

Identity Standards Guide

In order to create a powerful and positive corporate image for the Iowa Nursery & Landscape Association and its member companies, the logo must be delivered with relentless consistency throughout the organization. It is the responsibility of each individual dealing with association's image to maintain this consistency following our rules and guidelines.



Icon Only



Logo Horizontal



Logo Vertical



Logo with Tagline



Icon Elements

The icon consists of two major elements. The green leaf inside of a black box.

The icon elements are always found in the same placement. Use these as a unit; do not represent the icon without any one of the above listed elements.

Iowa Nursery & Landscape Colors

The INLA palette is simple and consists of two main colors and an optional gray-tone (K60). The colors support the brand and offer flexibility in design.



Pantone P 136-8 U
C81 M7 Y73 K0
R0 G167 B115
HEX# 00A773



Black
C0 M0 Y0 K100
R35 G31 B32
HEX# 231F20

Approved Logo Colors

The icon and logo were designed to be two- or four-color images using the print standard Pantone Matching System (PMS) of colors.



Two-color



Four-Color

Full Logo Usage

When using the full logo always line up to the center of the icon and the association name, whether it be vertical or horizontal. The name should equal the width of the icon when placing vertical, and equal the height when placing horizontal

When using the full logo, please follow these guidelines to ensure consistent usage.

Horizontal Example:



Vertical Example:



Clear Zone Icon, Logo, and Logo Tagline

The icon is a dominant logo that demands a significant amount of space around it where no distracting graphic elements should be placed. This space is referred to as the "clear zone."

Surround the INLA logo with an amount of clear zone space to separate it from other competing type, graphics or images.

The minimum amount of clear zone is equal to one half (1/2) the size of the icon itself. This measurement changes according to its size on any given application.

The area shown below visually defines the minimum clear zone space surrounding the icon.

Overall Sizing

When using the icon, and/or full logo, ensure sizing allows for legibility.

Resizing

While in Microsoft® Office or Adobe applications, hold down the "shift" key while dragging a corner of the artwork to resize the icon or logo proportionally.

Acceptable usage

It may be necessary at times to reverse the logo in one-color, or on occasion two-color. It is only acceptable to recolor the icon or logo as one-color in either all black, one solid color, or reverse to white if absolutely necessary.



Iowa Nursery & Landscape Typefaces

Consistent communication encompasses many aspects. To support the overall image, the following typefaces create a professional look that supports the Iowa Nursery & Landscape Association's image.

Serif:

*Lucida Handwriting
Italic*
Lucida Fax Regular
Lucida Fax Demibold

San Serif:

Century Gothic Regular
Century Gothic Italic
Century Gothic Bold
Century Gothic Bold Italic

Unacceptable usage

It is important for the logo to appear as it was intended. Do not re-create the Iowa Nursery & Landscape Association icon, logo, or logo with tagline or alter the color or design in any way.

