Brand and Design Guidelines

(April 2019)
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Introduction

Since 1983, International Institute of Building Enclosure Consultants (IIBEC) members have offered unbiased design, repair planning, quality assurance observance, legal testimony, and general roofing and other building enclosure management services. IIBEC Consultant members adhere to a strict code of ethics that offers unprejudiced service without affiliation with any product or manufacturer. Current membership is over 3,600. IIBEC boasts an international constituency residing across the United States, Canada, Australia, the West Indies, Europe, and Asia.

The International Institute of Building Enclosure Consultants logo represents us at the very highest level and is vitally important to our brand. It acts as a signature, an identifier, and a stamp of quality. It is, and should always be, the most consistent component of our marketing and communications assets. In order to maintain this consistency, this manual contains the guidelines that should be followed when using the IIBEC logo.

The International Institute of Building Enclosure Consultants logo should never be recreated. The official logo file should be used in all marketing and communication efforts.

By receiving this branding manual, you are agreeing to adhere to the guidelines represented in this document. Failure to adhere to the guidelines set forth in this document may result in IIBEC revoking its approval of your use of the logo.
Logo Components

The IIBEC logo consists of two parts:

1. The cube structure, the letters IIBEC, and the line below the letters.

2. The full association’s name.

International Institute of Building Enclosure Consultants
Pantone Colors

The pantone colors for the three-color IIBEC logo are:
1. Blue - Pantone 7461c
2. Black - Pantone Black C
3. Gray - Pantone Cool Gray 4c

The pantone colors for the two-color IIBEC logo are:
1. Blue - Pantone 7461c
2. Gray - Pantone Cool Gray 4c
Another acceptable color option on darker backgrounds and images is to use an all-white logo.

The all-black logo should be used when a printer needs a one-color logo for printing.
Choosing a Logo

<table>
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<tr>
<th>Logo</th>
<th>Instructions</th>
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<tbody>
<tr>
<td>Full-Color Logo:</td>
<td>This logo should be used whenever possible.</td>
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<td>3-Color Logo:</td>
<td>When a printer needs a three-color logo</td>
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<tr>
<td></td>
<td>Pantone 7461c</td>
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<tr>
<td></td>
<td>Pantone Black C</td>
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<td>2-Color Logo:</td>
<td>When a printer needs a two-color logo</td>
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<td>Pantone Cool Gray 4c</td>
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<tr>
<td>All-Black Logo:</td>
<td>When a printer needs a one-color logo</td>
</tr>
<tr>
<td>All-White Logo:</td>
<td>When the logo is being printed on a dark color.</td>
</tr>
<tr>
<td>Smaller Logo:</td>
<td>When the logo will appear at smaller than 90 pixels in height, it should not include the full name of the business below the logo. (See “Sizing” page for additional information.)</td>
</tr>
</tbody>
</table>
Clear Space

To ensure clear legibility and visual impact of the IIBEC logo, a minimum clear space must surround the logo. This space essentially gives breathing room to the logo and shows the design in the best possible light. The clear space should equal the size of the cube, as pictured below. The clear space will scale proportionately when the size of the logo changes.

A more generous use of "clear space" surrounding the logo should be used, whenever possible.
**Sizing**

When using the IIBEC logo below 90 pixels in height, the words “International Institute of Building Enclosure Consultants” will not be included. Please see the logo below. This should be done with all colorways of the logo when using the logo at a size below 90 pixels.
Typography
The IIBEC logo consist of two fonts. The IIBEC font is Gilroy-Heavy, and the words “International Institute of Building Enclosure Consultants” is Framer Sans 500.
Member Logo

The Member of IIBEC logo, pictured below, should follow the same guidelines as the IIBEC logo.

Smaller than 90 pixels in height.
Chapter Logos
The IIBEC Chapter logos should follow the same guidelines as the IIBEC logo. An official logo will be provided to each chapter for their use. Please see below for a sample.

Canadian Prairies Chapter
International Institute of Building Enclosure Consultants

Smaller than 90 pixels in height.
Region Logos

The IIBEC region logos should follow the same guidelines as the IIBEC logo. An official logo will be provided to each region for their use. Please see below for a sample.

Region III

International Institute of Building Enclosure Consultants

Smaller than 90 pixels in height.