IFLA Professional Units

corporate identity usage guidelines

IFLA

**International
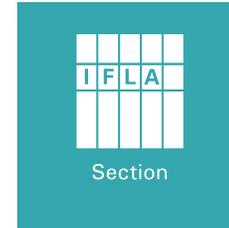Federation of
Library
Associations and Institutions**

IFLA Professional Unit Corporate Identity Overview

IFLA Professional Unit Logo
with Corporate Signature

IFLA Professional Unit Logo
for Social Media

Professional Unit Graphic optional

IFLA Section

IFLA Section
Continuing Professional Development and Workplace Learning

Section

IFLA Special Interest Group

IFLA Special Interest Group
National Information and Library Policy

Special Interest Group

IFLA Strategic Programme

IFLA Strategic Programme
Copyright and other Legal Matters (CLM)
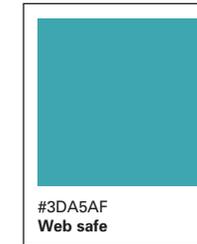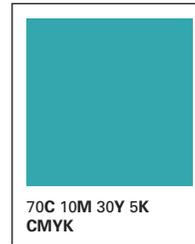
Strategic Programme

IFLA Section Logo Guidelines

IFLA Section
**Continuing Professional Development
and Workplace Learning**

Colour

Turquoise is a distinctive colour of the IFLA Section logo. It should be used moderately across all corporate communications.

70**C** 10**M** 30**Y** 5**K** **CMYK**	7467 C **Pantone coated**	62**R** 166**G** 175**B** **RGB**	#3DA5AF **Web safe**

Fonts

The IFLA Section logo is made up of the font Univers. It should be used on all corporate collateral wherever possible.

Univers Regular
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! ? . , ' ' ( )

Univers Bold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! ? . , ' ' ( )

IFLA Section Logo with Corporate Signature

Components

The IFLA Section logo is composed of two components: The IFLA Symbol in black, and the Section Signature in colour.
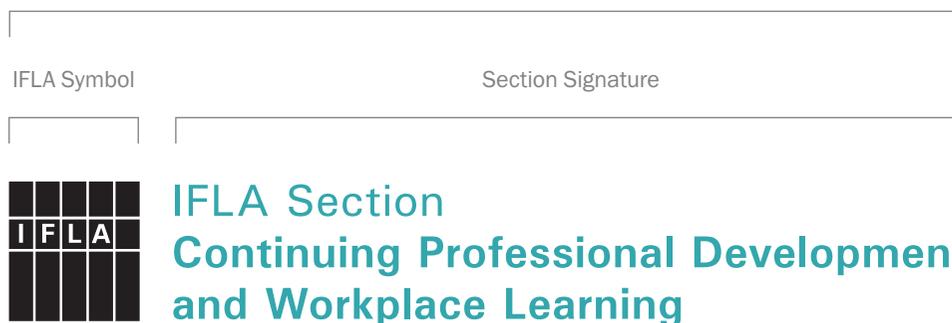
The signature always uses the words IFLA Section followed by the Section name in exactly the same style and typeface as shown in this guideline. Always maintain the correct proportions and use the colours as stipulated in this guideline.

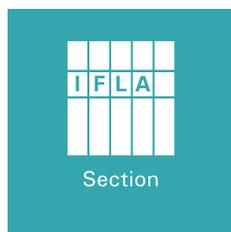Note: Section names should be spelled out fully – no acronyms.

Long/Short Section Signature

Long Section names should be displayed in three lines. Short Section names should be displayed in two lines.

The IFLA Section Logo

IFLA Symbol   Section Signature

IFLA Section
Continuing Professional Development and Workplace Learning

IFLA Section
Long
Name

IFLA Section
Short Name

IFLA Section Logo Examples

**IFLA Section
Libraries for Children
and Young Adults**

Logo for Social Media use only
This logo is designed for social media use only.
Please go to page 11 for more information.

**IFLA Section
Libraries Serving Persons
with Print Disabilities**

IFLA Section
Africa

IFLA Section
Public Libraries

IFLA Special Interest Group
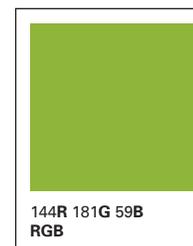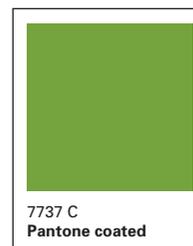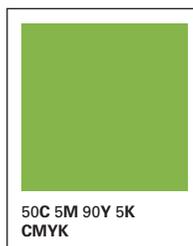# Logo Guidelines

Colour

Lime Green is a distinctive colour of the IFLA Special Interest Group logo. It should be used moderately across all corporate communications.

50C 5M 90Y 5K
CMYK

7737 C
Pantone coated

144R 181G 59B
RGB

#8FB53B
Web safe

Fonts

The IFLA Special Interest Group logo is made up of the font Univers. It should be used on all corporate collateral wherever possible.

Univers Regular
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! ? . , ' ' ( )

Univers Bold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! ? . , ' ' ( )

IFLA Special Interest Group Logo with Corporate Signature

Components

The IFLA Special Interest Group logo is composed of two components: The IFLA Symbol in black, and the Special Interest Group Signature in colour.
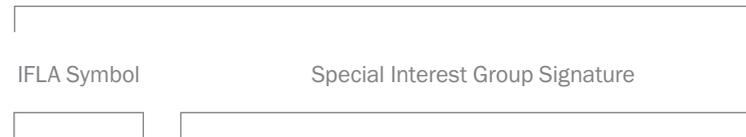
The signature always uses the words <u>IFLA Special Interest Group</u> followed by the Special Interest Group name in exactly the same style and typeface as shown in this guideline. Always maintain the correct proportions and use the colours as stipulated in this guideline.

Note: Special Interest Group names should be spelled out fully – no acronyms.

Long/Short Section Signature

Long Special Interest Group names should be displayed in three lines. Short Special Interest Group names should be displayed in two lines.

The IFLA Special Interest Group Logo

IFLA Symbol   Special Interest Group Signature

IFLA IFLA Special Interest Group
National Information and Library Policy

IFLA IFLA Special Interest Group
Long Name

IFLA IFLA Special Interest Group
Short Name

IFLA Special Interest Group Logo Examples

Logo for Social Media use only

This logo is designed for social media use only. Please go to page 11 for more information.

IFLA Special Interest Group **Environment, Sustainability and Libraries**

IFLA Special Interest Group **National Information and Library Policy**

IFLA Special Interest Group **E-Metrics**

IFLA Special Interest Group **Linked Data**

IFLA Strategic Programme
Logo Guidelines

IFLA Strategic Programme
Copyright and other
Legal Matters (CLM)

Colour

Orange is a distinctive colour of the IFLA Strategic Programme logo. It should be used moderately across all corporate communications.

5C 50M 100Y 5K **CMYK**	144 C **Pantone coated**	226R 139G 0B **RGB**	#E28B00 **Web safe**
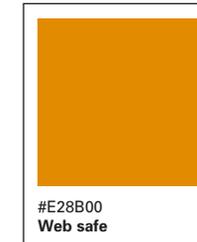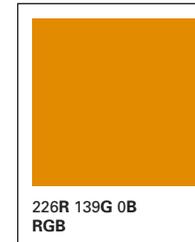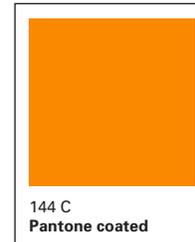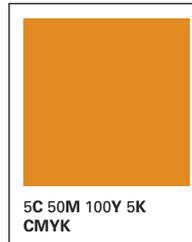
Fonts

The IFLA Strategic Programme logo is made up of the font Univers. It should be used on all corporate collateral wherever possible.

Univers Regular
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! ? . , ' ' ( )

Univers Bold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! ? . , ' ' ( )

IFLA Strategic Programme Logo with Corporate Signature

Components

The IFLA Strategic Programme logo is composed of two components: The IFLA Symbol in black, and the Strategic Programme Signature in colour.

The signature always uses the words <u>IFLA Strategic Programme</u> followed by the Strategic Programme name in exactly the same style and typeface as shown in this guideline. Always maintain the correct proportions and use the colours as stipulated in this guideline.

Note: Strategic Programme names should be spelled out fully – no acronyms.

Long/Short Section Signature

Long Strategic Programme names should be displayed in three lines. Short Strategic Programme names should be displayed in two lines.

The IFLA Strategic Programme Logo

IFLA Symbol   Strategic Programme Signature

IFLA IFLA Strategic Programme
Copyright and other
Legal Matters (CLM)

IFLA IFLA Strategic Programme
Long
Name

IFLA IFLA Strategic Programme
Short Name

IFLA Strategic Programme Logos

IFLA Strategic Programme
Logo Examples

Logo for Social Media use only

This logo is designed for social media use only.
Please go to page 11 for more information.

IFLA Strategic Programme **Copyright and other Legal Matters (CLM)**

IFLA Strategic Programme **Freedom of Access to Information and Freedom of Expression (FAIFE)**

IFLA Strategic Programme **Committee on Standards**

IFLA Strategic Programme **Preservation and Conservation (PAC)**

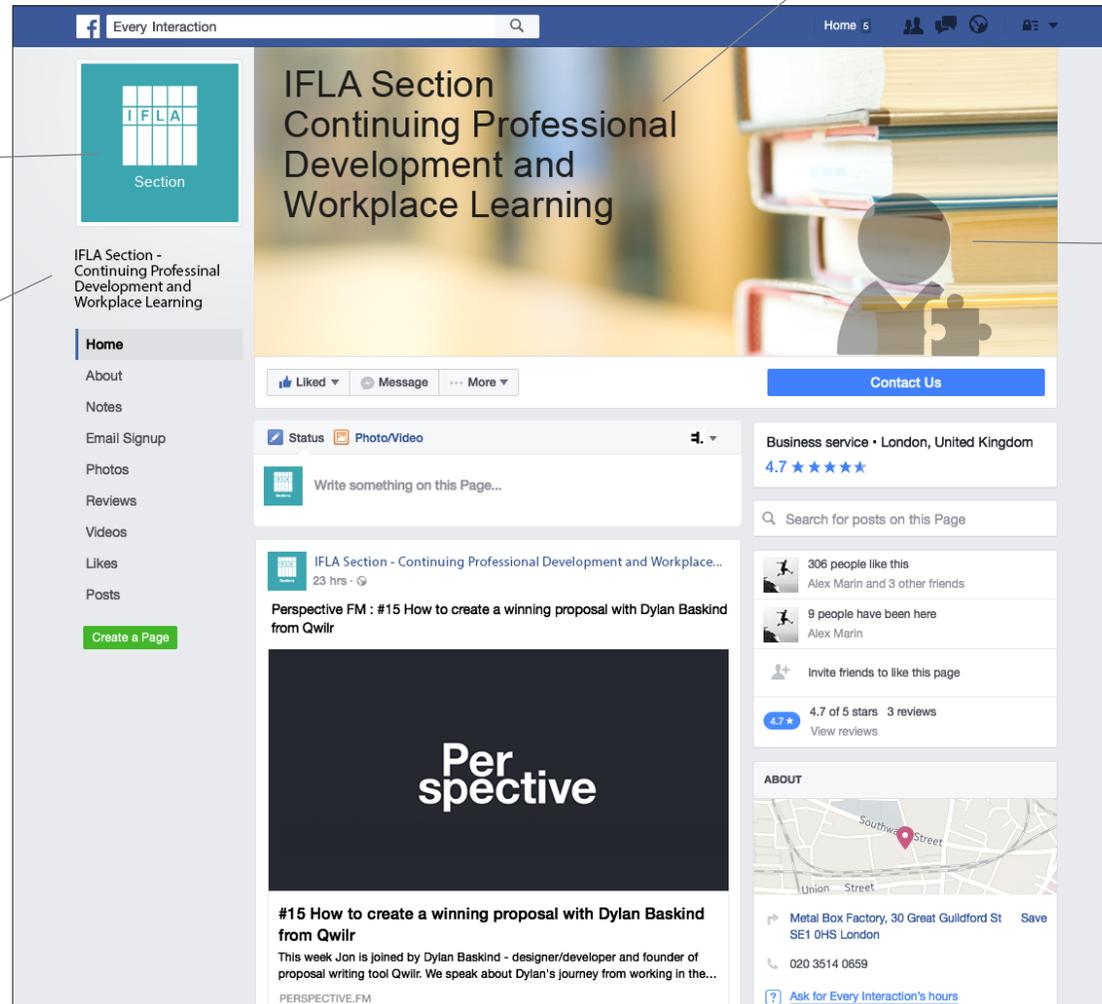# Social Media Usage Guidelines Facebook

Example for IFLA Section – Continuing Professional Development and Workplace Learning

The Section name here is optional. It should always reflect the Section name in full when displayed here.

IFLA Section logo for social media use only.

The Section name should begin with "IFLA Section" and be spelled out in full. Acronyms and symbols should be avoided.

The Section graphic is optional and may be used in the background or as a watermark.

Social Media and Other Usage

Social Media Usage Guidelines Twitter

Example for IFLA Special Interest Group – National Information and Library Policy

The Special Interest Group name here is optional. It should always reflect the Special Interest Group name in full when displayed here.

The Special Interest Group graphic is optional and may be used in the background or as a watermark.

IFLA Special Interest Group logo for social media use only.

The Spcial Interest Group name should begin with "IFLA Special Interest Group" and be spelled out in full. Acronyms and symbols should be avoided.

Social Media and Other Usage

One-page Introduction

IFLA Section Logo spelled out – no acronyms

IFLA Section
Art Libraries

Find out more	www.ifla.org/FR/art-libraries
Contact person/s	Lucile Trunel (Chair), Isabel Cristina Ayres da Silva Maringelli (Secretary), Ekaterina Igoshina (Information Coordinator)
Email	
Social Media	ifla.org/FR/art-libraries facebook.com/pg/IFLA.ALS infoserv.inist.fr/wwsympa.fcgi/subrequest/iflaart

Use the specific Section/Special Interest Group/ Strategic programme corporate colour

Major Activities

The Section endeavors to represent libraries and organizations concerned with all formats of textual and visual documentation for the visual arts, including fine arts, applied arts, design and architecture. It strives to improve access to information about these subjects for all kinds of users and it is also concerned with the creation, study and enjoyment of the visual arts through libraries with the encouragement of activities of national and regional societies of art librarians and visual resources curators.

The Art libraries section provides an international forum for the free exchange of information and materials on art and furthers the aims of the Key Initiatives of IFLA, such as the promotion of the IFLA Risk Register to art libraries and other cultural heritage organizations, the promotion of excellence in art library facilities, or the promotion of the open-access Art Discovery Group Catalogue, an international, collaborative project, aiming at facilitating equitable access to information and knowledge.

Get Involved

The section endeavors to cultivate a more diverse Art Libraries Section: we would like to grow the number of member institutions, especially in geographical areas not much yet represented, as Africa, the Middle East and Asia. Also, we would like to increase the number of corresponding members in those areas, so please join us!

If you would like to have any information or contribute to our projects, don't hesitate to write to us : lucile.trunel@paris.fr or imaringelli@pinacoteca.org.br, or to contact us via our Facebook Art libraries section page, or by sending an email to the moderator of our mailing list, IFLAART, ekaterina.igoshina@arts-museum.ru

The Section graphic is optional and may be used in the background or as a watermark.

IFLA Headquarters
P.O. Box 95312
2509CH Den Haag
The Netherlands
ifla.org

Questions? Feedback?
Please contact:
IFLA Communications team
communications@ifla.org
Tel: +31 703140884