

BRAND GUIDELINES



Global Leaders in Fire Investigation

TABLE OF CONTENTS

- 01.** About Us
- 02.** Logo
- 03.** Logo Clearspace
- 04.** Tagline
- 05.** Alternate Logo
- 06.** Alternate Logo Clearspace
- 07.** Monochromatic Logo
- 08.** Chapter Logo
- 09.** Typography
- 10.** Brand Colors
- 11.** Contacts



ABOUT IAAI

The International Association of Arson Investigators[®] (IAAI[®]) is an international professional association of more than 10,000 fire investigation professionals, united by a strong commitment to suppress the crime of arson through professional fire investigation.

OUR VISION

The IAAI shall continue to serve as the global resource for those working in and associated with the fire, arson, and explosion investigation profession with respect to fire safety and prevention; arson investigation, determination, and prosecution; and fire loss claims and litigation.

OUR MISSION

The IAAI shall provide active support to fire, arson, and explosion investigation professionals through leadership in education, training, professional development, certification, networking, advocacy, and the provision of resources.

OUR AIMS

The IAAI is committed to:

- Bringing together for mutual benefit those public officials and private persons engaged in fire and explosion investigation, fire prevention, fire loss reduction, and arson prosecution;
- Cooperating with public agencies and private organizations to further the advancement of fire and explosion investigation through the development and implementation of education and training programs, the administration of professional certifications, the promotion and facilitation of research, the exchange of scientific and technical information and resources, and the encouragement of networking among industry professionals; and
- Maintaining high professional standards of conduct among members, and to continually strive to eliminate all factors which interfere with the administration of justice.

All IAAI Members are required to uphold the IAAI Code of Ethics.

MASTER LOGO

The primary logo is our frontman.

- First way to signify our presence in the world and in our professional sector.
- Used on social media, our website and all advertising materials.
- Works only on a light background for both print and digital formats.
- Use the official assets provided in this brand guidelines brochure.



LOGO CLEARSPACE

- Keep the area around the logo relatively clear
- Minimum clearspace: 1/4 of the logo's width
- No other logos, type or other graphic elements should infringe on its space

SIZING

Scale and proportion are determined by the available space, function and visibility.

There is no maximum size for the IAAI logo.

Digital 72 px height minimum

Print 1" inches height minimum



TAGLINE

The tagline should be paired with the logo whenever space allows.

- Communicates the organization's primary objective and our role in our professional sector.
- Used on social media, our website and all advertising materials.
- Can be placed below the logo or next to it as shown.



Global Leaders in Fire Investigation



Global Leaders in Fire Investigation

ALTERNATE LOGO

The alternate / text logo is used for apparel or in spaces where the master logo cannot be used due to size constraints. The alternate logo can be printed in smaller spaces where the print size is less than the master logo's minimum.

- Use without the outline on a light background for both print and digital formats.
- Use with the outline on a dark background for both print and digital formats.
- Use the official assets provided in this brand guidelines brochure.

The alternate logo consists of the letters 'IAAI' in a bold, serif font. The letters are dark blue and are set against a plain white background. There is no outline around the letters.

Light Background



Dark Background

ALTERNATE LOGO CLEARSPACE

- Keep the area around the logo relatively clear
- Minimum clearspace: 1/4 of the logo's width
- No other logos, type or other graphic elements should infringe on its space

SIZING

Scale and proportion are determined by the available space, function and visibility.

There is no maximum size for the IAAI logo.

Digital 15 px height minimum

Print 0.20" inches height minimum



MONOCHROMATIC LOGO

Use the monochromatic Logo when you need to go old-school because full color versions can't be used.

- Use the dark version only on a light background for both print and digital formats. Select one of the alternate colors below for backgrounds where the Navy Blue is not suitable.
- Logo can be printed in Navy Blue (primary color), Red (secondary color), Black, White or Gray. Avoid printing in other colors when possible.
- The alternate logo may be used in spaces where logo size is constrained.
- Use the official assets provided in this brand guidelines brochure.



IAAI



SUGGESTED CHAPTER LOGO

Should an IAAI chapter wish to utilize the IAAI master logo as their logo style, the suggested guidelines for chapter logos is outlined below and can follow the clear space, tagline, typography and color standards outlined in this brochure.

- First way to signify our presence in the world and in our professional sector.
- Used on social media, chapter website and all advertising materials.
- Works only on a light background for both print and digital formats.
- Utilize a monochromatic version for dark backgrounds for both print and digital formats.



TYPOGRAPHY

Clear, sharp, modern and enjoyable. Futura mirrors the passion of our work and should be used when designing or marketing IAAI.

- Futura Standard Medium should be used for content and accent text.
- *Futura PT Book Oblique* should be used for the IAAI tagline.
- **Futura Heavy** should be used for accent text in the master logo. Chapter names must be written in Futura Heavy in the chapter logo.
- Wellrock Slab Bold should be used for headers and as the primary text in the master logo.

Aa Futura Standard Medium
abcdefghijklmnopqrstuvwx
yz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Aa *Futura PT Book Oblique (Italic)*
abcdefghijklmnopqrstuvwx
yz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Aa **Futura Heavy**
abcdefghijklmnopqrstuvwx
yz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Aa Wellrock Slab Bold
abcdefghijklmnopqrstuvwx
yz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

BRAND COLORS

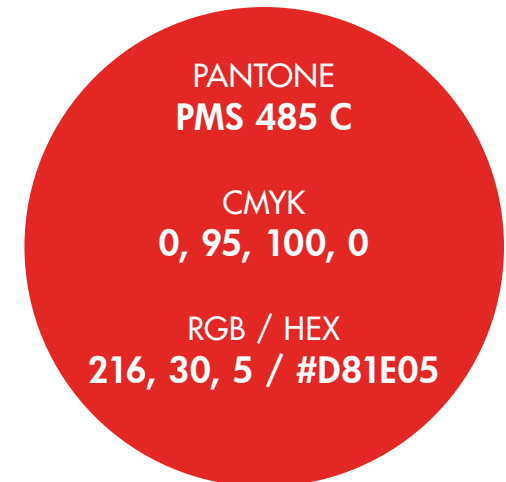
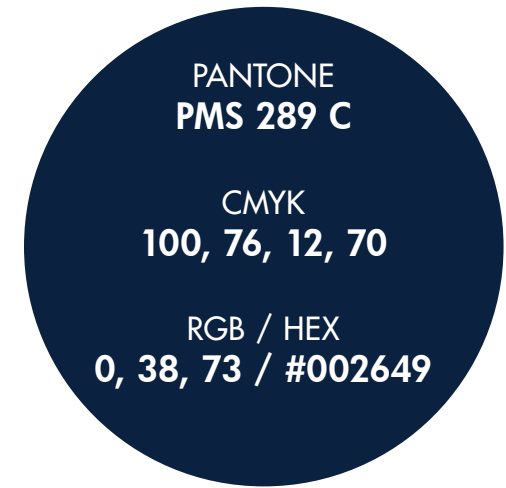
Clear, sharp, and professional. IAAI's brand colors convey our presence in the world and in our professional sector.

IAAI Navy is clear and professional.

- Use it for all content
- Contrast it with white space

IAAI Red is eye catching and brings to mind our industry role.

- Use it for all hero statements
- Should be used with IAAI Navy, never alone
- Contrast it with white space



CONTACTS

For questions or additional information about the IAAI brand, please contact:

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For assistance with IAAI chapter logo creation, please contact the IAAI office at iaai@firearson.com.

