



**IDFA**

**International  
Dairy Foods Association**

# Brand Guidelines

International Dairy Foods Association Brand Identity Standards

Version 1.1, March 2020

# Logo System

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Horizontal

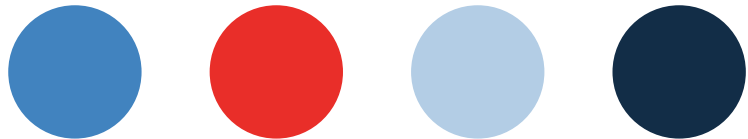


Stacked



Badge

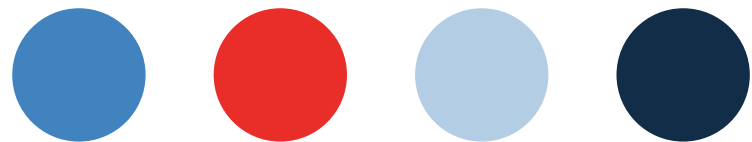
Aalto Sans    Utiily bold



# 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.

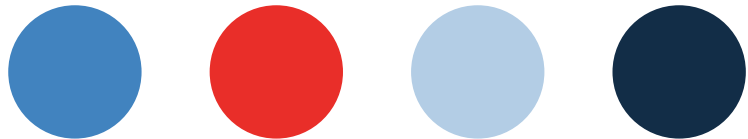
To maintain brand consistency, the IDFA team should apply the logo with care, and they should consider every application of the logo, according to these brand guidelines.



# Logo Stacked

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

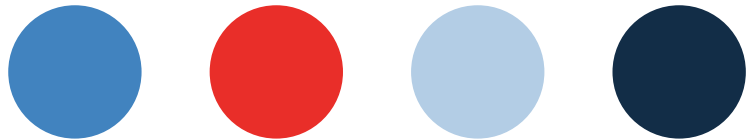
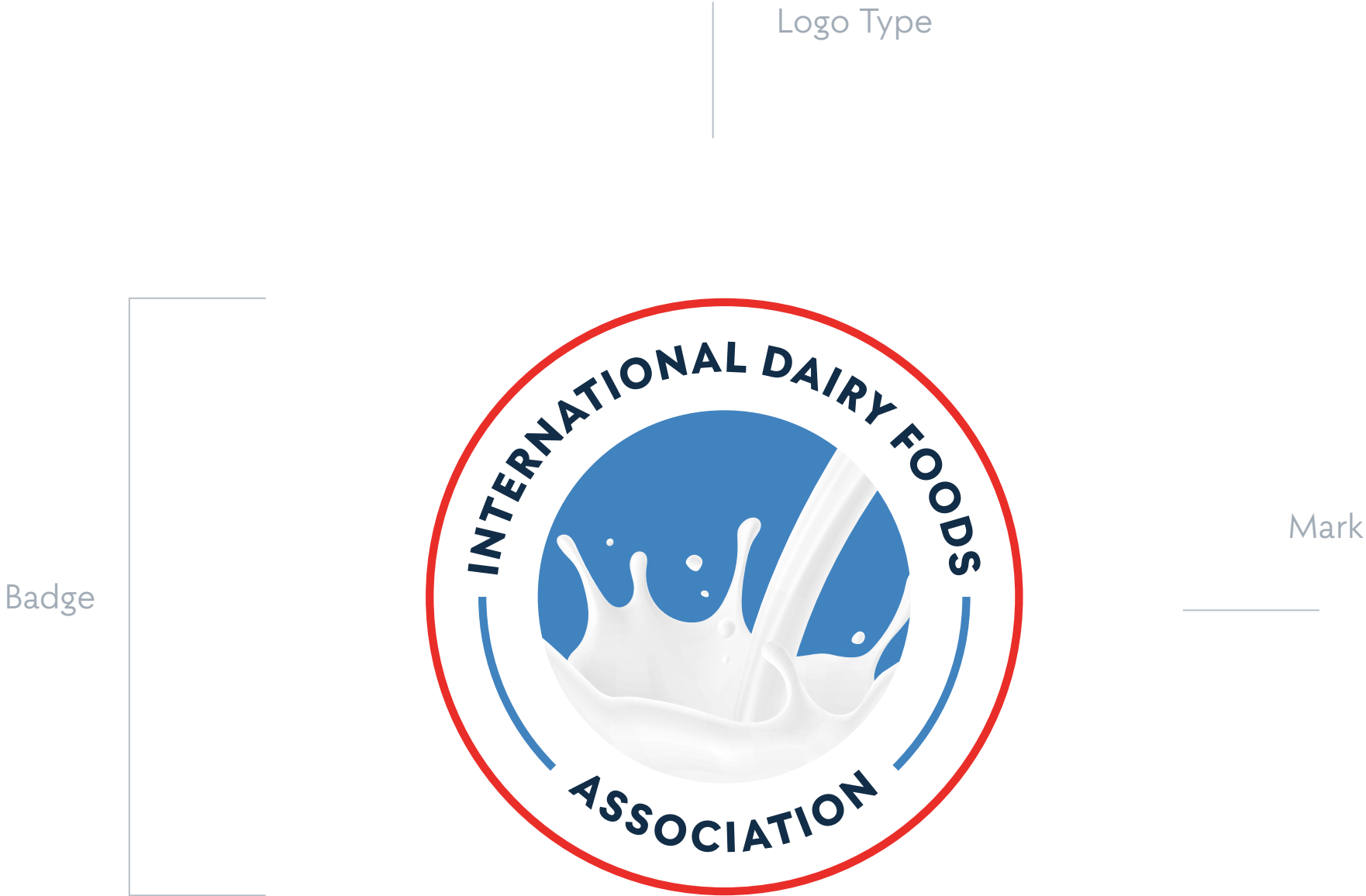
In scenarios where the primary logo is either too wide, or requires a vertical format, IDFA’s stacked logo can be used (but should never be placed directly next to the primary logo).



# Logo Badge

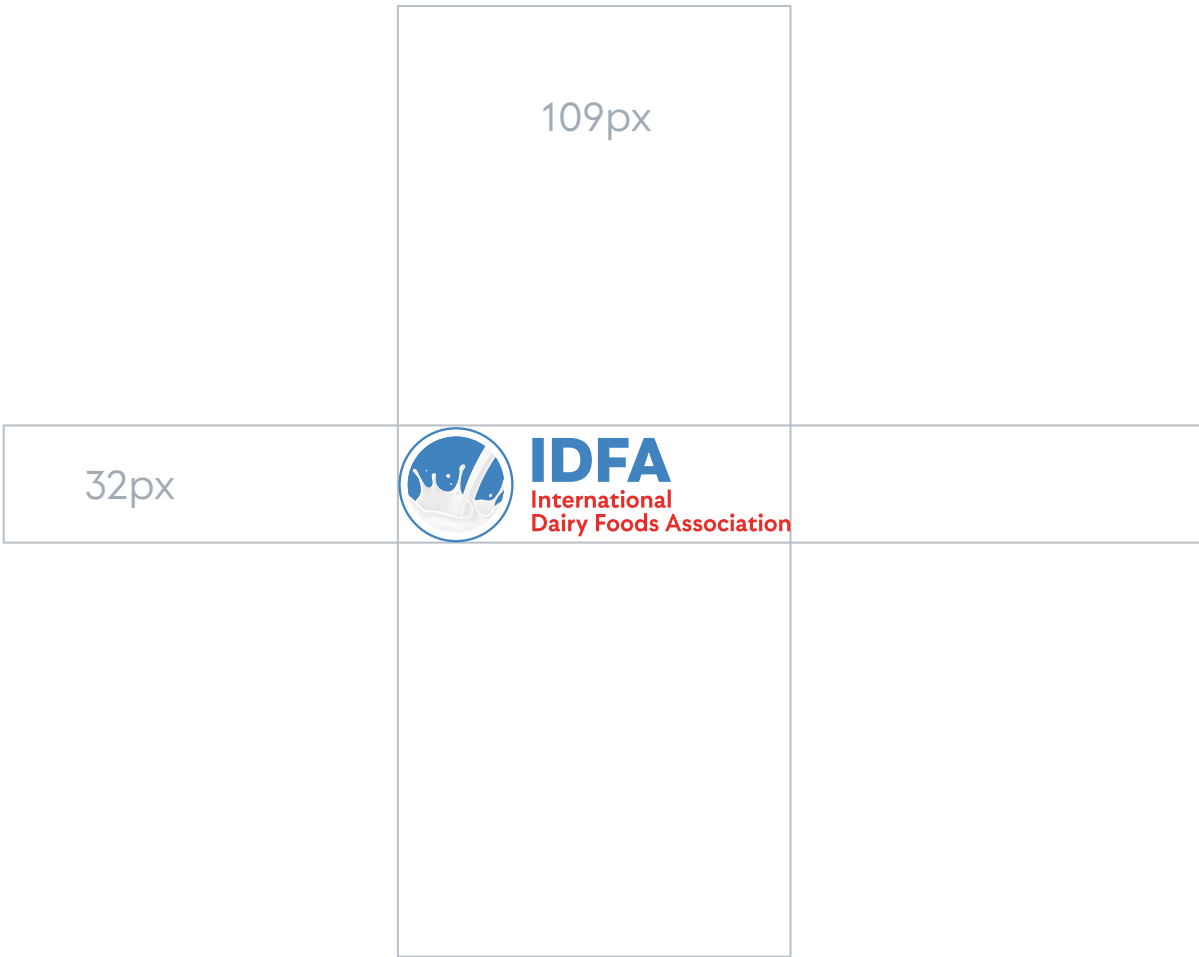
Whenever possible, all branded materials and communications should be created using the primary IDFA logo.

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

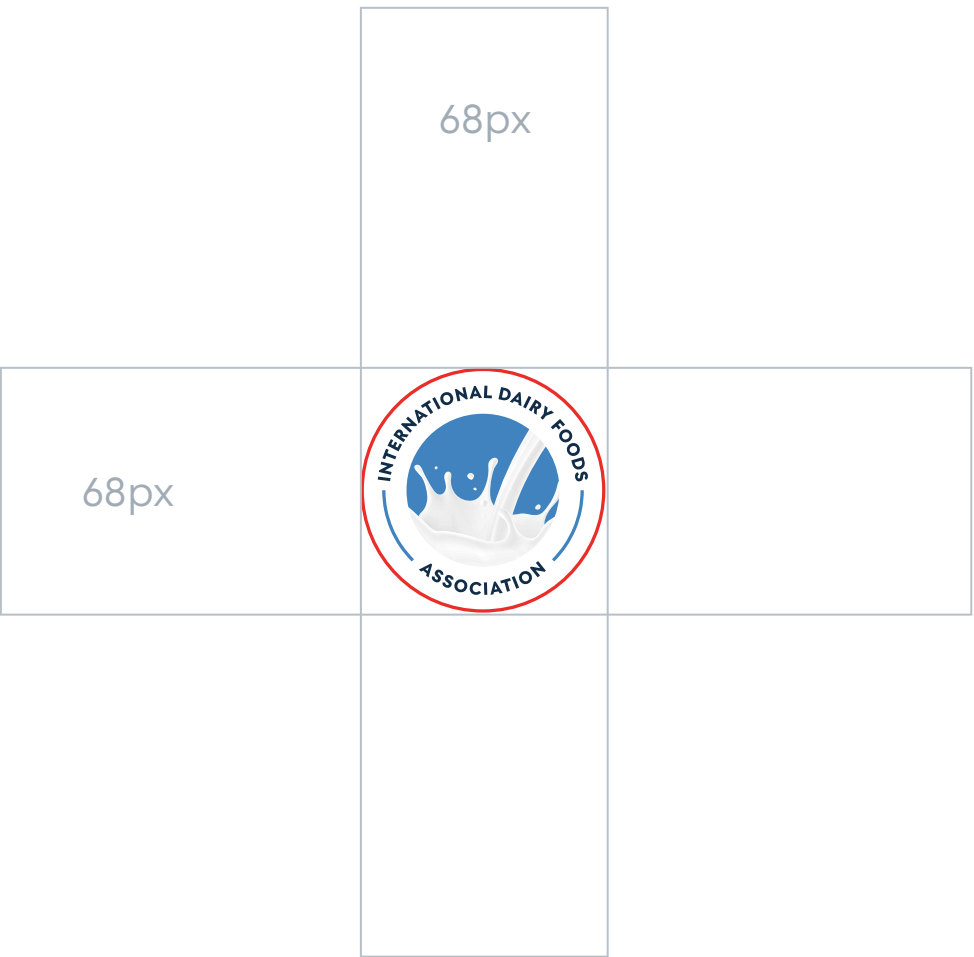
When significantly reduced, the logo system will become illegible. These are the pixel sizes IDFA recommends staying within to preserve the integrity of the logo.



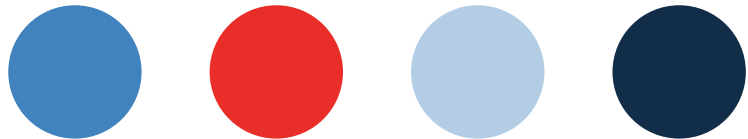
Horizontal



Stacked



Badge



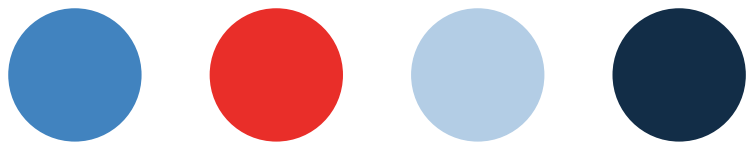
# Clear Space

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.

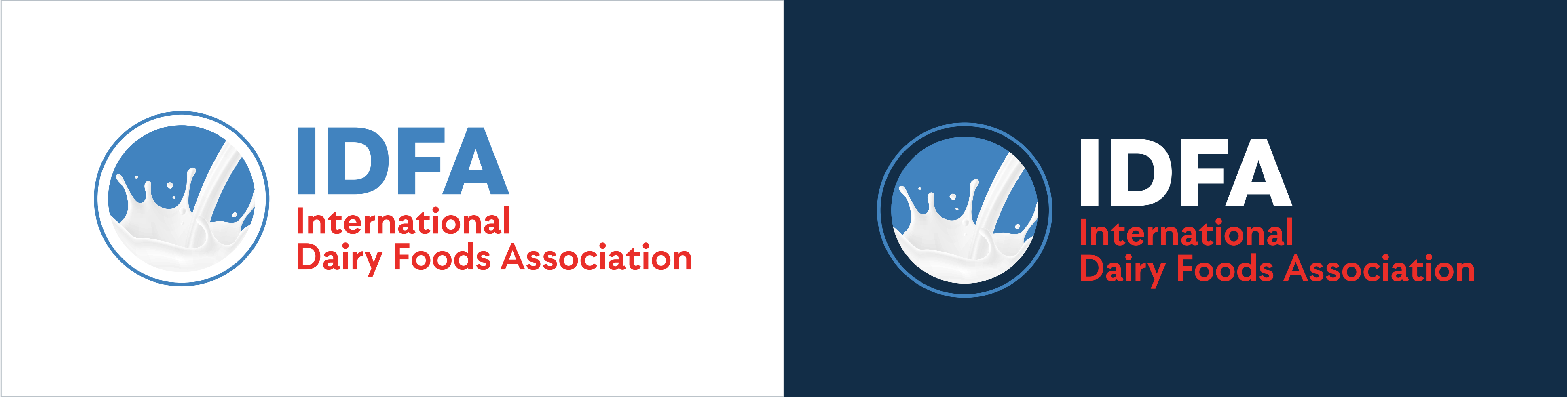


The minimum clear space is defined as one-third of the height of the horizontal logo (3:1). This minimum clear space should be maintained as the logo is scaled proportionally.



# Logo Backgrounds

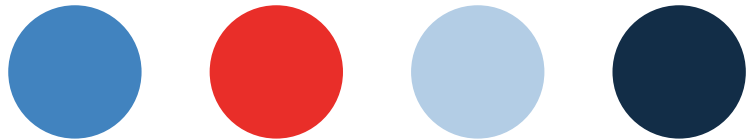
Here are different ways the IDFA logo can be applied to backgrounds. Each option should be applied with care, making sure the logo and typography are not competing with the background used.



Light Background

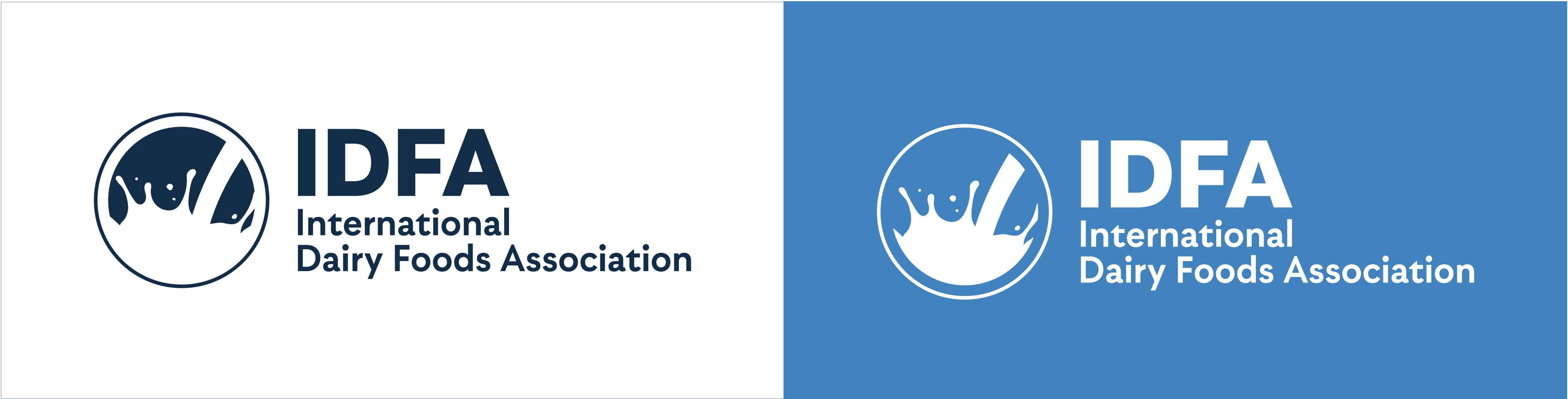
Dark Background

Aalto Sans    Utily bold



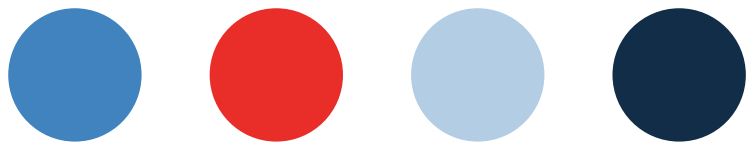
# 1-Color Logos

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 neccessary.



1-Color Dark

1-Color White



# Correct Logo Application

Primary Use



Secondary Use



Primary Use Light Background Photo



Alternate Use 1-Color White Burn-in



Alternate Use



Alternate Use



Alternate Use 1-Color White over Pattern



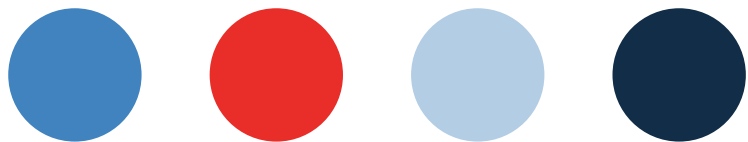
Alternate use 1-Color White



Alternate Use 1-Color



Primary Use Light Background Solid



# Incorrect Logo Application

Avoid Using Low Contrast Backgrounds



Avoid Using Low Opacity



Avoid Stretching



Avoid Using on Busy Backgrounds



Avoid Rotating



Avoid Boxing in Logo



Avoid Reversing Brand Colors



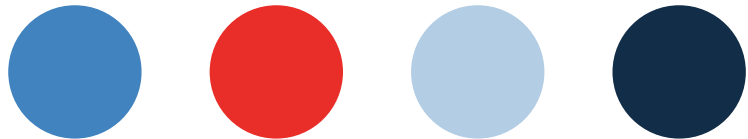
Avoid Adding Strokes



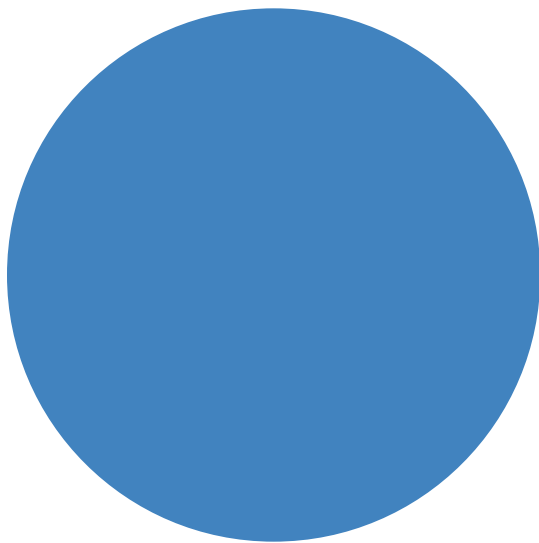
Avoid Using Off-brand Colors



Avoid Using Off-brand Fonts

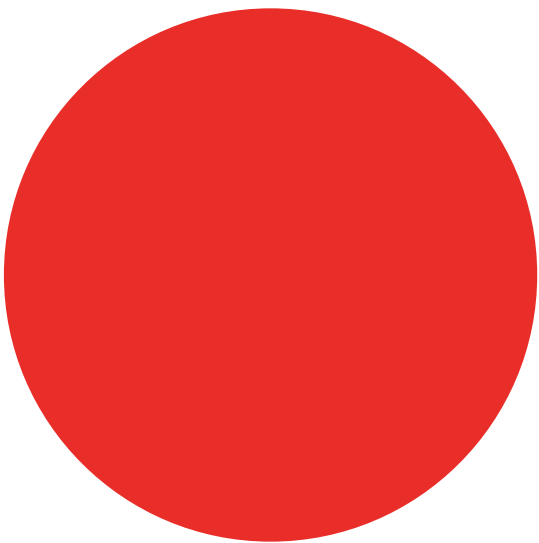


# Color Palette



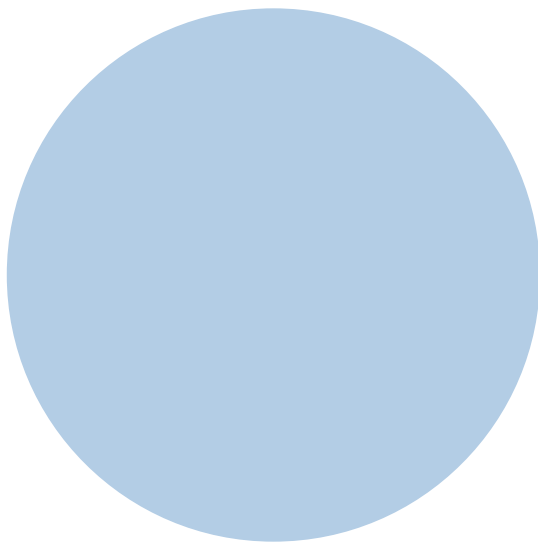
**DIGITAL**  
Hex Code: 4183BF  
R: 65 G: 131 B: 191

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



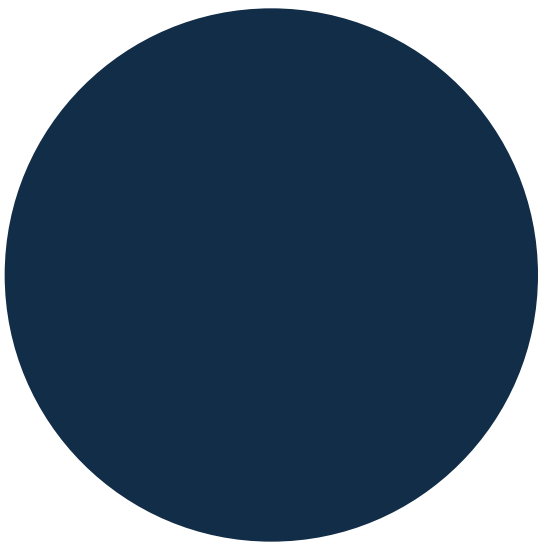
**DIGITAL**  
Hex Code: E92E29  
R: 233 G: 46 B: 41

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



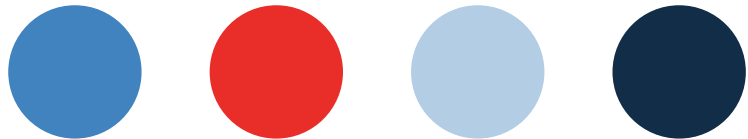
**DIGITAL**  
Hex Code: B3CDE5  
R: 179 G: 205 B: 229

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



**DIGITAL**  
Hex Code: 122D47  
R: 18 G: 45 B: 71

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



# Typography

Aa

PRIMARY TYPEFACE

Aalto Sans Pro Bold

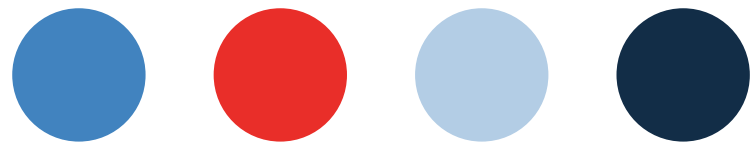
AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
  
0123456789  
!@#\$%^&\*?/)

Aa

SECONDARY TYPEFACE

Utily Sans Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
  
0123456789  
!@#\$%^&\*?/)



# Document Fonts

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Power of  
Dairy

H1 | Aalto Sans Pro Bold | Size 30 pt

Membership  
Made Easy

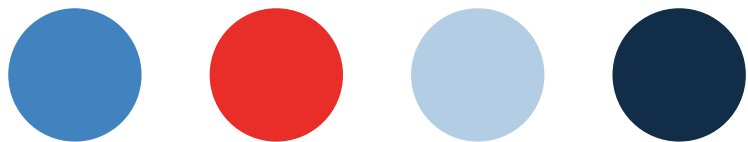
H2 | Aalto Sans Pro Bold | Size 18 pt

Happier IDFA  
Members

H3 | Aalto Sans Pro Bold | Size 18 pt

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

Paragraph | Utily Regular | Size 11-14 pt



# Default Fonts

Power of Dairy

H1 | Arial Bold | Size 48px

Membership Made Easy

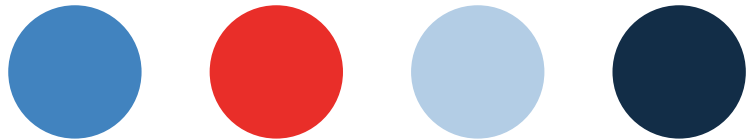
H2 | Arial Bold | Size 36px

Happier IDFA Members

H3 | Arial Bold | Size 24px

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

Paragraph | Arial Regular | Size 14-24px



# Web Fonts

Power of Dairy

H1 | Gilroy Bold | Size 48px

Membership Made Easy

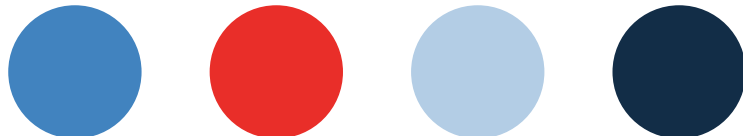
H2 | Gilroy Bold | Size 36px

Happier IDFA Members

H3 | Gilroy Bold | Size 24px

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

Paragraph | Gilroy Medium | Size 14-24px



# 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

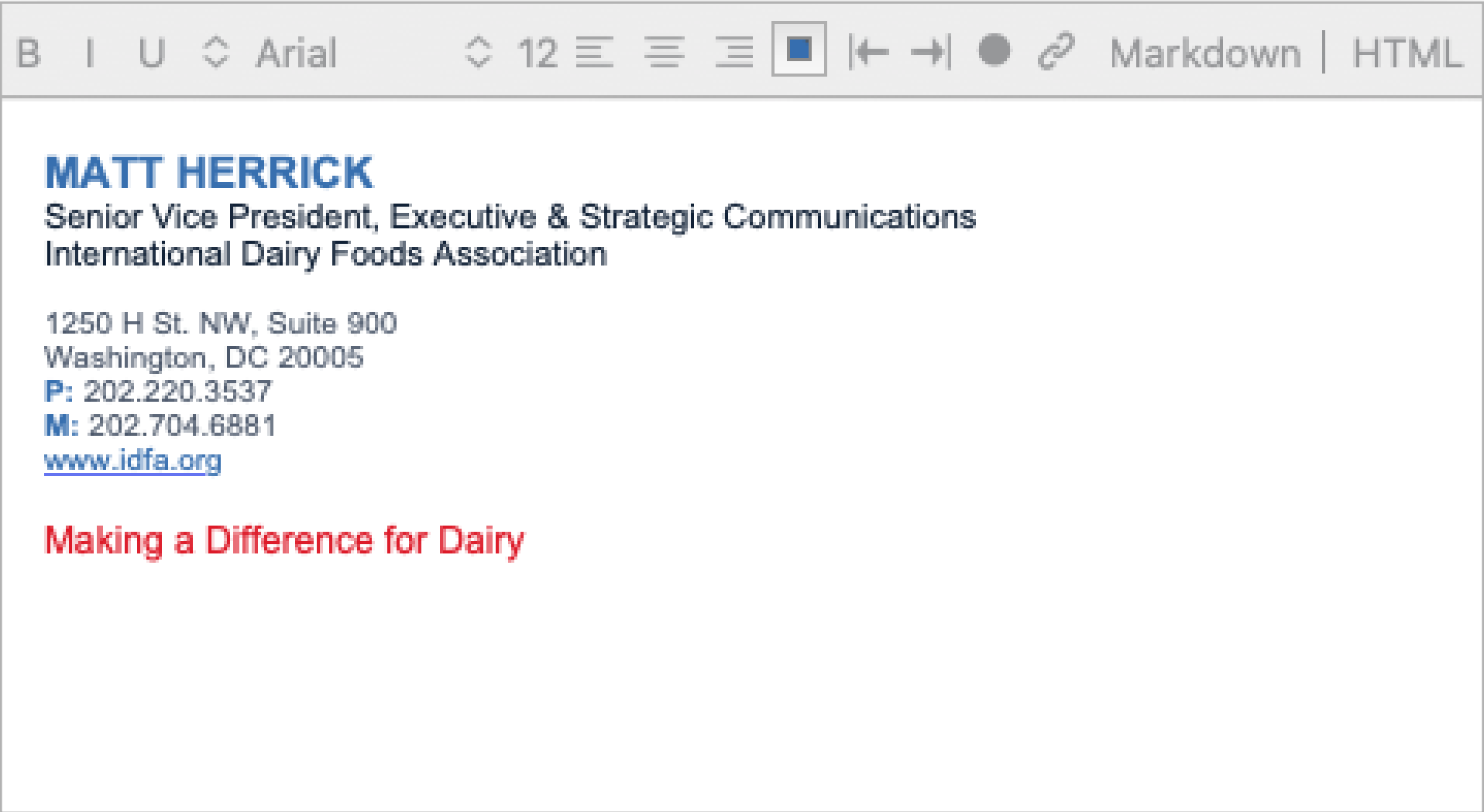
Arial; Bold; 10 px; #4183BF

### Link

Arial; Underline; 10 px; #4183BF

### Tagline

Arial; 12 px; #E92E29



# 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

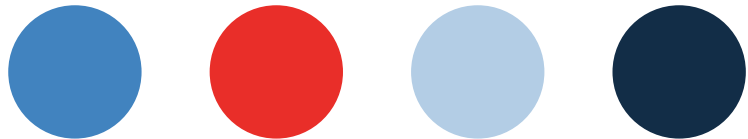
Aalto Sans Regular; 7pt; #606e81

Blue “P/M” in Phone Numbers/URL

Aalto Sans Semibold; 7pt; #4183BF

Paper Stock:

#100 Cougar Opaque Cover



# Stationery

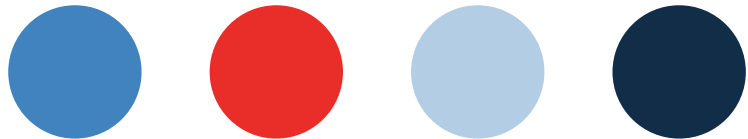
The IDFA stationery system consists of two digital letterheads, with and without watermark, and a standard No. 10 Envelope.

**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:**

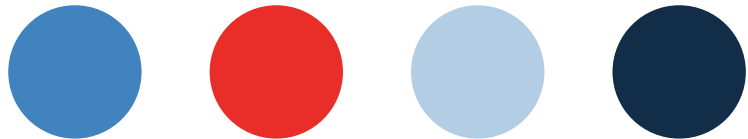
#70 Text Cougar Opaque Smooth



# 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



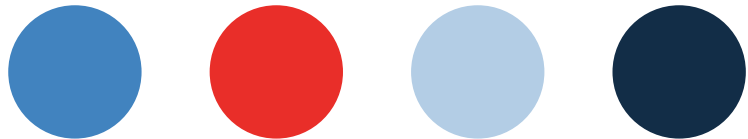
# Podium Signs

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:**

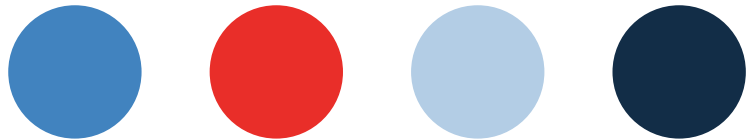
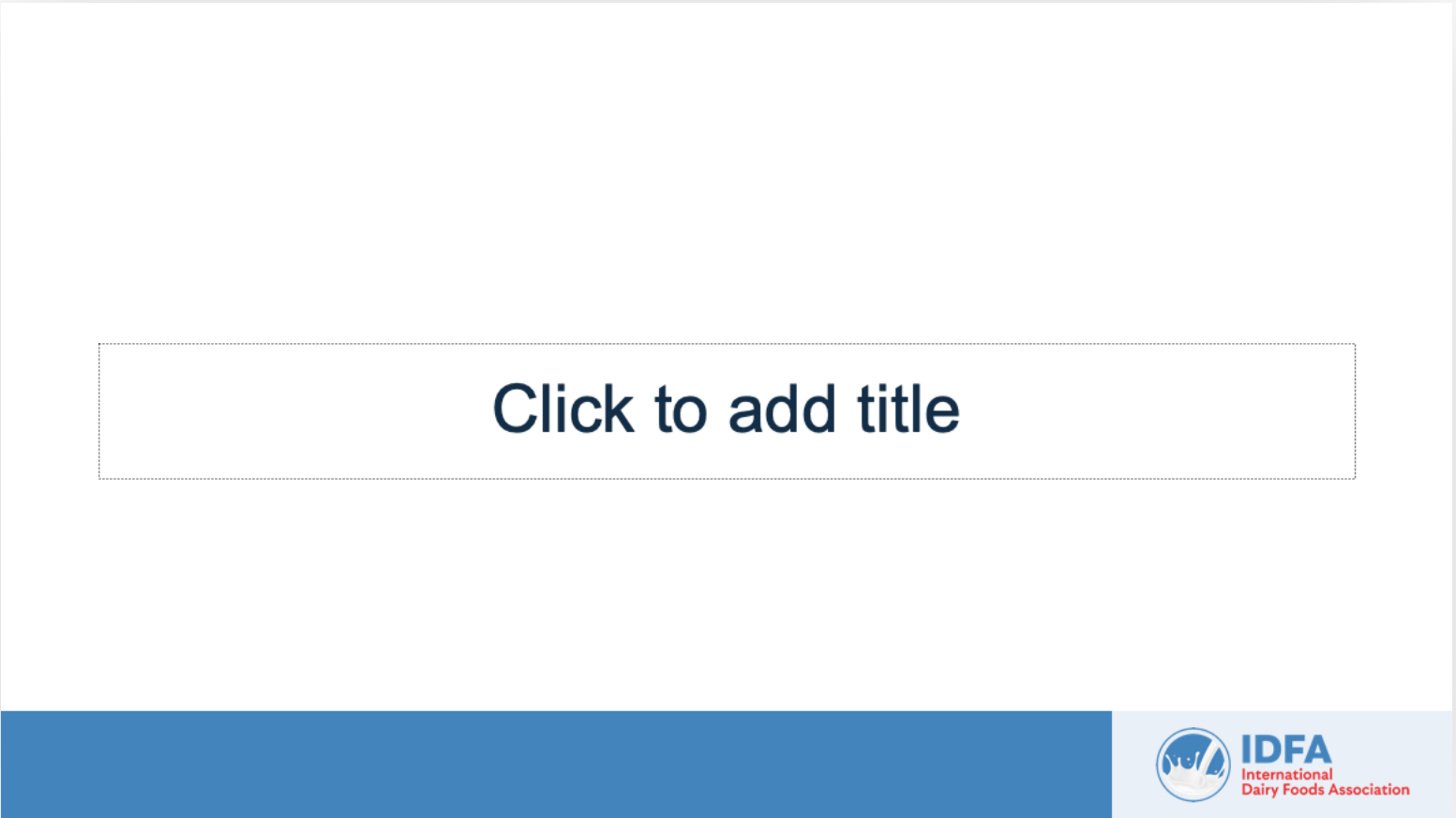
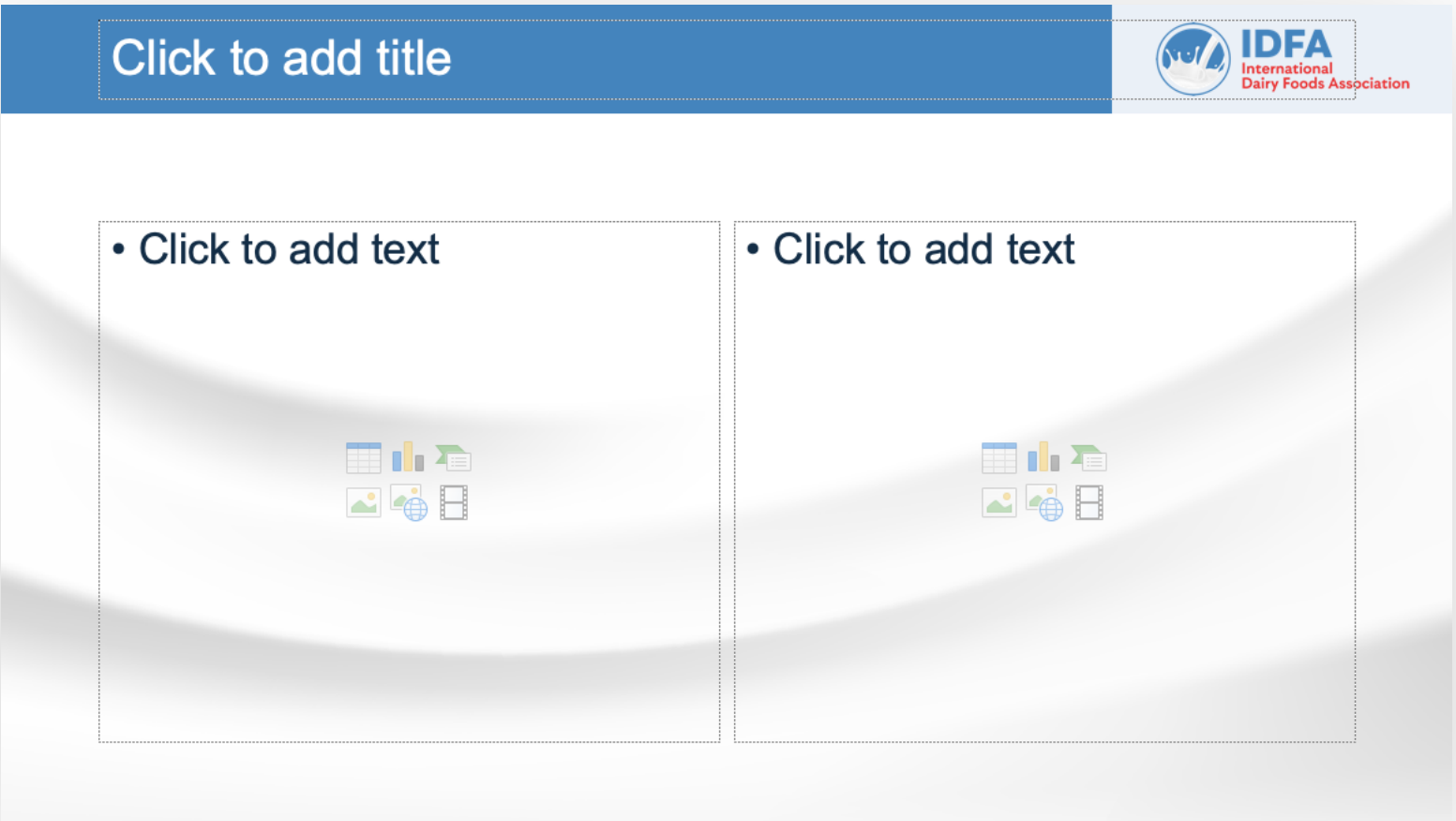
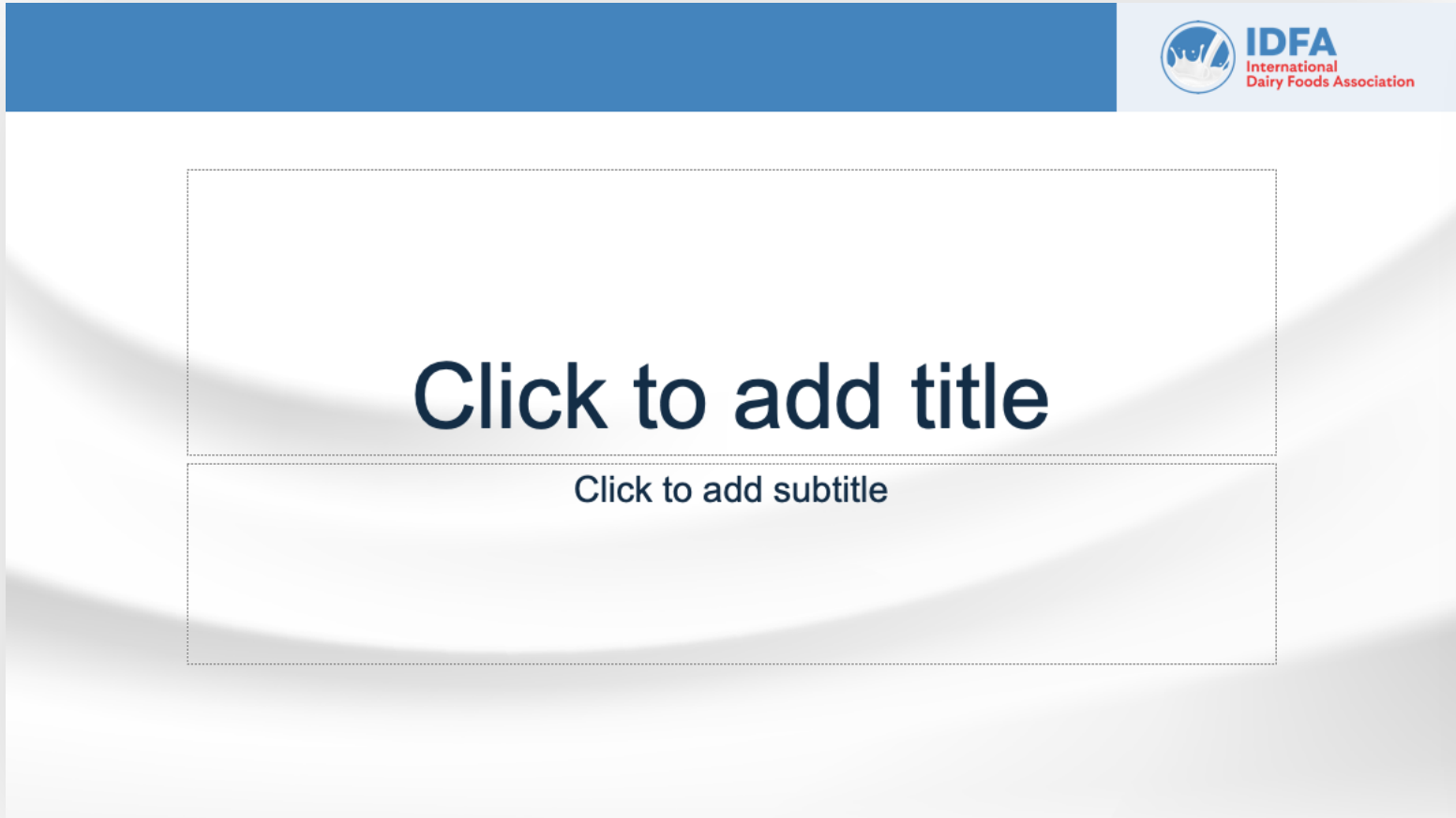
Direct print full-color, 18x22"  
Matted to 3/16" black gator board



# 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 typogrphy styles established in the document, or from page 14 in this guide.



Branding & Design by:

