# BRANDING GUIDELINES
FOR USING THE ICAZ LOGO

LOGO ELEMENTS

The official ICAZ branding materials online include an aurochs "symbol," the ICAZ "acronym," the organization "full name" (International Council for Archaeozoology), and the logo "border." These logo elements appear in different combinations that have been designed to fit different spaces and contexts (e.g.: mug or t-shirt vs banner or website header). None of the elements in any of the logos should be used separately or recombined.
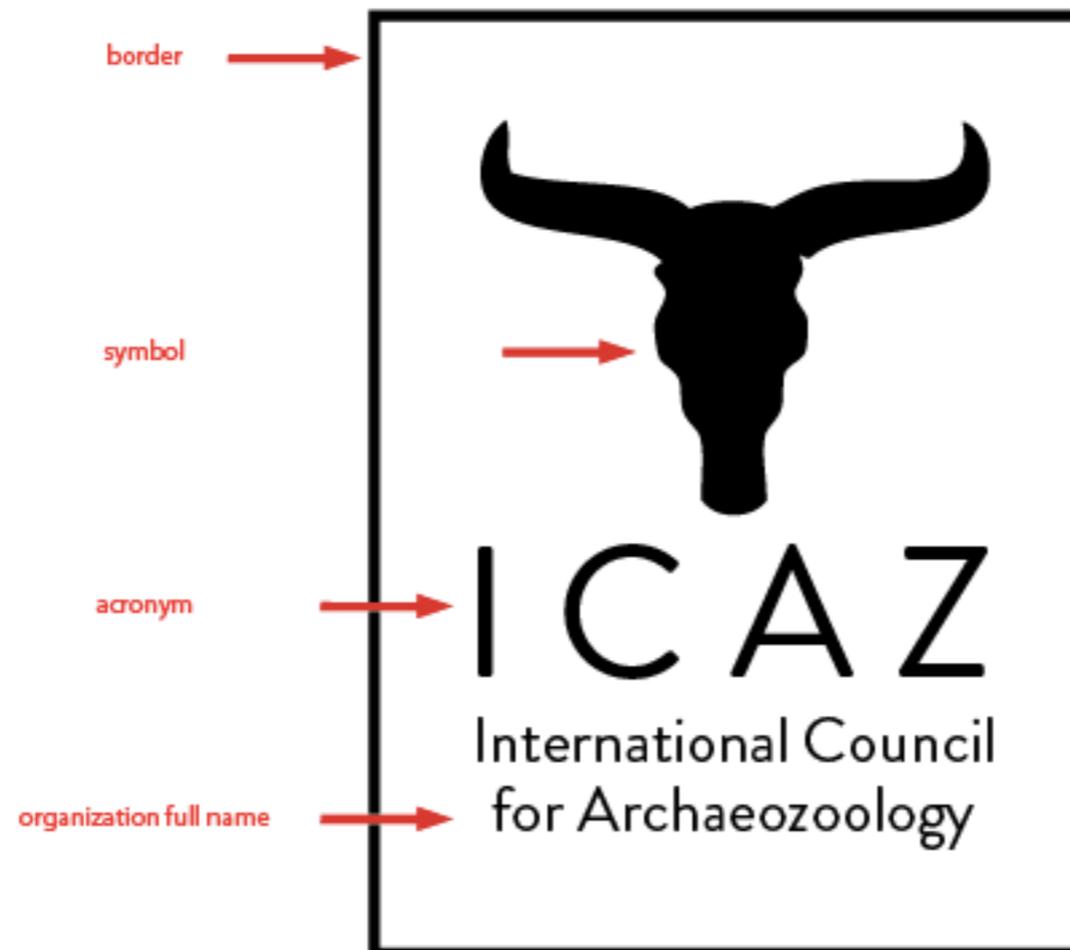
VERSIONS OF THE LOGO

Most generally, there are two primary configurations of the logo: vertical and horizontal. Most of the configurations include the aurochs "symbol," but there are two horizontal options that do not. Combinations of logo elements outside of those provided in the branding guidelines are not permitted.

horizontal 1 - aurochs logo + full name

International Council for Archaeozoology

horizontal 2 - aurochs logo + full name + border

International Council for Archaeozoology

horizontal 3 - acronym + full name

ICAZ
International Council for Archaeozoology

horizontal 4 - acronym + full name + border

ICAZ
International Council for Archaeozoology

vertical 1 - aurochs logo + acronym

vertical 2 - aurochs logo + acronym + border

vertical 3 - aurochs logo + full name

International Council
for Archaeozoology

vertical 4 - aurochs logo + full name + border

International Council
for Archaeozoology

vertical 5 - aurochs logo + acronym + full name

ICAZ
International Council
for Archaeozoology

vertical 6 - aurochs logo + acronym + full name + border

ICAZ
International Council
for Archaeozoology

COLOR GUIDELINES

There are numerous color combinations for the logos that represent the ICAZ brand. Some options are for light backgrounds and others are for dark backgrounds. Examples of all color combinations are demonstrated here for "vertical 1," but these combinations can be used with any of the vertical or horizontal logo configurations listed above in the LOGO ELEMENTS section.

Color combinations for light backgrounds

There are 14 color combination for light backgrounds:
black on white, dark blue on white, dark gray on white, light blue on white, light gray on white
black on light gray, dark blue on light gray, dark gray on light gray, light blue on light gray, and white on light gray
black on light blue, dark blue on light blue, light gray on light blue, and white on light blue

When in doubt about matching the color code or gray scale, choose black on white.

black	dark blue	dark gray	light blue	light gray
hex 000000	hex 233645	hex 7f7f7f	hex 0F92A0	hex cccccc
rgb 0 0 0	rgb 35 54 69	rgb 127 127 127	rgb 15 146 160	rgb 204 204 204
cmyk 0% 0% 0% 1%	cmyk 49.3%, 21.7%, 0%, 72.9%	cmyk 0% 0% 0% 50%	cmyk 100% 8.3% 0% 5.1%	cmyk 0%, 0%, 0%, 20%
on	on	on	on	on
white	white	white	white	white
hex ffffff	hex ffffff	hex ffffff	hex ffffff	hex ffffff
rgb 255 255 255	rgb 255 255 255	rgb 255 255 255	rgb 255 255 255	rgb 255 255 255
cmyk 0% 0% 0% 0%	cmyk 0% 0% 0% 0%	cmyk 0% 0% 0% 0%	cmyk 0% 0% 0% 0%	cmyk 0% 0% 0% 0%

black	dark blue	dark gray	light blue	white
hex 000000	hex 233645	hex 7f7f7f	hex 0F92A0	hex ffffff
rgb 0 0 0	rgb 35 54 69	rgb 127 127 127	rgb 15 146 160	rgb 255 255 255
cmyk 0% 0% 0% 1%	cmyk 49.3%, 21.7%, 0%, 72.9%	cmyk 0% 0% 0% 50%	cmyk 100% 8.3% 0% 5.1%	cmyk 0% 0% 0% 0%
on	on	on	on	on
light gray	light gray	light gray	light gray	light gray
hex cccccc	hex cccccc	hex cccccc	hex cccccc	hex cccccc
rgb 204 204 204	rgb 204 204 204	rgb 204 204 204	rgb 204 204 204	rgb 204 204 204
cmyk 0%, 0%, 0%, 20%	cmyk 0%, 0%, 0%, 20%	cmyk 0%, 0%, 0%, 20%	cmyk 0%, 0%, 0%, 20%	cmyk 0%, 0%, 0%, 20%

black	dark blue	light gray	white
hex 000000	hex 233645	hex cccccc	hex ffffff
rgb 0 0 0	rgb 35 54 69	rgb 204 204 204	rgb 255 255 255
cmyk 0% 0% 0% 1%	cmyk 49.3%, 21.7%, 0%, 72.9%	cmyk 0%, 0%, 0%, 20%	cmyk 0% 0% 0% 0%
on	on	on	on
light blue	light blue	light blue	light blue
hex 0F92A0	hex 0F92A0	hex 0F92A0	hex 0F92A0
rgb 15 146 160	rgb 15 146 160	rgb 15 146 160	rgb 15 146 160
cmyk 100% 8.3% 0% 5.1%	cmyk 100% 8.3% 0% 5.1%	cmyk 100% 8.3% 0% 5.1%	cmyk 100% 8.3% 0% 5.1%

Color combinations for dark backgrounds

There are 12 combinations for dark backgrounds:
white on dark gray, light gray on dark gray, black on dark gray, and dark blue on dark gray
white on dark blue, light gray on dark blue, light blue on dark blue, dark gray on dark blue
white on black, light gray on black, light blue on black, and dark gray on black

When considering publicity materials one which to print (such as t-shirts and mugs), choose materials that match these colors as closely as possible. When in doubt, choose white on black. Note: the background colors are not a part of the .eps files you can download online. They are just shown here for demonstration purposes.

white	light gray	black	dark blue
hex ffffff	hex cccccc	hex 000000	hex 233645
rgb 255 255 255	rgb 204 204 204	rgb 0 0 0	rgb 35 54 69
cmyk 0% 0% 0% 0%	cmyk 0%, 0%, 0%, 20%	cmyk 0% 0% 0% 1%	cmyk 49.3%, 21.7%, 0%, 72.9%
on	on	on	on
dark gray	dark gray	dark gray	dark gray
hex 7f7f7f	hex 7f7f7f	hex 7f7f7f	hex 7f7f7f
rgb 127 127 127	rgb 127 127 127	rgb 127 127 127	rgb 127 127 127
cmyk 0% 0% 0% 50%	cmyk 0% 0% 0% 50%	cmyk 0% 0% 0% 50%	cmyk 0% 0% 0% 50%

white	light gray	light blue	dark gray
hex ffffff	hex cccccc	hex 0F92A0	hex 7f7f7f
rgb 255 255 255	rgb 204 204 204	rgb 15 146 160	rgb 127 127 127
cmyk 0% 0% 0% 0%	cmyk 0%, 0%, 0%, 20%	cmyk 100% 8.3% 0% 5.1%	cmyk 0% 0% 0% 50%
on	on	on	on
dark blue	dark blue	dark blue	dark blue
hex 233645	hex 233645	hex 233645	hex 233645
rgb 35 54 69	rgb 35 54 69	rgb 35 54 69	rgb 35 54 69
cmyk 49.3%, 21.7%, 0%, 72.9%	cmyk 49.3%, 21.7%, 0%, 72.9%	cmyk 49.3%, 21.7%, 0%, 72.9%	cmyk 49.3%, 21.7%, 0%, 72.9%

white	light gray	light blue	dark gray
hex ffffff	hex cccccc	hex 0F92A0	hex 7f7f7f
rgb 255 255 255	rgb 204 204 204	rgb 15 146 160	rgb 127 127 127
cmyk 0% 0% 0% 0%	cmyk 0%, 0%, 0%, 20%	cmyk 100% 8.3% 0% 5.1%	cmyk 0% 0% 0% 50%
on	on	on	on
black	black	black	black
hex 000000	hex 000000	hex 000000	hex 000000
rgb 0 0 0	rgb 0 0 0	rgb 0 0 0	rgb 0 0 0
cmyk 0% 0% 0% 1%	cmyk 0% 0% 0% 1%	cmyk 0% 0% 0% 1%	cmyk 0% 0% 0% 1%

ACCESS TO .EPS FILES ONLINE

.eps files for all of the vertical and horizontal logo composites are online in black.

http://alexandriaarchive.org/icaz/about_logo.php

To accommodate all of the possible color combinations listed above for versions of the logo other than vertical 1, users will need to change the colors in the .eps files for logo composites from black to the following colors:

black (#000000)   white (#FFFFFF)

dark blue (#233645)   light blue (#0F92A0)

dark gray (#7F7F7F)   light gray (#CCCCCC)

If for any reason you believe it is not possible to use these color combinations in your project, or you wish to use the ICAZ logo in your own brand color, contact ICAZ directly with your request: icaz@alexandriaarchive.org

LAYOUT GUIDELINES: SPACING AND SIZE LIMITATIONS

The logo composites should be displayed in contexts where they read appropriately and look pleasing. This includes not making the logo too small, observing a minimum amount of space around the logo, and using care when positioning the logo on a background. Changing elements in the logo design inhibits legibility, and insufficient space around the logo can make a layout look crowded. In addition, the color and textural qualities of backgrounds change the legibility of logo designs, so while some backgrounds will be ok, others will not.
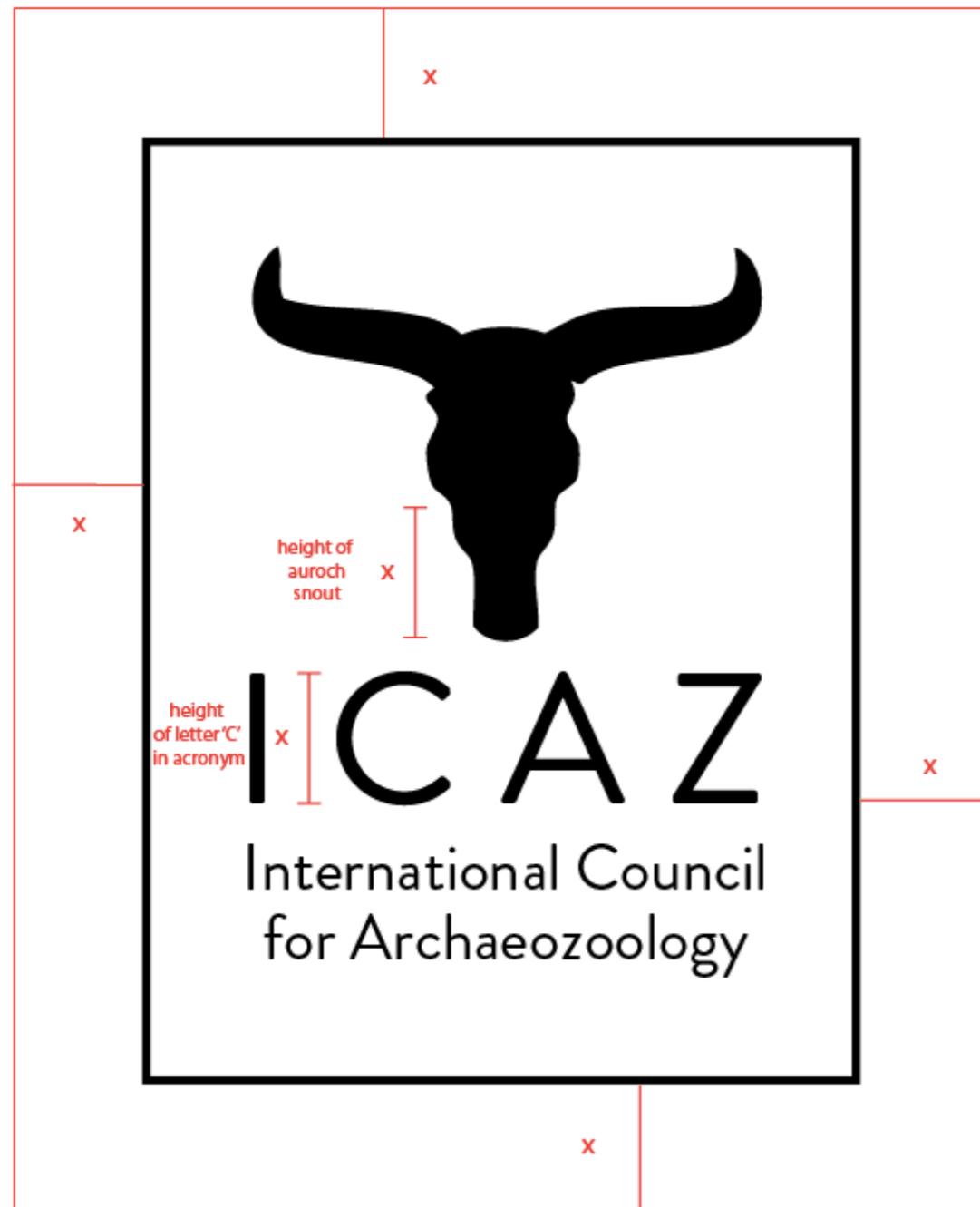
The minimum allowable distance between the logo composite and other objects in a layout is as follows:

width x where x is defined as the height of the letter C in the ICAZ acronym or the height of the aurochs muzzle as shown here.

The size and space relationship of the "symbol," "acronym," and "full name" elements must be maintained at all times.

When changing the size of the logo, the height to width ratio must remain proportional. Take care not to stretch or squish the logo composite, change the relative sizes of the symbol and text, or increase or decrease the spacing between the elements.

Minimum Size to Display the Logos

The different versions of the logo have different size limitations because they display text at different inherent sizes. Versions of the logo with just the icon and the acronym can be displayed quite small, however versions with the full organization name need to be displayed at a larger minimum size to ensure the legibility of the text element.

vertical 1 can be displayed the smallest, with its width measuring 1/2 an inch wide (1.3 cm) from horn to horn.

vertical 2 must be displayed slightly larger at 5/8 of an inch wide (1.6 cm) to include the border while also maintaining the 1/2 inch minimum size for the aurochs symbol and the acronym text.

0.5 inches
(1.3 cm)

ICAZ

0.625 inches
(1.6 cm)

ICAZ

All other versions are sized to maintain a minimum width of one and one-eight inches (1.125" or 2.9 cm) for the 2-line text of the full organization name or two and one-quarter inches (2.25" or 5.7 cm) for the 1-line full organization name as follows:

vertical 3: 1.25 inches wide (3.2 cm) from horn to horn (organization full name text width 1.125" or 2.9 cm)

vertical 4: 1.5 inches wide (3.8 cm) including the border (organization full name text width 1.125" or 2.9 cm)

vertical 6: 1.5 inches wide (3.8 cm) from horn to horn (organization full name text width 1.125" or 2.9 cm)

vertical 7: 3 inches wide (7.6 cm) including the border (organization full name text width 1.125" or 2.9 cm)

horizontal 1: 1.75 inches wide (4.5 cm) from left horn to last 'L' in Council (organization full name text width 1.125" or 2.9 cm)

horizontal 2: 2 inches wide (5.1 cm) from left horn to last 'L' in Council (organization full name text width 1.125" or 2.9 cm)

horizontal 3: 2.25 inches wide (5.7 cm) from first 'I' in International to the last 'L' in Council (organization full name text width 2.25" or 5.7 cm)

horizontal 4: 2.75 inches wide (7 cm) from left horn to last 'L' in Council (organization full name text width 2.25" or 5.7 cm)

FONTS

Fonts are integral parts of logo and website designs. The ICAZ fonts, like the iconic aurochs symbol, are integral parts of the brand identity, and changing the fonts will distort the organization identity.

The font in the ICAZ logo and in the headings on the ICAZ website is Brandon Grotesque Regular weight, and should be used in similar contexts elsewhere.

Body text on the website is in Helvetica Neue Regular, and is good for paragraphs of text and the like.

Both Brandon Grotesque and Helvetica Neue belong to font families with different weights forms (**Bold**, Light, *Italic,* etc. as shown below). The regular weight is recommended for most contexts, and these fonts should be used on all material representing the ICAZ organization.

Never use the condensed, ultra light, or thin versions of the Helvetica Neue font, or the thin versions of the Brandon Grotesque font.

If the official ICAZ fonts are unavailable, use one of these more widely accessible fonts (listed in order of likeness):
headers: Trebuchet MS, Tahoma, sans-serif
body text: Helvetica, Arial, sans-serif

These alternative fonts are provided for the production of supplemental materials by organizations other than ICAZ, and are also used on the ICAZ website to load the site in older versions of web browsers. Font substitutions should never be made for the acronym or the full organization name in the logo composites.

Brandon Grotesque Thin   Brandon Grotesque Thin Italic
Brandon Grotesque Light   Brandon Grotesque Light Italic
Brandon Grotesque Regular   Brandon Grotesque Regular Italic
Brandon Grotesque Medium   Brandon Grotesque Medium Italic
Brandon Grotesque Bold   Brandon Grotesque Bold Italic
Brandon Grotesque Black   Brandon Grotesque Black Italic

Helvetica Neue Ultra Light   *Helvetica Neue Ultra Light Italic*
Helvetica Neue Thin   *Helvetica Neue Thin Italic*
Helvetica Neue Light   *Helvetica Neue Light Italic*
Helvetica Neue Regular   *Helvetica Neue Regular Italic*
Helvetica Neue Medium   *Helvetica Neue Medium Italic*
Helvetica Neue Bold   ***Helvetica Neue Bold Italic***

QUICK LIST: WHAT TO AVOID

The following pages include snapshots and brief explanations of what to avoid doing--either accidentally or intentionally--when using ICAZ branding materials. Small changes can have substantial detrimental impacts to the intended brand message, so taking care to use the font in the recommended ways helps produce ICAZ materials that maintain a consistent and attractive look.
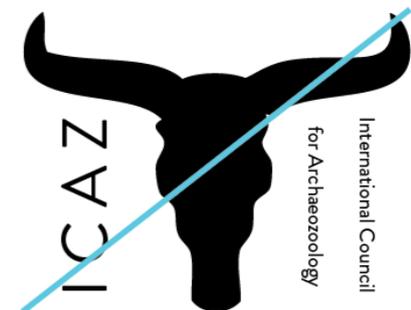
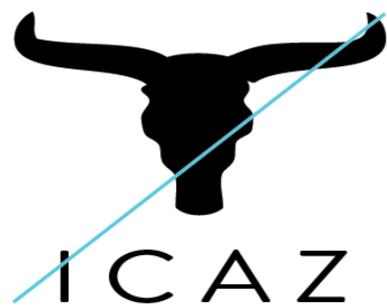Do not change the font of the logos.

Do not change the size, shape, or width of the border.

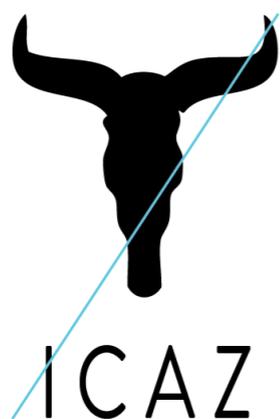Do not rearrange the vertical or horizontal lockups to fit into a particular space.

Do not stretch or squish the logo, or distort the proportions in any other way.

Do not position the logo too close to other layout objects.

Do not change the color of the logo, or place the logo on a background color outside those defined by the branding guidelines.

Do not substitute the acronym for the full organization name in a horizontal lockup because the horns will read as another letter such as 'Y' or 'T.'

Do not add the aurochs logo to the configurations that do not include it.

Do not substitute another aurochs image in the logo.

International Council for Archaeozoology

Do not place the logo on top of a busy photograph or distracting background. Choosing an appropriate color for the logo when layering it on an image is also critical. When in doubt, contact ICAZ with questions and concerns.

image background is too busy
and color choice makes the logo text illegible against the image

patterned background is too busy
and color choice makes the logo text illegible