Irrigation
ASSOCIATION™

Smart practices.
Sustainable solutions.

The Irrigation Association has established these visual identity guidelines to aid you in the production of the IA marketing and promotional materials and to ensure a consistent, recognizable brand identity.

Only approved artwork should be used to promote the Irrigation Association. Depending on the application, the logo may be used by itself or with the Irrigation Association tagline. Please refer to these guidelines for proper color usage and typography.

Questions and requests for additional artwork files should be directed to IA at 703.536.7080 or info@irrigation.org.

Usage

To maintain consistency in the identity, always use approved, unaltered digital art and follow these general guidelines:

- Never change any element of the signature.
- Never stretch, tilt or distort the signature.
- Never reproduce the signature in colors other than those specified in these guidelines.
- Never use the logo in a color or color combination that does not clearly stand out from the background.
- Never use the symbol separated from the wordmark without approval from the Irrigation Association.

Symbol

Wordmark

Signature

Color Palette

Only these colors are approved for use in the Irrigation Association signature as described in these guidelines.

	Pantone® color	C M Y K	RGB/Web
Blue	Pantone 2945	100 45 0 14	0 105 170 006699
Green	Pantone 362	70 0 100 9	74 170 66 339933

The colors shown have not been reviewed by Pantone, Inc. for accuracy to their standards and may not match in certain cases. PANTONE® is a registered trademark of Pantone, Inc.

Typography

Goudy is the recommended typeface for the body text of Irrigation Association marketing materials and publications. Universe Condensed Bold, and Universe Ultra Condensed are suggested for headlines.

If Universe is not available, Arial may be substituted. Times New Roman may be substituted for Goudy.

Contact IA at 703.536.7080 or info@irrigation.org with questions or for additional artwork files.

Recommended

Goudy
ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789"".,;:{} [] @#$%&*!

Universe Ultra Condensed
ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789"".,;:{} [] @#$%&*!

Universe 67 Condensed Bold
ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789"".,;:{} [] @#$%&*!

Alternates

Times
ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789"".,;:{ } [] @#$%&*!

Arial
ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789"".,;:{} [] @#$%&*!

Arial Bold
ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789"".,;:{} [] @#$%&*!

Member Logos

Member logos are provided in acronym and full name formats. Each logo is available in 4-color, 1-color black and 1-color white versions.

Member

4-color (process)
ia_member.eps

Bronze Member

4-color (process)
ia_bronze.eps

Silver Member

4-color (process)
ia_silver.eps

Gold Member

4-color (process)
ia_gold.eps

Platinum Member

4-color (process)
ia_platinum.eps

Member

4-color (process)
ia_member_fn.eps

Silver Member

4-color (process)
ia_silver_fn.eps

Platinum Member

4-color (process)
ia_platinum_fn.eps

Bronze Member

4-color (process)
ia_bronze_fn.eps

Gold Member

4-color (process)
ia_gold_fn.eps

Logo Usage

The Irrigation Association signature and its member signatures may be reproduced in various color combinations depending upon the type of communication, the background colors used, number of colors available, etc. The color combinations provided should accommodate most print and reproduction situations.

File types/use
The preferred color combination for print is spot color using the two primary colors (PMS 2945 Blue, and PMS 362 Green) or the 4-color process version.

Other color combinations are provided. For instance, depending on the background color, you may choose to use the 1-color black or reverse (1-color white) artwork. For a web or PowerPoint presentation you may use the GIF or JPG color versions. For embroidery or screen printing purposes, always use the vector or EPS files.

For 4-color process printing, use an EPS file or a PDF that can be opened in Adobe Illustrator for final use or viewed in Acrobat for proofing purposes.

4-color (process)
ia_logo_cmyk.eps

Spot-color (PMS)
ia_logo_pms.eps

RGB_Web
ia_logo_rgb.gif
ia_logo_rgb.jpg

1-color (black)
ia_logo_bk.eps

1-color (black) RGB_Web
ia_logo_bk.jpg
ia_logo_bk.gif

Reverse (1-color white)
ia_logo_wht.eps

Reverse (1-color white) RGB_Web
ia_logo_wht.gif

4-color (process)
ia_logo_cmyk_tag.eps

Spot-color (PMS)
ia_logo_pms_tag.eps

RGB_Web
ia_logo_rgb_tag.gif
ia_logo_rgb_tag.jpg

1-color (black)
ia_logo_bk_tag.eps

1-color (black) RGB_Web
ia_logo_bk_tag.gif
ia_logo_bk_tag.jpg

Reverse (1-color white)
ia_logo_wht_tag.eps

Reverse (1-color white) RGB_Web
ia_logo_wht_tag.gif

Identity Guidelines

Logo Usage

Proper use on background colors
White is the best background to reproduce the signature but 1-color black, white reverse, or 2-color reverse are acceptable for use on other colored backgrounds.

Reverse (1-color white)
ia_logo_wht.eps

Reverse (2-colors): Green plus white
ia_logo_2c_rev_tag.eps

Reverse (2-colors): Green plus white RGB_Web
ia_logo_2c_rev_tag.gif

Reverse (1-color white) over photo

4-color signature over photo when there is enough contrast

1-color (black) on light background

Misuse of signature
Incorrect uses of the logo will undermine the consistency and reputation of the brand identity. Changes to the provided files are unauthorized and will risk trademark integrity.

If you have questions concerning use/misuse, contact the Irrigation Association.

Never use a color other than specified in these guidelines

Never reset the wordmark portion of the signature in another font.

Never change the orientation of the signature (logo)

Never rearrange the colors

Never tilt the signature

Never distort it

Never place on a background without enough contrast to see the signature

Never split up elements of the signature when appearing by itself. (see grouping rules for further explanation)

Never repeat the symbol on the same page as the full signature. This detracts from the power of the symbol.

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The Irrigation Association® is a not-for-profit 501(c)(6) association. Our mission is to promote efficient irrigation.