

# AIPP

## BRANDING GUIDELINES

LAST UPDATED FEBRUARY 2017



### **Note to AIPP Branding Guidelines**

These AIPP Branding guidelines detail the appropriate use of the AIPP logo in print, digital and office environments. Faithfully representing the AIPP logo in all its uses is an important consideration impacting consumers understanding of your membership, AIPP and yourself. Members must not change, adapt or misuse the AIPP logo in any way. If you have any question about these guidelines please contact us at [memberinfo@aipp.org.uk](mailto:memberinfo@aipp.org.uk)

# AIPP LOGO - PRINT & DIGITAL USAGE

LAST UPDATED FEBRUARY 2017

## Logo Formats



portrait option



landscape option

## Printed & Digital Application:

Please use either of the formats (left) provided to promote your AIPP membership on your printed and digital materials. Please use the artwork as supplied.

### Please don't:



skew the logo



...stretch the logo shape vertically or horizontally



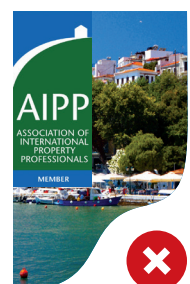
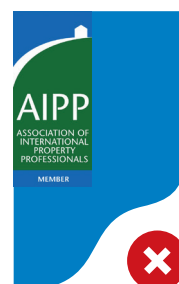
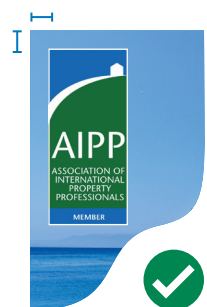
change the logo colours



## Printed & Digital Logo Placement

**Positioning:** Please place your AIPP logo in a clear location on your artwork, where possible please ensure that the logo is away from the very edge of any artwork.

The logo can be placed on a colour background or image - a keyline may be added (0.5pt white) if the background colour or image is similar to the colours in the logo.



# AIPP MEMBER SMART BADGE

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## AIPP Member Smart Badge

### Digital Usage:

The AIPP Members Smart Badge is available for members to display on their company website. This badge will link-back to the AIPP website where your membership will be verified for any potential client or trade partner clicking the Smart Badge.

There are both horizontal and vertical versions available for members. We recommend displaying the badge in a prominent location.



portrait option



landscape option

# AIPP MEMBER WINDOW STICKERS

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## AIPP Member Window Stickers

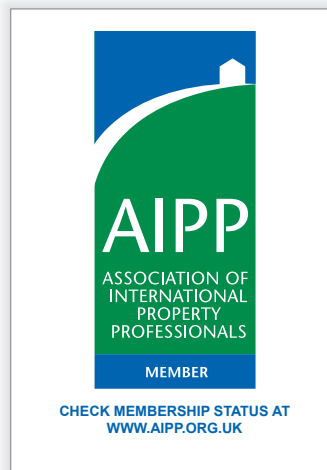
### Window Usage:

The AIPP Members window sticker is available for members to display in their office – again, this notifies visitors of your membership and your voluntarily agreement to follow and be bound by the industry Code of Conduct.

There are A4 & A5 versions available for all members.

We suggest displaying the sticker in a prominent location at eye level.

A5 Version



A4 Version

