

Show Your Colors.

*Guidelines for Using
the IAAPA Logo
in Your Promotions
and Communications.*



IAAPA
MEMBER

How to Make the Most of the IAAPA Logo.

We encourage you and other IAAPA members to use the logo in conjunction with your logo in advertising, promotions and other communications. Yet as with anything, there's a right way and wrong way to use it. This leaflet provides advice on the correct size, proportions, colors and other practical advice for using the logo; as well as a camera ready copy of the logo in black and white. High resolution and color logos can be downloaded from the "For Member's Only" section on IAAPA's website www.iaapa.org For complete logo usage procedures or further assistance, please contact the IAAPA membership and marketing services department at 703-836-4800.

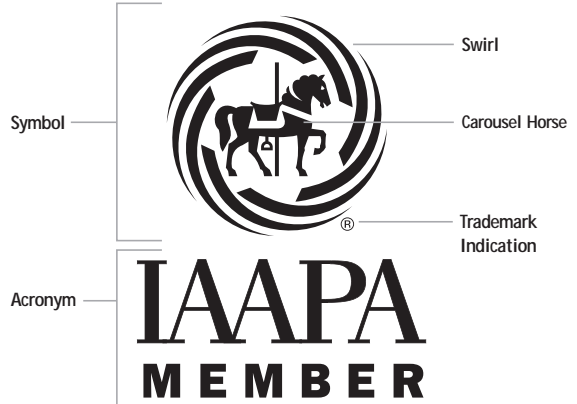
The Basics

The IAAPA logo is made up of two main parts: the symbol and the acronym. The symbol consists of the carousel horse surrounded by the swirl, with the registered trademark symbol. The logotype consists of the letters, "IAAPA," and the word, "Member." Together, these form the logo signature.

You can use the logo signature in one of two ways: The first way is with the symbol centered atop the acronym. The second way, if you need a more horizontal format, is with the symbol to the left of the acronym. With any of the two signatures, the symbol should never be less than 5/8" diameter. There are no maximum size restrictions.

The IAAPA logo should not be altered in any way. In other words, please do not change the size or positioning relationships, separate any of the elements (the horse, the swirl, the acronym, etc.), and please do not stretch or distort it. You may obtain an official digital version from the IAAPA membership and marketing services department.

Primary Signature



Secondary Signature



The Colors

The logo is designed for two colors: purple and magenta. Three one-color versions are also available. Against a white or light background, please use the logo in black or purple. Against a dark background, please reverse the logo so it appears as white.

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



magenta

purple

Carousel Horse: purple

Trademark Indication: purple

Acronym: purple

IAAPA
M E M B E R

	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	



See IAAPA's "For Members Only" section on www.iaapa.org for a copy of the logo usage standards document, and details on using the new logo or to download high resolution copies.

A Final Word.

We hope you're as enthusiastic about IAAPA's logo as we are. And we hope you'll use it proudly to demonstrate your affiliation with IAAPA.

In addition to the guidelines outlined in this flyer, there are some other points to keep in mind. Only IAAPA members in good standing may use the IAAPA logo. It may be used on items such as letterhead, catalogs, brochures, advertising material and business cards. It may not be used on any items for sale for commercial purposes. As a member, you do not need to obtain approval from IAAPA to use the logo. Use of the logo does not imply sponsorship, endorsement or approval of your establishment by IAAPA. IAAPA reserves the right to determine whether the logo is being used properly. If IAAPA determines that the logo is being used improperly, it reserves the right to deny further use of the logo.

If you have any questions concerning the use of the logo, please contact the IAAPA membership and marketing services department.



IAAPA
M E M B E R

IAAPA Membership and Marketing Services

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