

## Logo usage



**Blue** indicates the **exclusion zone** and is the minimum area around the logo that must remain clear of typography or any graphical device. The minimum **clear space** is defined by the 'a' of ifaj and applies to all sizes of the logo reproduction.

The **primary logo** above should be used when space allows and placed on a **white background**. When used in conjunction with a solid background, use the white version. If space is limited then use one of the alternative logo versions.

## Font use

ARCIFORM SANS

1234567890!@£\$%^&\*()\_

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The primary font used to create the IFAJ identity is Arciform. The font can be downloaded at [www.behance.net/gallery/30453085/Arciform-Free-Typeface](http://www.behance.net/gallery/30453085/Arciform-Free-Typeface)

## Logo width



Minimum logo width for the primary logo is 25mm or 175px

## Social media



The badge can be used for social media and in situations where space is limited.

## Colours



## Alternative primary logo option



## Simplified version



## Compact badge



When printing in hi resolution, use the EPS logo artwork. For digital use such as a website or social media use the PNG or JPG