

IAF Logo Use Guidelines

We're IAF. Sometimes we go by the Investment Agriculture Foundation of BC, but mostly we just go by IAF. We're not iaf, or iafbc, or IAFBC, just simply IAF. IAF delivers programs and services to support a thriving agriculture and agri-food sector in British Columbia. Check out our logo use guidelines below!

IAF LOGO VERSIONS

COLOUR
(general use)



WHITE
(dark backgrounds)



BLACK
(non-colour uses)



GREYSCALE
(greyscale uses)



PROTECTIVE MARGINS



Maintain protective margin all around.

MINIMUM SIZE



Very small reproductions are an exception and only permitted when space is very limited. The normal minimum size for reproducing the IAF logo is 6 mm or 20 pixels high.

COLOURS

IAF GREEN



CMYK 60, 32, 100, 14
RGB 109, 130, 55
HEX #6D8237

IAF LIGHT GREEN



CMYK 37, 12, 100, 0
RGB 174, 189, 55
HEX AEBD37

NEVER alter the colours of the elements.



PROPORTIONS

ALWAYS scale the logo proportionally.



NEVER squash or stretch the logos to make fit.



QUESTIONS?

CONTACT THE COMMUNICATIONS TEAM

IAF's communications team is here to help. Email us at communications@iafbc.ca

USING THESE LOGOS TO ACKNOWLEDGE FUNDING?

Find your program's project resource hub at www.iafbc.ca/project-resource-hub/ for the correct logo set, guidelines, and more!

USE OF FILES

FILE TYPES

The IAF logo files include vector files, which have an .AI or .EPS file extension. Vectors can be scaled to any size or resolution without losing quality. Use these files whenever possible for best results.

USING FILES

MS Programs: Select INSERT in the top ribbon, then PICTURES > THIS DEVICE. Locate the file and select INSERT.

InDesign: Select FILE > PLACE, locate the vector file, and select OPEN.

The IAF logo files are to be used for the purposes supplied only, and are not for redistribution or re-use without prior authorization from IAF. Please contact the IAF Communications Team to request other colour versions or file formats of the logos, or if you have questions regarding the use of the logos.