y91 K27

Hexadecimal: #008348

RGB: R0 G131 B72

Pantone Spot Color: Pantone 356

IECA Blue - Color Space Specifications

4-color process: C100 M43 Y0 K18

Hexadecimal: #0067a6

RGB: R0 G103 B166

Pantone Spot Color: Pantone 301

Gold – Color Space Specifications

4-color process: C8 M25 Y90 K18

Hexadecimal: #c69f30

RGB: R198 G159 B48

Sky Blue – Color Space Specifications

4-color process: C70 M20 Y0 K9

Hexadecimal: #3097cb

RGB: R48 G151 B203

Grass Green – Color Space Specifications

4-color process: C37 M0 Y100 K18

Hexadecimal: #91b12d
RGB: R145 G177 B45

4.0 Fonts and Typesetting

All external communications, with exceptions as noted above, should use only Adobe Garamond Pro and/or Myriad Pro fonts.

Type should never be set at less than 8 points.

Whenever possible, type is set left justified, ragged right.

5.0 Stationery and Forms

Official IECA stationery is distributed from the IECA Headquarters.

6.0 Tagline

The IECA's tagline is "IECA ... your essential Best Management Practice". This tagline should appear on printed pieces whenever possible. This is the **ONLY** tagline that should appear in conjunction with the IECA logo.

7.0 Mission Statement

IECA's mission statement should appear whenever possible on any printed materials longer than one page. The mission statement should always appear on corporate identity materials.

The text of the mission statement reads: "IECA connects, educates and develops the worldwide erosion and sediment control community."

8.0 Paper

All projects should be printed on smooth white paper, with the possible exception of certain "special projects" such as display folders, invitations, and annual reports.