Identity Usage Guidelines

IAAPA

International Association of
Amusement Parks and Attractions

IAAPA is pleased to introduce our new brand identity. This new logo replaces all previously implemented designs, specifically the carousel horse logo designed in 1972 and the interim "dancing letters" logotype created in 1998. This design is a representation of the latest evolutionary step in IAAPA's long history of dedication to the preservation and prosperity of the amusement industry. Its contemporary styling will better associate us with the innovative ideas, services, products, and benefits we continue to provide to our members worldwide. The success of our new identity depends on a coordinated and consistent use of the logo standards outlined here.

Inside

1998

1972

1962

1934

1920

Logo Elements

Primary Signature

The IAAPA logo is made up of two main parts, the symbol and the logotype. The symbol consists of the carousel horse surrounded by the swirl, with the registered trademark symbol. Together these form the logo signature. There are two acceptable logo signatures.

The primary signature places the symbol centered above the logotype. This configuration should be the first choice for logo applications.

Secondary Signature

There is one additional configuration—the secondary signature. This should be used when space limitations require a more horizontal format. This option will allow for a greater amount of flexibility for the variety of logo applications needed, and ensure that the logo will appear at a legibile size.

Primary Signature

Swirl

Carousel Horse

Trademark Indication

Symbol

Logotype

Secondary Signature

Basic Usage Guidelines

Alterations

The IAAPA logo should never be altered in any way. Never change the size or positioning relationships of the parts of the signatures. They should remain as a unit. Do not stretch or distort this unit. Always scale it proportionally. The logo is a complex image. Do not try to draw or recreate it. Do not scan it from previously produced versions. Always obtain an official version from the IAAPA membership and marketing services department.

Unacceptable Usage Examples

The logo should never appear in the following ways:

Do not distort the logo by stretching it up or down or in any other way.

Do not change the size or positioning relationships of the parts of the logo.

The logotype is a custom altered type font. Do not substitute a similar or different font for the logotype.

Do not separate the parts of the logo or use them individually.

The logotype is not a replacement for the "dancing letters" logo. The logotype should not be used alone.

# Basic Usage Guidelines

Symbol & Logotype

In order for the logo to build brand recognition as IAAPA's new identity, the symbol should never be used by itself. The IAAPA acronym logotype should always accompany the symbol in the approved logo signature formats. However, the symbol may be used as an additional or enlarged graphic device as long as the complete signature appears in close proximity. This way there will always be a strong association with the full expression of the IAAPA brand. The cover of these guidelines is an example.

Size

The minimum size the logo should appear in printed materials is shown here. With either of the two signatures, the logo should not be reduced any further so that the width of the symbol is less than 5/8". Any further reduction will impair logo legibility. There are no maximum size restrictions.
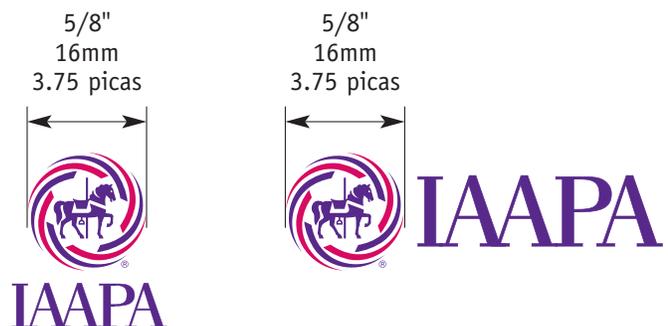
Symbol as a Design Element Example
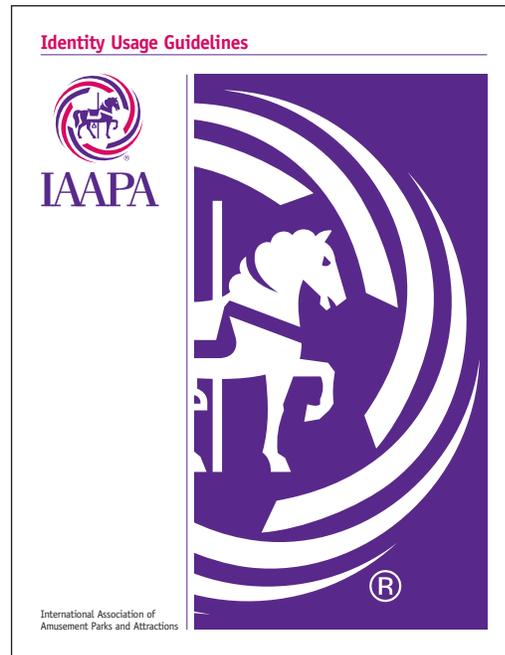
Size of the Logo

Minimum reduction

5/8"
16mm
3.75 picas

Shown actual size here

| 5/8" | 5/8" |
| 16mm | 16mm |
| 3.75 picas | 3.75 picas |

Clear-Space

The logo needs a visual separation from all other elements to preserve its visibility and legibility. Crowding the logo will make it difficult to read, and can often have the effect of changing the appearance of the logo. Three-quarters of the height of the "I" in "IAAPA" is used as a unit of measurement for minimum clear-space around the primary signature. One half of the height of the "I" is used for the secondary signature. No other elements should appear within these defined areas. Use these spaces when placing the logos near the edge of the page as well.

Clear-Space Requirements

Primary Signature
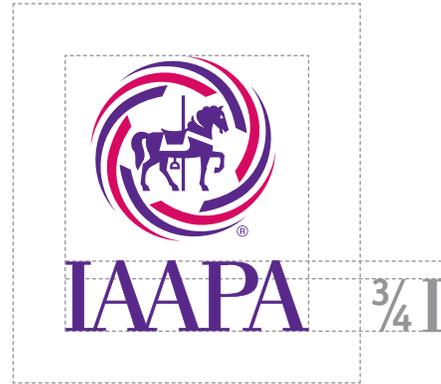
Secondary Signature

Color

Color is an important element of the logo. The logo is designed for two colors. The colors selected will be referred to as "purple" and "magenta."

Color Selection

Depending upon the number of colors available and the application specifications, the following colors should be used.

	PANTONE® on Coated Paper	PANTONE® on Uncoated Paper	Process Color	Web Color
PURPLE	PMS 2603	PMS 267	**83% cyan + 100% magenta**	Optimized color versions for the Web have been developed and are available electronically.
MAGENTA	PMS 214	**PMS Rubine Red**	**100% magenta + 15% yellow**	

Color Breakdown

Two-Color Version

The parts of the logo should appear in the following color breakdown. The two logo signatures use the same breakdown.

Swirl: alternating purple and magenta segments, starting with purple for the element directly right of the horse's head.

purple

magenta

Logotype: purple

magenta

purple

Carousel Horse: purple

Trademark Indication: purple

One-Color Version

When only one color is available for printing, the one-color version should be used. Either black or the purple must be used for one-color applications. In this case, all parts of the logo print in 100% of that color. Never screen back portions of the logo to simulate the two-color version. Do not convert the two-color version to grayscale, and then print it in one color.

When at all possible, the two-color version logo should be placed on a white background. This is the first choice for all applications. Placing the logo on a light neutral color background or a light screen of the purple or magenta is also acceptable, but not preferred. The two-color logo should not be placed on a colored background. If you need to place the logo on a colored background, use the black version for light colors. When the background is darker and doesn't provide sufficient contrast, reverse the black version to white.

The boxes containing the IAAPA signature shown here are for instructional purposes only, and should never be used as a graphic element.

Acceptable Color Versions

The logo may appear in the following ways:

Unacceptable Color Versions

The logo should never appear in the following ways:

| Do not change the color breakdown in any way. | Do not use different colors. Only the specified purple, magenta, and black are acceptable. | Do not use screens of black to simulate the two-color version. | Do not use screens of purple to simulate the two-color version. |

Acceptable Color Backgrounds for Two-Color Version

The logo may appear on the following backgrounds:

| Two-color version on white background, preferred usage | Two-color version on light neutral background | Two-color version on light screen of purple | Two-color version on light screen of magenta |

Color

Do not place any version of the logo over other graphically designed elements such as line patterns or other distracting elements.

The black version of the logo can be placed on a photographic background as long as the area of the photograph within the clear-space field of the signature is a solid color.

Acceptable Color Backgrounds for Black Version

The black version of the logo may appear on the following backgrounds:

Black version on white background, preferred usage

Black version on light neutral background

The black version of the logo may be placed on any light colored background as long as there is sufficient contrast for the logo to be visible.

Reverses on Dark Backgrounds

This shows the acceptable version of the logo on a black or dark colored background.

The reverse version of the logo is the black version changed to white.

Reverse version on dark neutral background

The reverse version of the logo may be placed on any dark colored background as long as there is sufficient contrast for the logo to be visible.

The boxes containing the IAAPA signature shown here are for instructional purposes only, and should never be used as a graphic element.