Overview
This pack contains simple guidelines and material for the approved usage of the IAPB identity, wherever it may be used or seen throughout the world.

Please refer to the information in this document as a guide to the production of all IAPB-related material.

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Why a Logo?
Public relations and reputation management are valid and important elements of business strategy and an organisation’s good name – its corporate brand – plays an important role in establishing itself in the marketplace for goods, services, ideas, equity capital and employees. A logo provides a unifying ‘brand’ which encourages recognition and credibility.

What can the Logo do?
The IAPB logo is one of our most valued assets. When used in conjunction with key messages, the logo can help portray a positive image of the organisation.

The appropriate use of the logo by staff and members is essential. It is important that we use the logo with clear, simple and consistent messages to promote IAPB, its activities, aims and key messages. Working collectively at an international level, coupled with regional activities will work toward raising the importance of eye health to the global community.
The IAPB Logo

The IAPB logo is the primary logo of choice for the organisation. All publications, website(s), material, stationery and related items must feature the IAPB logo prominently.

The IAPB logo appears in the following areas:
- IAPB stationery, including letterheads and business cards
- IAPB publications and material that may or may not be VISION 2020-related, including Briefing Papers and Position papers on various subjects, and fundraising material.
- IAPB website, newsletter (Focus), and all electronic communication.
- Public relations – press releases, articles in newspapers and magazines, videos
- IAPB member communications
- All statutory and legal documentation
- IAPB Standard List and related publicity material

Fig 1: Blue Positive

Fig 1: Blue Negative

Fig 1: Black Positive

Fig 1: Blue Positive with black shadow (35% opacity)

Minimum Print size: 5.4 x 2.78cm (or to scale – minimum width 2cm).
Minimum resolution: 200 dpi (print); 72 dpi (web); 640 x 480 pixels(video).
Text and graphic content must always be clearly legible.

The IAPB Strip Element

The IAPB logo is adorned by a strip in materials and documents to complement the logo, and is to be used as a style element. The strip will be used on the businesscards, letterheads and PowerPoint slides as outlined in this document. All further re-working on the strip element will always keep to the essence denoted to, in this document.

The strip is a secondary element used to adorn the IAPB logo from time to time, and is not part of the logo proper. The IAPB logo can be used without the strip at all times, and the strip will be used with discretion to accentuate the logo and colours of the organisation.
Colour Guidelines

- Headlines should be in either:
  - blue and black (light background)
  - white and yellow (dark background).

Colour Palette

- IAPB Blue:
  100C, 65M, 0Y, 30K
  Pantone: 288

- VISION 2020 Light Blue:
  100C, 65M, 0Y, 30K
  Pantone: 288

- VISION 2020 Yellow:
  100C, 25M, 0Y, 25K
  Pantone 120

Typography Guidelines

- The typeface to be used is Helvetica Neue – one or a combination of the following weights.
- An alternative in restricted areas is Helvetica Neue Condensed.
- All headlines must be kerned manually to ensure even letter spacing.
- Ascenders and descenders should not overlap.
- Always use the proper fonts – never use ‘faux’ bold or italics by clicking the ‘I’ or ‘B’ buttons in Word or QuarkXpress.

For use in headlines

- Helvetica Neue Light (45)
- Helvetica Neue Roman (55)
- Helvetica Neue Roman Italic (56)
- Helvetica Neue Bold (75)

For use in body copy when standout is required

- Helvetica Neue Condensed
- Helvetica Neue condensed oblique
- Helvetica Neue Bold condensed

Secondary typeface

- If Helvetica Neue is unavailable on your computer or operating system, please substitute with Arial using the following weights and adhering to the guidelines above

- Arial Light
- Arial
- Arial Italic
- Arial Bold
What is a lockup?
IAPB promotes two brands – VISION 2020: The Right to Sight and IAPB. Due to a variety of reasons, there is a lot of confusion between the two brands – people sometimes mistake one for the other, or are generally unclear about what the difference is.

The lockup sets to demarcate brand positions for the initiative (VISION 2020) and the organisation (IAPB). It tries to achieve this by positioning the two logos in clearly delineated positions, which helps a viewer guess the relationship between the two brands.

The IAPB and VISION 2020 Lockup
The IAPB lock-up is the secondary logo of choice. The lock-up will be used in all contexts where the VISION 2020 logo was used primarily, by IAPB. The lock-up will be used in the following contexts:

- VISION 2020 section of the IAPB website
- Any documents or brochures produced for VISION 2020
- Material produced for VISION 2020 national bodies, for internal or external use

The lock-up can also be used in all those contexts where a direct substitution of VISION 2020 logo for the IAPB logo may not be feasible.
Logo Lockup Options with VISION 2020

Logo Lockup Options without VISION 2020

The logo should NEVER:
- be split into separate elements
- be placed on an overly patterned background

Redrawing of the logo should never be attempted
Logo Lockup Regional Options

with VISION 2020

without VISION 2020
Logo Lockup Member Variations
Where can the Logo be used?

The logo can be used on the following:

- Stationery – letterheads, business cards, compliment slips, envelopes
- Corporate material – brochures, leaflets, annual reports
- Websites, Blogs and electronic documents
- Public relations – press releases, articles in newspapers and magazines, videos, slides, photos, presentations
- Fundraising & Events – banners, posters
- IAPB projects’ and programme materials

The logo can only be used when it is in the interests of the initiative and its members. It must be associated with activities that are consistent with and do not compromise the international objectives, strategies and values of the initiative. The logo must not be misused, such as in relation to a non-member organisation or activity, or to imply endorsement of any product or service.

Stationery
IAPB will use the logo on all company letterhead, business cards, compliments slips, envelopes and other stationery.

Corporate Material
IAPB will use the logo on all international materials relating to the initiative.

Website – www.iapb.org
The IAPB logo is featured on the website, which also includes links to members' websites. Members are asked to provide reciprocal links to iapb.org. The Website will link to Members’ websites.

Public Relations
The Communications team at IAPB will use the logo on all international public relations materials, after approval has been given by IAPB and WHO. This may include articles (e.g. newspapers and magazines), videos and images. IAPB has responsibility for clearing all public relations materials that relate to the activities of VISION 2020 globally. The communications team develops key messages and statements, which will be used with the name VISION 2020: The Right to Sight

A key example is the catchphrase “Working together to eliminate avoidable blindness”.
Use of these messages by members will help to create a message of cooperation and support eye health as a basic human right.

The IAPB Communications team will develop resources such as images and video footage. Members will be able to use these approved resources with appropriate acknowledge-


Letterhead
The IAPB letterhead will feature the strip element in the header area and the footer areas. The address and contact details will be printed in the header area while the statutory information will appear in the footer.

International Agency for the Prevention of Blindness
London School of Hygiene and Tropical Medicine
Keppel Street, London WC1E 7HT
United Kingdom

Tel: +44 (0)20 7927 2073
Fax: +44 (0)20 7958 8325
Email: communications@iapb.org
www.iapb.org

We recommend a silk printer guaranteed stock of between 100 and 130gsm weight.
Business cards

The updated IAPB business card will be the organisation’s common calling card. It will help our members, potential supporters and other stakeholders recognise that we are part of a single organisation.

Ms. Evelyn Uy
Corporate Affairs and Administration Manager

International Agency for the Prevention of Blindness

Email: euy@iapb.org
Tel: +852 2991 2860
Skype: evelynuy_iapb
www.IAPB.org

We recommend a matt laminated 400gsm business card stock
Word and Excel Templates

The document templates will help establish a common look for the organisation, making our output instantly recognisable. It is important that all documents include the header and footer.

Header

**International Agency for the Prevention of Blindness**
London School of Hygiene and Tropical Medicine
Keppel Street, London WC1E 7HT
United Kingdom

Tel: +44 (0)20 7958 8394
Fax: +44 (0)20 7958 8325
Email: communications@iapb.org
www.iapb.org

Footer

www.iapb.org

Example of positioning

![Example of positional positioning]
PowerPoint Template

It is essential that all PowerPoint presentations use the established template. Please update your slides to the new template and use it in all contexts.
Email Signature
This will be the recommended email signature for all IAPB staff. Please ensure that your signature matches this template and that it remains similar across the organisation.

Alessandro Di Capua
Membership Manager
International Agency for the Prevention of Blindness (IAPB)

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Registered Office: London School of Hygiene and Tropical Disease, Keppel Street, London, WC1E 7HT
Registered in England and Wales. Registered Charity No: 1100559. Company Limited by Guarantee No: 4620869
Contacts

Any problems with any of these elements, please contact the IAPB Communications Team.

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