

Guidelines for usage of IBF Logo

Usage of IBF Logo on dark backgrounds

Appearance on IBF Brown, Black or dark coloured backgrounds



Usage of IBF Logo on light and/or white backgrounds

Appearance on Light coloured backgrounds



Appearance on White



Colour of logo should be IBF Brown.

In cases where the colour scheme is pure black and white, the logo is to be in black.

Usage of IBF Logo on images

Appearance on Image

Ensure that our Wordmark always stands out and our background image does not interfere with the legibility of our identity



Exclusion Zone for the IBF Lockup

The IBF Lockup exclusion zone refers to the minimum distance of type and graphics to the IBF Lockup – and not for the distance to an edge of a sign or banner. The exclusion zone must be maximized whenever possible.

Defining the exclusion zone:

Use the 'B' from the IBF wordmark as a standard unit of measure to define x.



Full exclusion zone:



IBF Colours

IBF White Pantone: N.A	IBF Green Pantone 382C Pantone 396U	IBF Brown Pantone 7533C Pantone 4625U
C M Y K 0 0 0 0	C M Y K 35 0 100 0	C M Y K 50 50 80 75
R G B 255 255 255	R G B 188 207 0	R G B 59 43 22