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IADC Logo Usage Guidelines



This document outlines correct use of the IADC logo for members, chapters and partners.

For a set of full brand guidelines, or for information on the use of the IADC brand please contact marketing@iadc.org

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01 IADC Logo System

IADC Official Logo

The official IADC logo is a trademark of the International Association of Drilling Contractors and is protected by international copyright laws. This logo is reserved for official IADC use.

Downloading or copying the IADC logo for corporate or personal use without the permission of IADC is a violation of these laws.

The logo is available for use in both portrait and landscape versions.

Association Name and Abbreviation

The formal name of the organization is the International Association of Drilling Contractors. IADC is an acceptable abbreviation, but printed materials such as letterhead and business cards should include one occurrence of the formal name in its complete form.



IADC Member Logo

IADC members are entitled to use the IADC Member Logo on promotional products and web site. This Logo is available for download in several formats (EPS, JPG, etc.) at www.iadc.org.

Use of the 'Member' logo is not permitted on training certificates or in any fashion that may signify IADC accreditation or endorsement of any program, contract or service.

Download at www.iadc.org

1. Click link in upper right-hand corner
2. Follow steps to log-in or sign-up
3. Once complete, click 'IADC Custom'
4. Download the IADC Member Logo

If log-in is unsuccessful, please contact membership@iadc.org.



Accreditation Program Logos

IADC authorizes each accredited training provider to use only the specific accreditation logo for which the company is accredited. Use of program logos must be in accordance with the program's accreditation procedures and the guidelines established for program logo usage (found in each program's handbook).



Chapter Logos

IADC provides each chapter with a unique logo that contains the name of the chapter. These logos may be used by the chapter across a variety of applications such as signage, social media, chapter-specific documents, and branded merchandise.

Use of the chapter logos must be in accordance with the guidelines set forth in this document.



02 IADC Logo System

Variations

The IADC logo is one of our most important assets. It allows audiences to identify our programs, services and communications at a glance. As such, care should be taken to ensure it is presented in its optimal form.

Full colour versions



Full color

The primary format is full color. This should be used wherever possible.

The symbol color is PMS 186 C and PMS 187 C (or equivalent). The wordmark is 85% black.

Production limitation variations



Single color red

Where production only allows for a single color the complete logo should use PMS 186 C.

A keyline is introduced to maintain the visual definition of the IADC symbol.



Single color black

For monochrome applications the keyline logo should be produced in 85% black.



Reversed out

For use on darker backgrounds the logo can be produced in solid white with PMS Cool Grey 3 C to add depth to the symbol.



Single color white

Where production only allows for a single color on a dark background the keyline logo should be produced in white.

Clear Space

Care should be taken to ensure our logo is not cluttered by other visual elements such as typography, graphics or busy areas of photography.

An exclusion zone of 50% the width of the symbol should be clear of visual distraction around all sides.

Minimum Size

To protect the legibility of our logo a minimum size has been established.



Logo Application

Our logo should always be presented using the version which gives the greatest stand-out against background image/color.

Things to avoid

To protect the clarity and integrity of the logo it should be used as shown in the examples in this guide, avoiding any application shown below.

Full color on white



Full color on light photography



Reversed logo on red



Reversed logo on dark photography



Placing logo at angle



Changing position of icon



Stretching logo



Drop shadow or effect on logo



Showing the logo as outline



Placing text within lock-up space



Support

For further information about these guidelines or the use of the IADC brand please contact: marketing@iadc.org