



IAAC GRAPHIC IDENTITY MANUAL

CLASSIFICATION

This document is classified as an IAAC Administrative Document.

AUTHORIZATION

Issue N°:	02
Prepared by:	Executive Committee
Date:	Agosto, 2020
Revision N°:	00
Approved by:	General Assembly
Issue Date:	March 26, 2021
Application Date:	Immediate
Document number:	IAAC AD 002 / 21

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AVAILABILITY

Copies of this document, in English and Spanish, are available at the IAAC Secretariat and in the IAAC website.

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Original: English



IAAC

Inter-American Accreditation Cooperation

GRAPHIC IDENTITY MANUAL



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TABLE OF CONTENTS

TABLE OF CONTENTS.....	3
PURPOSE.....	4
THE IAAC LOGO.....	4
WHO CAN USE THE IAAC LOGO.....	5
WHEN AND HOW THE LOGO CAN BE USED.....	6
HOW TO USE THE LOGO.....	8
PROPORTION.....	9
TYPOGRAPHY.....	10
HOW NOT TO USE THE IAAC LOGO.....	11
MISUSE OF THE IAAC LOGO.....	13
AUTHORITY TO SPEAK ON BEHALF OF IAAC.....	13
STATIONERY.....	14
Letterhead.....	14
Business card.....	15
Envelope.....	15
Recognitions, Diplomas and Similar Documents.....	16
Presentations.....	17

Inter American Accreditation Cooperation

PURPOSE

The Inter American Accreditation Cooperation (IAAC) advises its members as to the correct use of the IAAC's corporate identity. This procedure details the proper use of the logo approved by IAAC, which is to be applied by persons or organizations who have been granted the authority to speak on behalf of IAAC.

IAAC LOGO

A logo is the group of letters, abbreviations or terminations that are used as a distinctive mark. The IAAC logo is presented below.



Embossed, relief, or die-stamped versions are allowable.

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WHO CAN USE THE IAAC LOGO

The following entities can use the IAAC logo in connection with the official activities of IAAC, without seeking specific permission to do so:

- The IAAC Secretariat
- Members of IAAC's Executive Committee
- IAAC's host member of a meeting sponsored by IAAC.

The other IAAC's logo potential users, including IAAC members, must make a written request to the IAAC Secretariat, showing the proposal details of the use of the logo. The Secretariat, which may consult the Chairman of the Advisory Committee or the Executive Committee, shall respond to the request within seven (7) days after receipt or within a reasonable time, taking into account the terms or other applicant restrictions.

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WHEN AND HOW CAN THE LOGO CAN BE USED

The IAAC logo is only available in electronic format through the IAAC Secretariat. IAAC members shall not use any version of the logo except the one which is obtained from the IAAC Secretariat. A member of IAAC may indicate on its website and in other promotional materials that it is a member of IAAC and it will indicate the type of membership (full, associate, member). The IAAC logo may be used in association with this statement.

The IAAC member shall not misrepresent its membership as “recognition” or “international recognition”.

A signatory to the IAAC Multilateral Recognition Agreement (MLA) can indicate, on their website and in other promotional materials, that he is a signatory to a IAAC MLA. The IAAC MLA signatory should indicate the scope of recognition (testing, calibration, inspection, proficiency testing, certification – QMS, EMS, product, people). The IAAC logo may be used in association with this statement.

The IAAC logo can be used on the material used by speakers (e.g., PowerPoint presentations) when submitting jobs for which the speaker is authorized by IAAC, as required by the IAAC President or the Executive Committee.

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The IAAC logo cannot be used in the material used by the presenters of the training courses (e.g., PowerPoint presentations) unless the training course is presented as an IAAC training course approved.

Conferences, events, meetings announcements and programs for which IAAC is a sponsor with other entities, may require the names and logos of many organizations. When IAAC is a partner/sponsor, IAAC logo must be the same size of the logos of other official partners that are used in the same media.

As part of a publication by an entity, the exceptional use of IAAC logo for example, may be permitted with the agreement of the President or the Executive Committee of IAAC.

The IAAC logo cannot be used in any misled way or imply that a product, service or training receives the IAAC's approval.

The IAAC logo cannot be used by conformity assessment bodies accredited by IAAC members and IAAC MLA signatories.

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HOW TO USE THE LOGO

The IAAC logo can be reproduced in the tones presented below.

Full Color



Grayscale



RGB 158,158,158 Darker 25%
CMYK 0,0,0,38 Darker 25%
Pantone 4276c Darker 25%

Black and White



RGB 0,0,0
CMYK 0,0,0,100
Pantone 6c

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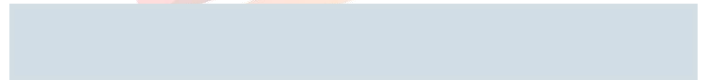
SECONDARY COLORS

Only for design elements and various materials.

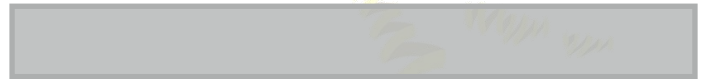
Pantone 2222C
RGB 29, 130, 150
CMYK 80, 19, 22, 15



Pantone: 642c
RGB: 209, 221, 230
CMYK: 15, 4, 0, 0



Pantone: Cool Grey 6c 25% darker
RGB: 173, 175, 175 25% darker
CMYK: 0, 0, 0, 31 25% darker



PROPORTION

To ensure the high quality production, it is essential to use original versions of the IAAC logo. Do not use photocopies of the logos of other documents.

By rules of the IAAC Secretariat, electronic versions of the original mechanical corporate logo are available to authorized users.

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TYPOGRAPHY

The IAAC logo typeface is a custom design. There is no need to use a “similar” font.

Always use the full logo as shown in this document to all applicable requirements of the logo.

Use the Arial typeface uppercase and lowercase, for body text, addresses, emails, and all document belonging to the corporate identity of IAAC. See example below.

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789!@#\$%^&*()=?;:

When IAAC is a partner/sponsor, the IAAC logo must be the same size as the logos of the other partners/sponsors that are used in the media.

[Place image here as example]

Do not use on backgrounds or textures that will impede the readability of the IAAC logo.

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HOW NOT TO USE THE IAAC LOGO

The IAAC logo shall **NOT** be used in proportions that distorts it.

Correct



Wrong



The logo shall **NOT** be reproduced in a size smaller than 2 cm × 4.3 cm.



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The background color shall **NOT** be changed. The IAAC logo shall **NOT** be placed in any shape. **NO** design item shall be added to the IAAC logo.

Wrong



MISUSE OF THE IAAC LOGO

In the case of where the misuse of the IAAC logo is detected either by the IAAC Secretariat, the Executive Committee or IAAC members, IAAC has the right to and will take appropriate action against the offending party.

AUTHORITY TO SPEAK ON BEHALF OF IAAC

In general, the President and the Secretary of IAAC are authorized to speak about important issues on behalf of IAAC.

The IAAC President may delegate the responsibility to another person to perform specific tasks, for example, represent IAAC at events, conferences and other meetings. The IAAC representative will be fully informed of the task by the President of IAAC and/or the Secretary, and shall be provided with any necessary discussion paper or report by the Secretary of IAAC.

A member of IAAC cannot claim to present “IAAC’s opinion” in any public forum, unless he has the permission of the President or the Executive Committee of IAAC to do so.

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STATIONERY

This section discusses the design for the various stationery used by IAAC.

21.5 cm x 28 cm letter size white paper.

Corporate logo in full color centered in the header. A 3-pt teal green horizontal bar is below the logo for the width of the page, in Pantone 2222C.

White background with the American continent design element in Pantone 4276c Lighter 25% watermark.

Contact details for IAAC will be placed in the footer below a 5-pt teal green horizontal bar that will divide the contact details from the body of the letter. The typography is kept in Arial 10 pt minimum.



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BUSINESS CARD

9 cm x 5 cm size – landscape layout
IAAC Corporate logo at the top centered.

Contact details on bottom left.
Person's name: **Verdana Bold 9 pt**
Position held: *Lucida bright Italics 9 pt*
IAAC Information on right-hand side in Arial regular 7 pt

Color of large box: Pantone 642C
Color of strip at bottom: Pantone 2222C



ENVELOPE

21.5 x 10 cm letter size envelope in white.
Corporate logo in full color, placed in the upper left corner with a 3pt teal green strip below the logo in Pantone 2222C.
For contact details it will be kept Arial font 9 pt minimum at the bottom of the envelope.



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RECOGNITIONS, DIPLOMAS AND SIMILAR DOCUMENTS

Corporate logo in the upper left corner of the document in full color.

Blue-grey bar in Pantone 642C with rounded corners which will include the legend “Inter American Accreditation Cooperation” in black Trebuchet font size 28 pt.

In all cases, include the name to whom the item is addressed, location at which it occurred, and the reason for the recognition. This shall be in Arial font and sized to ensure it fits the assigned space and is legible.

Pantone 2222C will be used to highlight the document.

 **Inter American Accreditation Cooperation**

THIS GIVES EVIDENCE TO: **JOHN DOE**

BY PARTICIPATING IN: **Course... Activity...**

Location and Date: **Course... Activity...**

<<Signature>>

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PRESENTATIONS

For presentations, the IAAC corporate logo is in the bottom right corner in full color except for the Title and Section Title slides where there is a larger version on the top right corner.

There will be a full color strip on the left on the Title and Section Title slides, while on the other slides the color strip is watermarked.

To headers, it is suggested using a score greater than 32 pt and in Arial Bold text. In subtitles, regular Arial font will be used in small caps higher than 28 pts. For the text body, is suggested using Arial with a score greater than 28 pt.



In cases such as brochures and advertising material, always maintaining harmony between the remaining elements, we suggest the use of corporate colors and the use of graphic elements that appear on stationery.

For use of the IAAC logo in marketing materials, please contact the IAAC Secretariat, sending a sample and how you want to use the logo. The Secretariat will communicate as soon as possible.



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