Logo Usage Guidelines
April 25, 2016

This page shows the versions of the logo approved for use. These include the "Hero" logo, which should be used for most instances. The "Wide" and "UltraWide"versions of the logo can be used when the logo is either very big, or very small (to insure that the supporting type is legible, but not overpowering).
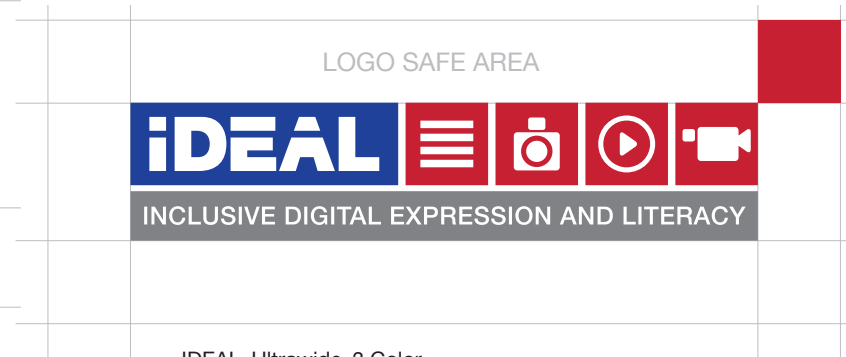
The supporting type in the logo is Helvetica Neue Regular. The "IDEAL" font is based on Helvetica Neue Black. Use the Helvetica Neue Font Family whenever possible in other related brand communications.

Logo Usage Guidelines

April 25, 2016

IDEAL_Hero _3 Color

LOGO SAFE AREA

iDEAL

INCLUSIVE DIGITAL EXPRESSION AND LITERACY

LOGO SAFE AREA

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IDEAL_Wide_3 Color

LOGO SAFE AREA

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IDEAL_Ultrawide_3 Color

This page shows the safe area that should be preserved around each logo when in use. This area is defined by the size of one of the squares holding the icons, and should be free of type and graphic elements (shapes, rules, photo masks).

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Logo Usage Guidelines

April 25, 2016

IDEAL_Hero _3 Color.ai

IDEAL_Hero _3 Color.png

IDEAL_Hero _Black.ai

IDEAL_Hero _Black.png

IDEAL_Hero _Black_SeeThrough.ai

IDEAL_Hero _Black_SeeThrough.png

IDEAL_Hero _Blue.ai

IDEAL_Hero _Blue.png

IDEAL_Hero _Blue_SeeThrough.ai

IDEAL_Hero _Blue_SeeThrough.png

IDEAL_Hero _Red.ai

IDEAL_Hero _Red.png

IDEAL_Hero _Red_SeeThrough.ai

IDEAL_Hero _Red_SeeThrough.png

IDEAL_Hero _Tints_LightBack.ai

IDEAL_Hero _Tints_Lightback.png

IDEAL_Hero _Tints_DarkBack.ai

IDEAL_Hero _Tints_DarkBack.png

IDEAL_Hero _White.ai

IDEAL_Hero _White.png

IDEAL_Hero _White_SeeThrough.ai

IDEAL_Hero _White_SeeThrough.ai .png

This page shows the full set of logos in the master files for each version (Hero, Wide, Ultrawide). "SeeThrough" versions of single color logos are available, but must be used with caution to insure that all text is readable over the image or color block background. When in doubt, use the non-SeeThrough versions, which will keep the type and iconography very readable.

Logo Usage Guidelines

April 25, 2016

DO

This is the approved logo.

RED	BLUE	BLACK	WHITE	TINTS OF BLACK

90% 80% 60% 50% 40%

RED
R:198 G: 32 B: 50
C:15 M:100 Y:88 K:5
H:352° S:83% B:77%
#:C62032

BLUE
R:31 G: 66 B: 155
C:100 M:89 Y:0 K:0
H:223° S:79% B:60%
#:1F429B

BLACK
R:0 G: 0 B:0
C:75 M:65 Y:65 K:90
H:0° S:0% B:0%
#:000000

WHITE
R:255 G: 255 B: 255
C:0 M:0 Y:0 K:0
H:0° S:0% B:100%
#:FFFFFF

DON'T

Do not change the color brakes in the approved logos, even if the new colors are the approved colors.

Do not introduce new single colors or whole new palettes to the logo.

Do not mix color and tint versions of the logo.

This page shows the approved 3 color version of the Hero logo, and presents some color issues you should avoid. While this page uses the Hero logo, the same rules apply to the Wide, and UltraWide versions of the logo, and all the single color and tint variations.

Logo Usage Guidelines

April 25, 2016

DO

DON'T

Do not substitute unaltered Helvetica Neue Black font for "IDEAL."

Do not use Caps/Lowercase in place of ALLCAPS in "INCLUSIVE DIGITAL EXPRESSION AND LITERACY."

Do not create new icons. Do not allow icons to cross out of their enclosing square. Do not use color in icons. And do not alter the design of the approved icons.

Do not substitute another font for any portion of the logo.

Do not skew the logo.

Do not alter the relative scale or approved nesting of any of the elements of the logo.

Do not squeeze the logo.

This page shows the approved 3 color version of the Hero logo, and presents some color issues you should avoid. While this page uses the Hero logo, the same rules apply to the Wide, and UltraWide versions of the logo, and all the single color and tint variations.

Logo Usage Guidelines

April 25, 2016

DO

DON'T

Do not place logos over colors that are so similar to the logo background that they virtually disappear, or in the case of the "SeeThrough" logos on the right, that the type and the icons are not legible.

Do not place logos over color breaks in the background, or over colors that "vibrate" with the logo color. Do not, as in the image on the right, use a combinationo of the opaque and "SeeThrough" logos. Do not fill text with a separate image or background. Do not create new logo shapes, as in the white rule.

Use drop shadows only on opaque versions of the logo and then, only sparingly. Never use drop shadows on "SeeThrough" logos. Never use a color drop shadow or glow as in the logos on the lower right.

Do not use logos over background colors that match one of the logos shapes, such that one or more of the shapes appear to disappear. Do not cover up any portion of the logo.

Logo Usage Guidelines
April 25, 2016

BETTER BUREAU

The IDEA logos were designed by BETTER BUREAU. It is our mission to make the world a better place by helping "Pro-Social" brands, organizations, communities, and institutions thrive by helping you craft better communications in print, on screens, and at your events.

If you have any questions or concerns about the logos or these guidelines for usage, please contact us:

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