



IAPB Logo guidelines

Using the logo and designing publications

Who can use the logo and how?

The IAPB logo may be used by:

- All IAPB member organisations, with no modifications.
- IAPB Central and Registered Offices, with no modifications.
- IAPB Regional Offices, with modifications as specified below.

What material can it be used on?

The IAPB logo may be used on:

1. IAPB Registered, Central and Regional Office stationery.
2. IAPB internal communications and promotional materials.
3. IAPB member stationery and promotional materials, to indicate IAPB membership.
4. External media referring to IAPB, with the permission of an IAPB office.

Technical specifications

Dimensions: 638 x 328 pixels.

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.

Colour variations: IAPB Blue (100% Cyan, 65% Magenta, 0% Yellow and 30.5% Black), Black and White (for use on coloured backgrounds).

Components and placement

The IAPB logo is comprised of the 'eye' graphic, with the acronym 'IAPB'. No modifications may be made to the logo, either by using any colours other than those specified, distorting the logo, or by reducing the amount of specified space around it.

- The logo must be used as supplied and may not be re-drawn.
- The 'eye' graphic cannot be reproduced without the text to denote IAPB.
- The acronym 'IAPB' may not be omitted or replaced with any other copy when using the logo.
- No colours, other than the three variations specified, may be introduced into the logo itself.
- Clear space equal to 50% of the height of the 'eye' graphic (7mm at maximum size) must be allowed above, below and to either side of the logo.
- Neither the logo nor its components may be scaled disproportionately to accommodate other content, except when using the 'eye' graphic as a visual symbol to break up text (see example overleaf).
- The version of the logo that contains a drop shadow is only for use on stationery.



Modified Logo – Regional Office Use

IAPB Regional Offices are denoted by insertion of the respective region name, 2mm below the logo in 12pt Neue Helvetica Roman (or Arial for PC use).

- Logo components may not be disproportionately scaled to accommodate this content.
- If necessary the typesize should be reduced to ensure the text does not appear wider than the actual logo.
- Modified logos are produced on behalf of Regional Offices, by IAPB Central or Registered Office.
- Modifications and translations of the logo are approved and produced by IAPB Central or Registered Office.



Producing IAPB internal publications and stationery

- For internal publications the logo should always appear in the top right hand corner of the first page.
- All publications should use Black, IAPB Blue (100% Cyan, 65% Magenta, 0% Yellow and 30.5% Black), IAPB Yellow (0% Cyan, 6% Magenta, 56% Yellow and 0% Black) and full colour or b/w photographs.
- The main text for all publications should be no smaller than 12pt unless otherwise agreed.
- On the final page you should use the IAPB logo in conjunction with other elements (see example below):
 - Firstly the text: VISION 2020 is the joint global initiative of IAPB and the World Health Organization for the elimination of avoidable blindness
 - Then, below and to the left, the combined IAPB/VISION 2020 logo
 - Then, ranged left and to the right of the IAPB/VISION 2020 logo: International Agency for the Prevention of Blindness
London School of Hygiene and Tropical Medicine, Keppel Street, London WC1E 7HT United Kingdom
Registered Charity No: 1100559. Company Limited by Guarantee Number: 4620869, Registered in England and Wales.
- IAPB stationery items use the logo with a drop shadow and are produced and distributed by IAPB Central, Registered and Regional Offices only.

IAPB Strategic Map

The diagram is shaped like an eye. It contains several key points:

- Beneficiaries:** Eye health becomes a priority in overall health policy, integrated into health systems and receives greater financial allocations.
- Advocacy:** To promote implementation plans, to secure resources for VISION 2020, and to disseminate knowledge of VISION 2020.
- Promoting collaboration:** IAPB's capacity at global and regional levels, IAPB's service to members, and developing sustainable income sources that raise \$5m annually.
- Learning and growth:** Where do we need to invest in order to excel?
- Resources:** How do we ensure we are resourced adequately?

Working together to eliminate avoidable blindness

IAPB Strategic Plan 2009 to 2013

IAPB is an international umbrella organisation with a total membership of over 100 organisations interested in the prevention of blindness including NGOs, professional bodies, institutions and corporations.

Vision
A world in which no one is needlessly blind or visually impaired and where those with unavoidable vision loss can achieve their full potential.

Mission
IAPB's mission is to eliminate the main causes of avoidable blindness and visual impairment by bringing together governments and non-governmental agencies to facilitate the planning, development and implementation of sustainable national eye care programmes based on the three core strategies of disease control, human resource development and infrastructure development, incorporating the principles of primary health care.

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All enquiries should be directed to the IAPB Communications team at communications@iapb.org

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