

iF DESIGN AWARD USAGE GUIDELINES

To insure that the iF winner logo achieves the maximum impact, there are a few guidelines which must be observed, which we would like to illustrate using the example of the iF DESIGN AWARD logo:

iF DESIGN AWARD logo

Every following type of the logo is available as an official logo.

There is no priority among the types shown below, you can choose the type of logo which suits your intended use best.

However, you can only use the iF winner logo of the year your entry has been awarded in.

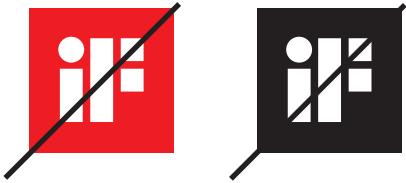


iF GOLD AWARD logo

Every following type of the logo is available as an official logo only for gold award winners.



Prohibited examples



Do not use iF's own company logo: the square shaped iF logo.



Do not use a version without the white frame.



Do not use a transparent version on a colored background.

Background

Although a white background is recommended for the logo in a color expression, colors other than white may also be used for the background only with the white frame.



Minimum Size

The logo cannot be smaller than the size shown below, in order to maintain visibility.



Maximum Size

There is no limitation on the maximum size of the logo.

Space required around the logo

To avoid any interference from other graphics, the required spacing around the logo is defined. Do not include any other elements within the area surrounded by the grid lines.

Measure of the protected zone



Protected zone



Colors



Red

CMYK: 0 | 100 | 100 | 0
HKS: 14
pantone: 032 red

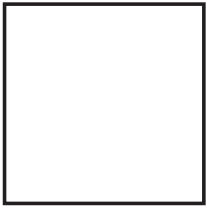
RGB: 236 | 29 | 38
RAL: 3020
WEB: #EC1D26



Black

CMYK: 0 | 0 | 0 | 100
HKS: 88
pantone: 426

RGB: 0 | 0 | 0
RAL: 8022
WEB: #000000



White

CMYK: 0 | 0 | 0 | 0
HKS: –
pantone: Cool Gray 9

RGB: 255 | 255 | 255
RAL: –
WEB: #ffffff



Gold

CMYK: 15 | 42 | 100 | 15
HKS: 72
pantone: 872 C

RGB: 216 | 145 | 0
RAL: 2000
WEB: #D89100