Logo System

IDFA
International Dairy Foods Association

Horizontal

IDFA
International Dairy Foods Association

Stacked

INTERNATIONAL DAIRY FOODS ASSOCIATION

Badge

Aalto Sans  Utility bold
Logo Horizontal

This is the primary IDFA logo that will be used across brand applications. This logo helps audiences easily identify IDFA’s printed materials, web presence, communications, social media, and other branded materials. It is also essential to the success of the IDFA brand that the logo is always consistent in presentation.

To maintain brand consistency, the IDFA team should apply the logo with care, and they should consider every application of the logo, according to these brand guidelines.
Whenever possible, all branded materials and communications should be created using the primary IDFA logo.

In scenarios where the primary logo is either too wide, or requires a vertical format, IDFA’s stacked logo can be used (but should never be placed directly next to the primary logo).
Logo Badge

Whenever possible, all branded materials and communications should be created using the primary IDFA logo.

In addition to the primary and stacked logos, IDFA’s brand offers a secondary badge. The IDFA badge should be used in a more casual capacity on collateral where the brand does not need to be communicated wholly and professionally. We recommend it for promotional items like t-shirts, jackets, and coffee mugs.
Minimum Sizes

When significantly reduced, the logo system will become illegible. These are the pixel sizes IDFA recommends staying within to preserve the integrity of the logo.
Clear Space

It is essential to maintain proper spacing around the logo to avoid overcrowding and illegibility. The use of whitespace isolates the logo from competing graphic elements (typography, images, other logos, etc.) that may lessen the impact of the IDFA identity.

The clear space defined here is applicable to the entire IDFA logo system.

The minimum clear space is defined as one-third of the height of the horizontal logo (3:1). This minimum clear space should be maintained as the logo is scaled proportionally.
Logo Backgrounds

Here are different ways the IDFA logo can be applied to backgrounds. Each option should be applied with care, making sure the logo and typography are not competing with the background used.
Alternate 1-color IDFA logos. These logos can be used when a 1-color design is required. The IDFA team should honor the IDFA color palette when possible, using 1-color or white versions only if necessary.
Correct Logo Application

Primary Use Light Background Photo

Alternate Use 1-Color White Burn-in

Alternate Use 1-Color White over Pattern

Alternate use 1-Color White

Alternate Use 1-Color White Burn-in

Primary Use Light Background Solid

Aalto Sans  Utily bold
Incorrect Logo Application

- Avoid Stretching
- Avoid Using on Busy Backgrounds
- Avoid Rotating
- Avoid Boxing in Logo
- Avoid Reversing Brand Colors
- Avoid Adding Strokes
- Avoid Using Off-brand Colors
- Avoid Using Off-brand Fonts

Avoid Using Low Contrast Backgrounds
Avoid Using Low Opacity

Font: Aalto Sans
Style: Utility bold
Color Palette

**DIGITAL**
- Hex Code: 4183BF
  - R: 65 G: 131 B: 191
- Pantone: 660 C
  - C: 75 M: 42 Y: 3 K: 0

**DIGITAL**
- Hex Code: E92E29
  - R: 233 G: 46 B: 41
- Pantone: 485 C
  - C: 2 M: 96 Y: 95 K: 0

**DIGITAL**
- Hex Code: B3CDE5
  - R: 179 G: 205 B: 229
- Pantone: 544 C
  - C: 28 M: 11 Y: 3 K: 0

**DIGITAL**
- Hex Code: 122D47
  - R: 18 G: 45 B: 71
- Pantone: 2965 C
  - C: 96 M: 79 Y: 46 K: 45

**PRINT**
- Pantone: 660 C
  - C: 75 M: 42 Y: 3 K: 0

**PRINT**
- Pantone: 485 C
  - C: 2 M: 96 Y: 95 K: 0

**PRINT**
- Pantone: 544 C
  - C: 28 M: 11 Y: 3 K: 0

**PRINT**
- Pantone: 2965 C
  - C: 96 M: 79 Y: 46 K: 45
Typography

**PRIMARY TYPEFACE**

**SECONDARY TYPEFACE**

Aalto Sans Pro Bold

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<th>AaBbCcDdEeFfGgHhIiJjKkLlMmNn</th>
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Utily Sans Bold

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<td>!@#$%^&amp;*?/)</td>
<td>!@#$%^&amp;*?/)</td>
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</table>
Power of Dairy

H1  |  Aalto Sans Pro Bold  |  Size 30 pt

Happier IDFA Members

H3  |  Aalto Sans Pro Bold  |  Size 18 pt

Membership Made Easy

H2  |  Aalto Sans Pro Bold  |  Size 18 pt

Paragraph  |  Utily Regular  |  Size 11-14 pt

IDFA advocates on behalf of America’s dairy industry to ensure our dairy companies and communities continue to innovate and thrive.
IDFA advocates on behalf of America’s dairy industry to ensure our dairy companies and communities continue to innovate and thrive.
Web Fonts

Power of Dairy

Membership Made Easy

Happier IDFA Members

IDFA advocates on behalf of America’s dairy industry to ensure our dairy companies and communities continue to innovate and thrive.
Email Signature

The IDFA email signature consists of team employee name, title, contact information, and mission content tagline.

Typography:

**NAME**
Arial; Bold; 14 px; all-caps; #4183BF

**Title**
Arial; 11 px; #122D47

**Address/Phone**
Arial; 10px; #5E6C7F

**Blue “P/M” in Phone Numbers**
Arial; Bold; 10 px; #4183BF

**Link**
Arial; Underline; 10 px; #4183BF

**Tagline**
Arial; 12 px; #E92E29

MATT HERRICK
Senior Vice President, Executive & Strategic Communications
International Dairy Foods Association

1260 H St. NW, Suite 960
Washington, DC 20005
P: 202.220.0537
M: 202.734.6831
www.idfa.org

Making a Difference for Dairy
Business Card

The IDFA business card is designed to accommodate multiple lines of text for titles, and contact information, as shown.

Typography:

**NAME**
Aalto Sans Bold; Bold; 13pt; all-caps; #4183BF

**Title**
Utily Bold; 8pt; #122D47

Contact Information
Aalto Sans Regular; 7pt; #606e81

**Blue “P/M” in Phone Numbers/URL**
Aalto Sans Semibold; 7pt; #4183BF

**Paper Stock:**
#100 Cougar Opaque Cover
Stationery

The IDFA stationery system consists of two digital letterheads, with and without watermark, and a standard No. 10 Envelope.

Word Processing:
Arial Regular, 11 pt in #122d47 with auto line spacing. If your letter extends below the bottom margin, continue typing on a second letterhead page.

Envelope Paper Stock:
#70 Text Cougar Opaque Smooth
Notepad

The custom IDFA notepad is a functional way to market the IDFA brand, while adding value for both IDFA members and employees.

Notepad Paper Stock:
#70 Text Cougar Opaque Smooth/100 pad
Podium Signs

The IDFA podium signs are ideal for any presentation, providing a branded solution for presenting in front of an audience from a lectern or podium. The podium sign template provided is also a great way to highlight members and sponsors.

When creating a custom podium sign, consider using high-quality logo files at 300dpi. Individual logos should be no larger than 4.5” x 3” and placed in a 2 or 3 column layout as shown.

Podium Signs Production:
Direct print full-color, 18x22”
Matted to 3/16” black gator board
PowerPoint Templates

The IDFA PPT template consists of several creative and flexible slide layouts, that will give every IDFA presentation a unique look. Each slide is designed with visual interest and brand consistency in mind.

When creating a PPT from this template please use the typography styles established in the document, or from page 14 in this guide.