

# Association of International Petroleum Negotiators GRAPHIC GUIDELINES



# AIPN GRAPHIC STANDARDS

## The Logo

The Association of International Petroleum Negotiators' logo is an integral part of the association's identity, and represents the quality and integrity of AIPN. It is important to safeguard the logo to ensure maximum brand recognition. AIPN's logo is made up of two elements: the lettering and the globe symbol. The two elements should always appear as one logotype (the lettering should not appear without the globe, nor the globe without the lettering, *except in certain circumstances pg. 6*).

Under no circumstances should the logo be redrawn, distorted or modified. White is the preferred background color to be used. The logo should be prominent, yet proportionate on the page.

### Exclusion Zone

There is a minimum invisible area around the logo, equal to the height of the AIPN "n" that should be kept clear of any design or typography.

### Size

The AIPN logo should never appear smaller than 20 mm (.787 inches).



# AIPN GRAPHIC STANDARDS

## Logo Color Usage

### AIPN Color Palette and Formulas

The below two colors are preferred AIPN colors. The dark blue logo is the preferred logo and should be used whenever possible. When cost or other production reasons prevent the use of a full color logo, the black logo can be used or the white logo on a dark background.



Pantone 533C

c 92 m 80 y 43 k 40

r 34 g 49 b 78

Hex: 22314e



Pantone 5425C

c 36 m 21 y 16 k 0

r 166 g 182 b 195

Hex: a6b6c3

### Full color

The dark blue logo is the preferred logo to be used on a white background or light-color background.



### No color

When appearing on a document where no color is used, use the black logo. This logo may also be used when the dark blue is not practical, such as on event logos.



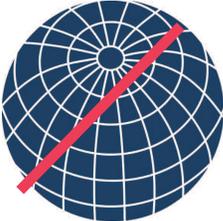
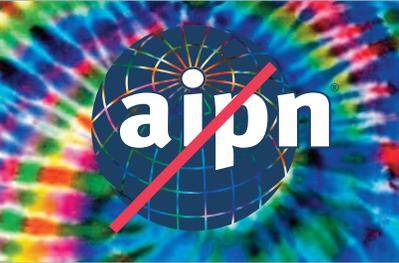
### Negative

When appearing on a dark background, the all white logo should be used.



# AIPN GRAPHIC STANDARDS

## Incorrect Logo Usage

	 ASIA CHAPTER		
<p>Do not distort the logo.</p>	<p>Do not link words to our logo.</p>	<p>Do not change the color of our logo.</p>	<p>Do not change the placement of the “aipn” on the globe.</p>
			
<p>Do not separate the globe from the “aipn.”</p>	<p>Do not put the logo on a background where there is insufficient contrast.</p>	<p>Do not put the logo on an overly complex background.</p>	<p>Do not change the typography of “aipn.”</p>

# AIPN GRAPHIC STANDARDS

## Typography

### AIPN Preferred Fonts

Balham Regular should be used if possible for headings and displaying the AIPN's name and Web site address. If Balham is unavailable, Arial Narrow is permitted.

For text body, Calibri is the preferred font, however Arial (Normal) is permitted when Calibri is unavailable.

#### Balham

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890(,;)+-=@&!?"\$£€

#### Arial Narrow

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890(,;)+-=@&!?"\$£€

#### Calibri

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890(,;)+-=@&!?"\$£€

#### Arial

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890(,;)+-=@&!?"\$£€

# AIPN GRAPHIC STANDARDS

## Promotional Items

From time to time, the association will create promotional items such as bags, pen sets, padfolios, flash drives, etc. In most circumstances, the full logo will be used. Readability can become an issue when the promotional item is very small, such as a pen. In certain circumstances the lettering “aipn” can be separated from the globe if both will not fit in the design area.

For more information or questions about using the AIPN logo, please contact the AIPN Communications Coordinator at +1 281-558-7715 ext. 103.

## Special note to chapters/student clubs

Student clubs, young negotiators and regional chapters should not adopt their own logos. Such groups should use the regular AIPN logo and identify the special program or group elsewhere in the printed or electronic publication.