IAB UK Brand Guidelines
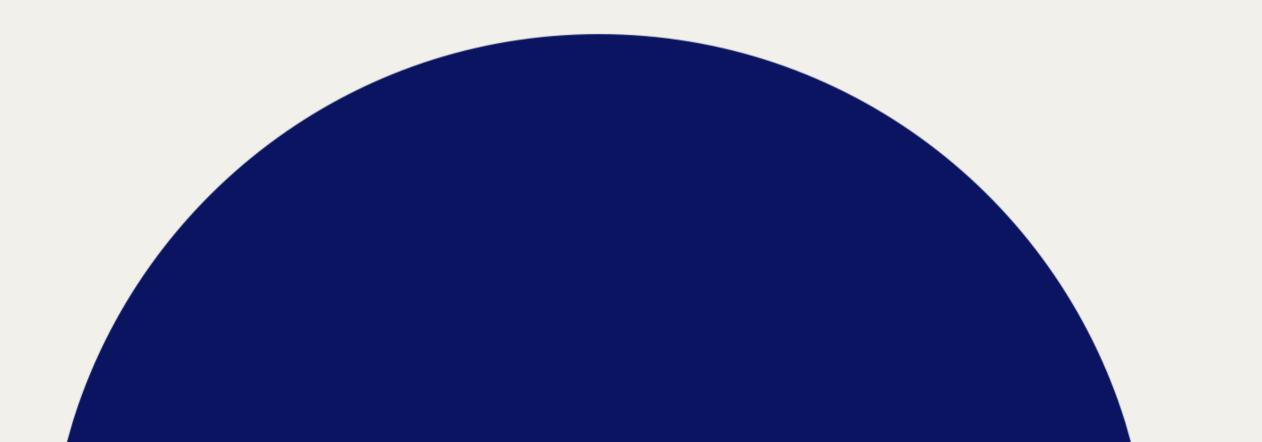
iab.UK

Overview
Primary lockup

This is our primary logo. This version should be prioritised where applicable. It should only be reproduced from the supplied master logo pack.

Colour options

The IAB UK logo should only be used in blue on light backgrounds, and light grey on dark backgrounds. If applying the logo over imagery, always ensure there is enough contrast between logo and image to make the wordmark clearly legible.

There is a black and white version of the logo for third party usage where colour is not suitable.

Clear space

To give our logo the space it deserves, we've defined specific parameters for our logo's clear space. The clear space is where no other graphic element can encroach.

All graphic elements must remain in the specified distance from our logo. Our logo should always be given as much space as possible. Use the width of 2 x dots (taken from the i) to work out the minimum clear space.

Misuse

Here are a few things to avoid when dealing with our logo.

Don't use the old logo

Don't distort the logo

Don't apply effects on logo

Don't change the position of the elements

Don't use any of the secondary colours

Don't use gradient on logo

Wordmark

This page explains how to refer to IAB UK when using our wordmark instead of primary lockup.

Where possible, refer to us as 'IAB UK' in the first instance, and 'the IAB' in subsequent references within the same document or piece of copy.

IAB UK

IAB UK (All capital letters)

The IAB

The IAB (Only use "the" before IAB, when the UK is not on the end)

The IAB UK

Don't add "the" when "UK" has been added

The iab

Don't use IAB in lowercase

iab.