IPHA

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HOLLOWCORE ASSOCIATION

Corporate personality
The logotype

What IPHA logotype represents:

- Professionalism
- Commitment
- Solidity

What IPHA logotype color represents:

- Trust
- Stability

The logotype formats:

PDF (Portable Document Format) is the universal standard. It is a high-resolution format, so must be used to display documents on a website, create digital applications and also for printing.

Use the **PNG** format for small documents (Microsoft Word and similar).

*Attached the original logotype (in PDF and PNG)

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Logotype usage
Spacing and sizing

Spacing:

The logotype must remain free of other elements,
so it needs a minimum clear space protection.

The logotype should always include the tagline *(Fig.1).*
If for any reason the tagline needs to be omitted,
follow the same spacing and sizing rules *(Fig. 2).*

Sizing:

The proportions of the logotype must never be altered.
The minimum size is 25mm wide.

Fig. 1

Fig. 2

25mm

Corporate color scheme
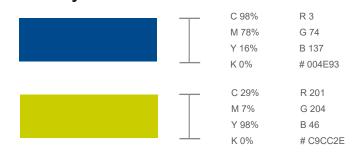## Primary and secondary colors

These are the corporate colors. No other colors or changes are allowed.

The primary blue is the color used in the logotype, so is the main color. Must be used in titles or important elements.The primary green is used as a complement (subtitles, highlights...).
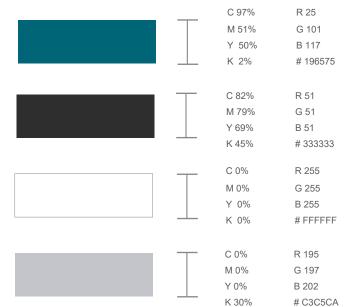
The secondary blue and the black, white and grey are used for body text, backgrounds, etc.

It's important to use the **exact color**, paying special attention on the numbers and percentages.

Primary colors:

C 98%	R 3		
M 78%	G 74		
Y 16%	B 137		
K 0%	# 004E93		

C 29%	R 201		
M 7%	G 204		
Y 98%	B 46		
K 0%	# C9CC2E		

Secondary colors:

C 97%	R 25
M 51%	G 101
Y 50%	B 117
K 2%	# 196575

C 82%	R 51
M 79%	G 51
Y 69%	B 51
K 45%	# 333333

C 0%	R 255
M 0%	G 255
Y 0%	B 255
K 0%	# FFFFFF

C 0%	R 195
M 0%	G 197
Y 0%	B 202
K 30%	# C3C5CA

Corporate color scheme
Color backgrounds

The best background color is **white**.
Use the official corporate logotype (blue, grey and white) always that is possible.

Beware of dark, bright or colored backgrounds.
For optimal contrast, always use the option that allows more **readability**.

The logotype could be reversed to **grey scale**, but no other color treatments are allowed.

*Attached the three options of logotype in PNG (black, grey and white)

Correct use of the logo (grey scale):

Corporate typography
Primary and secondary typefaces

Use the primary typeface (Arial) for any document that you create: formal letters, e-mails...

The secondary typeface (Gotham) is a private font. Should **only be used by professionals** to create an especific document: catalogue,flyer...

The primary typeface is usually installed in your computer. If not, please, download it and **install** it before creating your documents.

Please **respect the sizes and styles** to mantain the same appearance everywhere.

*Attached both Font Families

Primary typeface:

Title

Arial, bold style, font size 16

Header

Arial, bold style, font size 12

Body text

Arial, regular style, font size 10

Secondary typeface:

Title

Gotham, bold style, font size 16

Header

Gotham, bold style, font size 12

Body text

Gotham, regular style, font size 10