



International Association of Microsoft Certified Partners

**Logo standards
IAMCP**

Introduction: the logo, how does it help create a brand?

Creating a strong brand will help us succeed in the marketplace as we expand our membership worldwide. Our brand is represented by our logo, often called Corporate Identity. Either term is used to mean the set of visual and verbal elements that represent our brand. They include a name, logo and other identification devices such as color, type, format and graphic elements. The role of the corporate identity is to provide our audiences with an effective way to recognize and remember us. They will be able to recall who we are, what we do, and the experience they've had with us. Getting our share of recognition in the marketplace takes hard work, consistency and creativity. The brand name and logo should be displayed on all external communications. Every communication in every medium is an opportunity to build recognition and awareness of our brand. Building a strong brand takes teamwork. Every chapter, every member represents the brand, and everything we do influences the perception that people have of our brand.



100 mm

Primary logo

The key graphic element is “the world atop a pedestal surrounded by a swooping arrow” followed by our name “International Association of Microsoft Certified Partners.” This symbolizes our worldwide membership and our active position in the marketplace. Our logo has been created especially for us and must not be recreated. It is a 3-color logo with the symbol in blue and grey and the words in black. Please use our logo exactly as it is shown. Do not allow other marks or letters to encroach the space around the logo.



22,5 mm
(smallest version of the logotype
in print)



Official colors

The official colors of the logo are

Pantone 281 Uncoated, grey (60% black) and black.

You must not use other colors except as stated below. You will note that the world atop the pedestal is blue, the arrow swoop is entirely grey, and the words are black.



Official 2-color version

If it is not feasible to use a “3-color”(2 colors, but the black with different %) version of the logo, you may use a 2-color version of the logo, (though the logo-type is only composed by two colors) substituting Pantone 281 Uncoated (blue) for the black letters.



Official 1-color versions

You may use an all white, blue or all black version of the logo.



Country-specific logo

A country-specific logo has been created. If you would like to create a country-specific logo for your chapter, please contact the International Marketing Chair for details.

It is recommended that the country name of the organization is set in Futura Xblk BT, if possible. The country name can be written in the own language of the chapter's country or in English.

Futura Bold

12 pt

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
Zz

16 pt

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

22 pt

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

30 pt

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy
Zz

Typeface

The official typeface for the IAMCP titles is

Futura Bold, and for running text:

Default Arial.



Business cards

Business cards are used to exchange professional introductions throughout the business world across many cultures and to identify individual cardholders as members of IAMCP. Members are expected to maintain IAMCP business cards. Graphic standards for IAMCP business cards depict the logotype as our organisation's most visible trademark.

Global Specifications

Size

50.0 mm x 90 mm (2 x 3 1/2 inches)

Paper Stock

80 lb. uncoated recycled cover is the preferred stock.

Printing

- PANTONE® 281 U

Gray - Black 60%

Black - Black 100%

Typesetting

Name

10/10 Futura Bold

Title

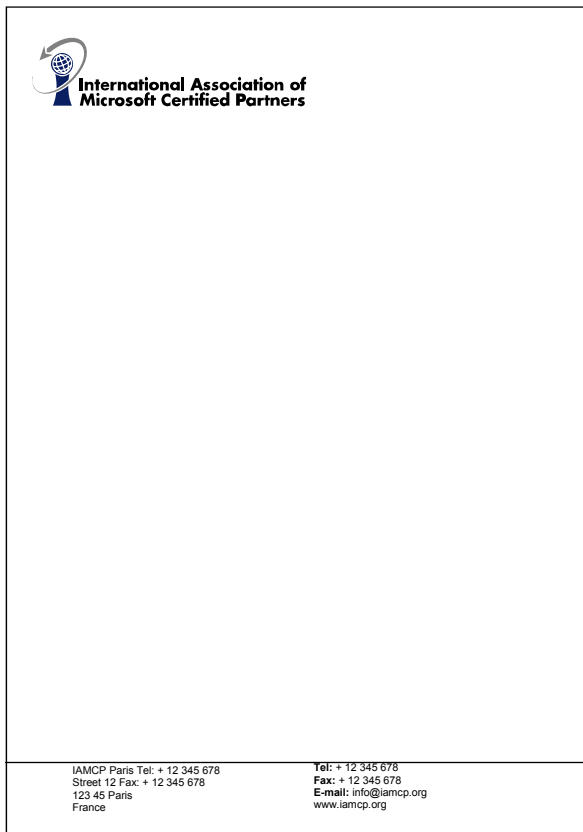
7/7 Arial bold

Address, Phone & Fax, E-mail Address

7/7 Arial

Country name

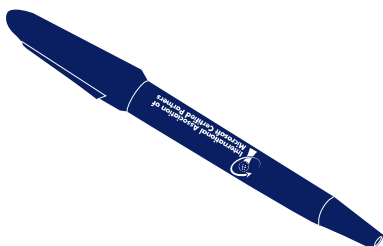
10/10 Futura Bold



Letterhead

IAMCP letterhead should feature the IAMCP logotype and provide such basic information as the chapters name, address, telephone and fax numbers, and e-mail address and Web site.

This sample letterhead shows a simple, clean design that incorporates all the essential elements of official IAMCP stationery.



Promotional Merchandise

Wearables

For wearable applications, the IAMCP Logotype may be embroidered or silk-screened. Standard placement of the IAMCP Logotype is left positioning on upper chest, sleeve or cuff of garment. Approved Monochrome color options for the IAMCP Logotype are blue, black or white.

Background fabrics should not visually compete with the IAMCP Logotype.

Imprinting Applications

Small merchandise, including pens, pencils, key chains, etc., has a limited imprinting area. Use a one-color imprint for the IAMCP logotype: PANTONE® 281 U blue, black or white.

Engraving Applications

Laser-engraved plaques and other laser-engraved promotional merchandise can be etched, or a one-color logo can be accommodated.



Don't

Don't hesitate to contact IAMCP for assistance or whenever you have questions about appropriate use of the visual identity marks of IAMCP.

Don't create individual logos for chapters or administrative units.

Don't place two logos adjacent to each other.

Don't use the "I" with the globe" with any other logos.

Don't separate the IAMCP logo into components.

Don't combine the IAMCP logo with other elements.

Don't stretch, skew or alter the proportions of the IAMCP logo.

Don't crowd or overprint the IAMCP logo.

Don't screen or ghost (print at a percentage) the IAMCP logo without approval from the IAMCP Marketing Administration.

Contact

Don't hesitate to contact IAMCP for assistance or whenever you have questions about appropriate use of the visual identity marks of IAMCP.

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