

Style guide



Insecticide Resistance Action Committee

Table of contents

> Introduction

> Logo

> Colour

> Typography

> Iconography

> Photography

Introduction

- Use these guidelines to produce on-brand IRAC communications materials
- A brand comprises many elements. These elements combine to create a unique, recognisable and cohesive look & feel. It frames an organisation's relationship with its target audience.
- These guidelines demonstrate how to use our logo, and how to use colour, type, iconography and photography to ensure your documents, presentations, posters, and other publications align to the IRAC brand.

Logo

IRAC 

Logo composition

The IRAC logo comprises 5 parts - the logomark, symbol, primary wordmark, secondary wordmark, and the wordmark divider.

The logo should be applied to all communication materials with the following rules:

- The symbol may stand alone.
- The logomark may not stand without the symbol.
- Wordmarks are optional. The wordmark divider must only be shown when two wordmarks are present.





Insecticide Resistance Action Committee



Insecticide Resistance Action Committee

Philippines



Philippines





Philippines

Logo size and isolation

- › The IRAC logo must be presented larger than the specified minimum size, and with a minimum clear space all around.
- › When applied without a wordmark, the logomark should not fall below 22px tall on a screen, or 0.25" in print.
- › When applied with a wordmark, the logomark should not fall below 42px tall on a screen, or 0.5" in print.
- › The minimum clear space around the logo varies relative to the size of the logo. The symbol provides a convenient guide - the clear space around the logo should always be at least the height and width of the symbol within that logo.



	DIGITAL	PRINT
	22px	0.25"
 Insecticide Resistance Action Committee	42px	0.5"
 Insecticide Resistance Action Committee Philippines	42px	0.5"



Logo colour

- › The full-colour version of the logo should be used wherever possible.
- › Where applied to an IRAC Green background, the logo becomes white with a light grey (#ccc) symbol.
- › Monocolor versions of the logo are available for black and white printing, one for light backgrounds and one for dark. The symbol is #333 on light backgrounds, and #ccc on dark.



This image shows the full-colour IRAC logo (green text and black ant symbol) enclosed within a dashed rectangular border. This represents the standard logo for use on light backgrounds.

This image shows the IRAC logo adapted for a green background. The letters 'IRAC' are white, and the ant symbol is a light grey color (#ccc). This is the version used when the logo is placed on an IRAC Green background.

This image shows the monochrome IRAC logo for light backgrounds. The letters 'IRAC' and the ant symbol are both black. It is enclosed in a dashed rectangular border, indicating it is one of the two monochrome versions available for black and white printing.

This image shows the monochrome IRAC logo for dark backgrounds. The letters 'IRAC' and the ant symbol are both white. This is the second of the two monochrome versions available for black and white printing.

Common logo mistakes

IRAC 



IRAC 



Phillippines

IRAC 



IRAC 



IRAC 



Phillippines

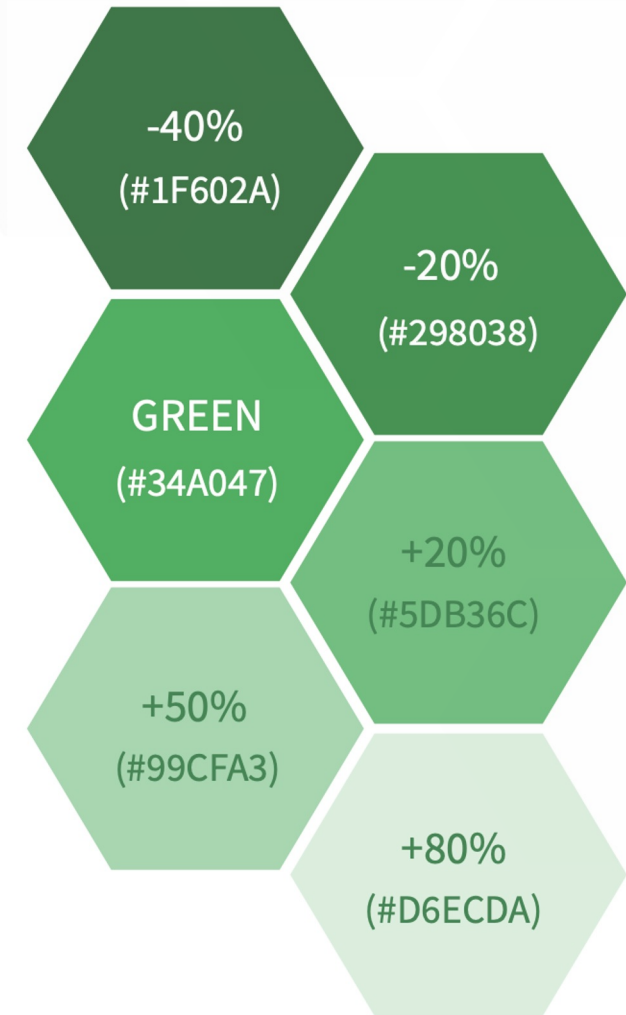
IRAC 



Colour

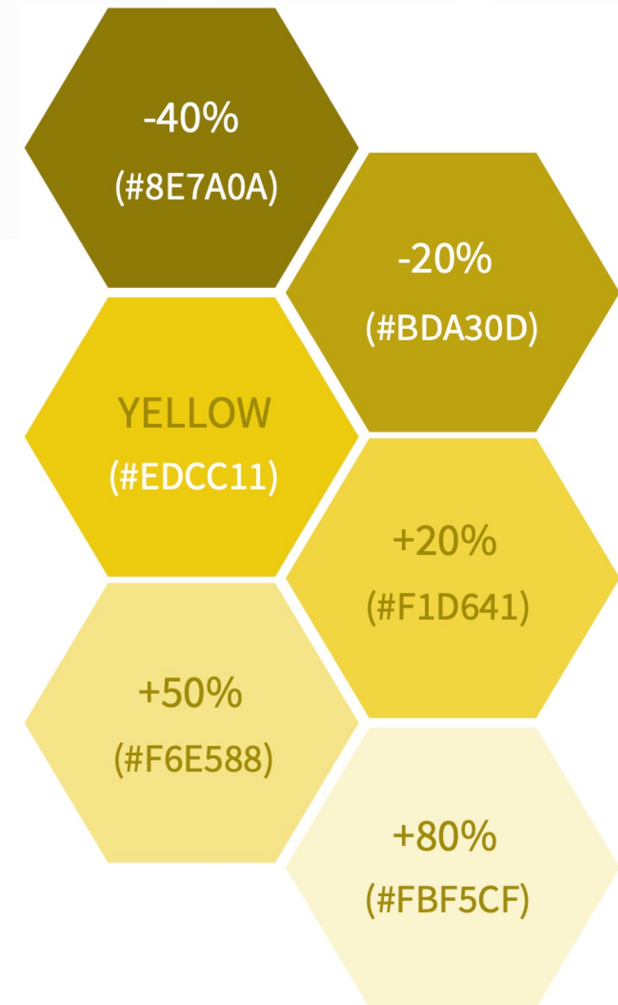
Primary colour

- IRAC's primary colour is green, to reflect it's agricultural remit.
- All IRAC colours offer variations in brightness for complex designs, creating by adding a degree of black or white.



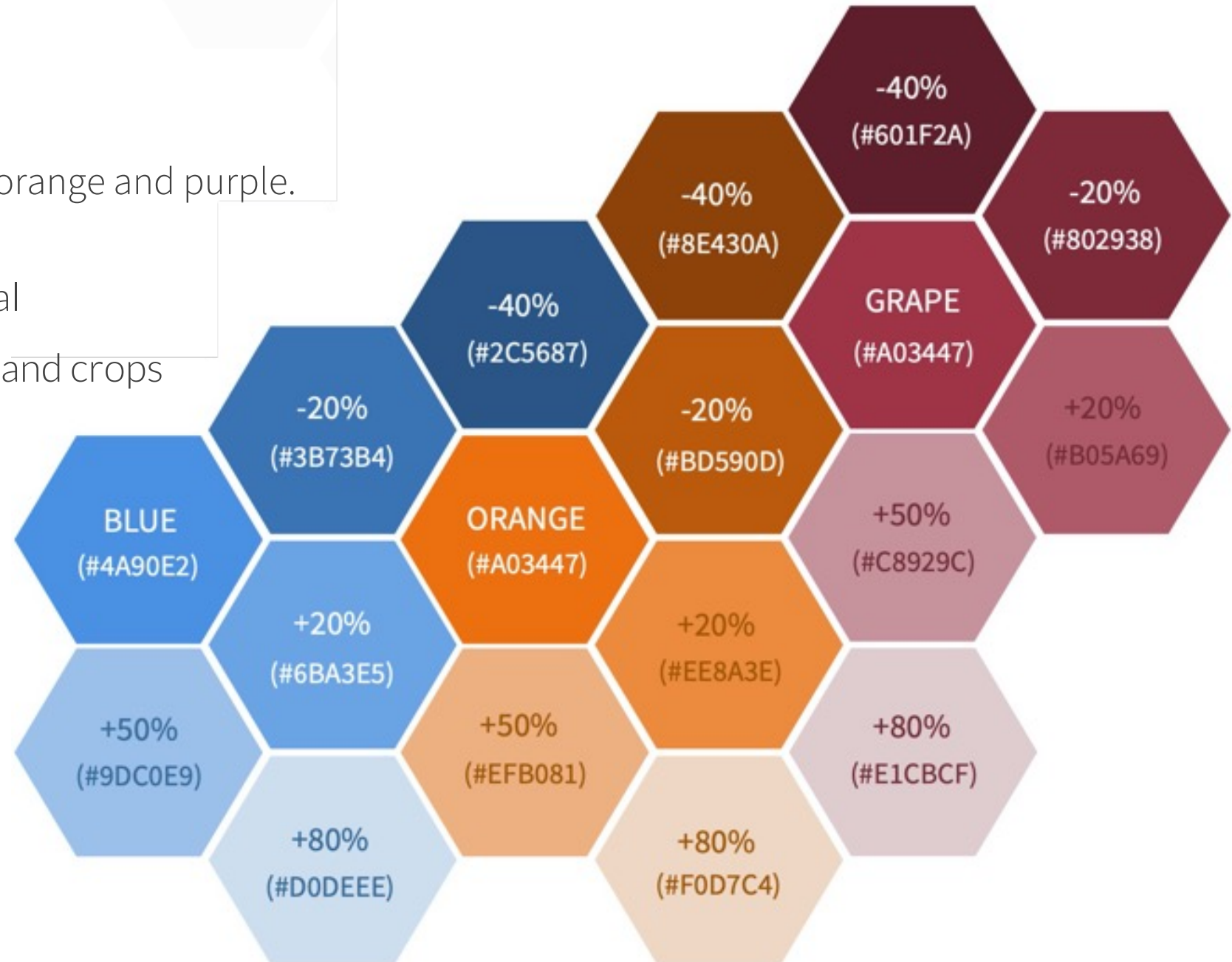
Secondary colour

- IRAC's secondary colour is yellow, to reflect agriculture's dependence on sunshine.
- All IRAC colours offer variations of saturation for complex designs. These variations exist at -40%, -20%, Natural, 20%, 50%, 80%.



Tertiary colours

- IRAC's tertiary colours are blue, orange and purple.
- These complete the agricultural metaphor, referencing the sky and crops such as oranges and grapes.



Typography

Typeface

- › Lato is IRAC's primary font face and should be used when practical to do so. It is clean, very legible and freely available.
- › Lato can be downloaded and installed from <https://bit.ly/3i2efCi>
- › Lato has been embedded within the [branded templates online](#) for MS Word and Powerpoint. Templates are also available using Calibri Light as a fallback where file size is a constraint.

Aa

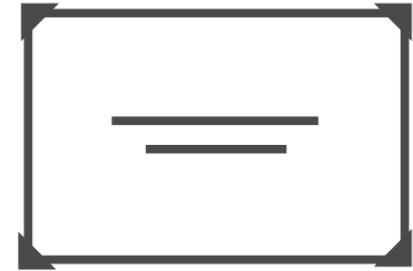
Iconography

Iconography usage

- Illustrations are visual representations of concepts and objects in the real world.
- Their purpose is to facilitate engagement of the target audience by attracting their attention. They help lift otherwise text-heavy communications materials and user interfaces.
- They also remain sufficiently simple that once engaged, the consumer is not distracted from the primary content.
- IRAC uses icons to distinguish between lists of similar items, and to highlight function of interactive interfaces such as menus and search.



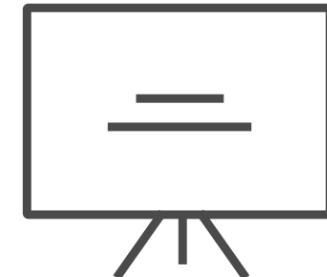
Pamphlet



Poster



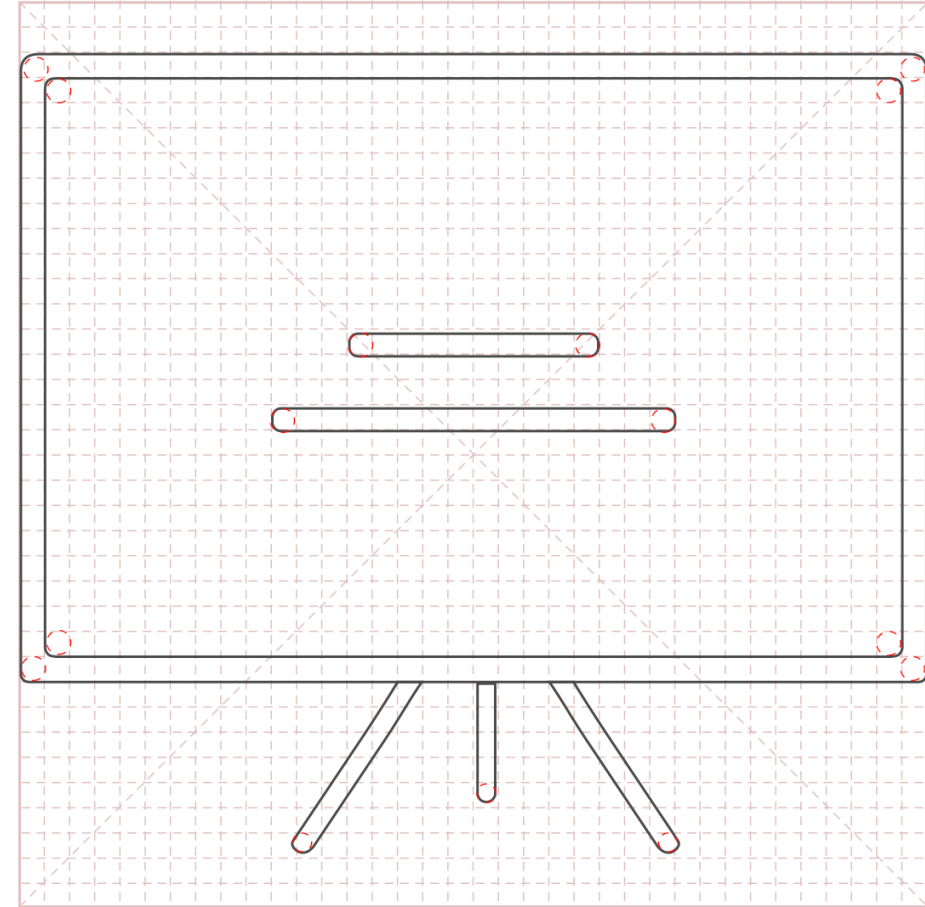
Document



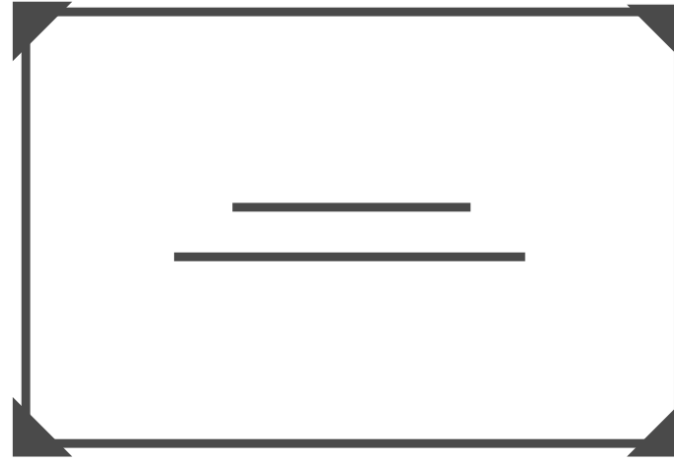
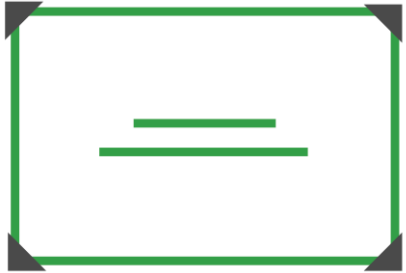
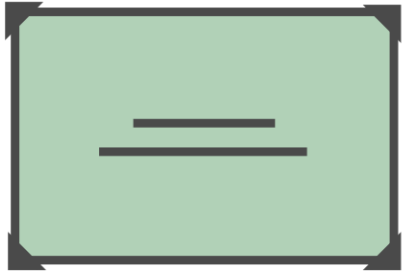
Presentation

Iconography construction

- Illustrations should be constructed from geometric shapes and lines, filling the width and/or height of a 110x110 grid.
- Icons are designed according to a square grid. They should use the full width and height of the grid. Where one axis is shorter, the icon should be centred along that axis.
- Icons should be symmetrical except where the design specifically calls for asymmetrical elements.
- Icons are minimalist style, constructed of geometric shapes and lines with subtly rounded corners.



Common iconography mistakes



Photography

Photography overview

Modern technology has made it consistently practical to source high quality royalty free imagery for all your publications.

Stay on brand with the following guidelines on sourcing, selecting, treating and attributing photography.



Image sources and attribution

Royalty free images

There are many good sources of royalty-free photography requiring no attribution, including:

- > pixabay.com
- > pexels.com
- > unsplash.com

Attribution

Ensure photographs attributed when their license requires it.

Credits should be aligned to the bottom right of the photo unless this occludes the focal point.

Image selection

- Select images that are of a professional standard
- Select images that are positive, vibrant, authentic and reflective of IRAC's values and purpose
- Select images that reflect IRAC's global presence

Image style and content depends on the content you wish to complement.

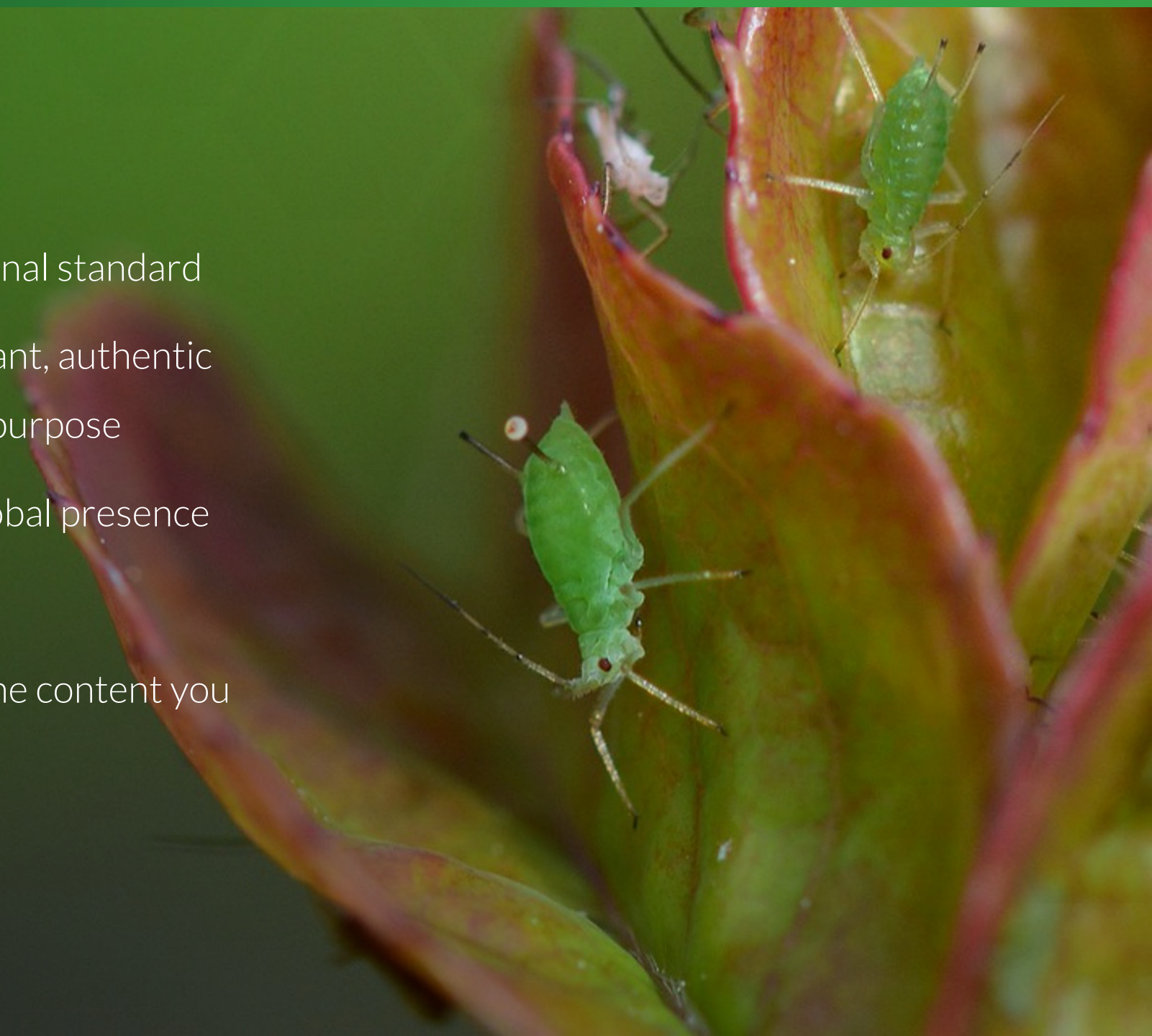


Image selection



Apply a tight crop to a strong focal point to draw the reader's attention:

- People and eye contact
- Insects (macro works well)
- Crops

A dark, atmospheric landscape photograph. A dirt road leads from the bottom center towards the horizon. On the left side of the road, there is a small, isolated tree. The sky is filled with large, dramatic clouds. The overall tone is somber and contemplative.

Use symbolic images to emphasise or promote empathy
for key messages

roads are symbolic of journeys, birds-eye views of perspective

Image selection

Use textures and wide-angle or abstract landscapes to add visual interest and increase engagement with text-heavy content.

Focus on textures when a scene or focal point compete with or be otherwise inappropriate in context.

Image treatment

Ensure images behind text have sufficient contrast to be easily legible. Use background gradients where required.

If the photograph's colours don't chime with IRAC brand colours, or to soften a texture:

- Try black and white
- Try Powerpoint's recolouring facility to blend photos with IRAC brand colours



Image size, spacing, alignment and anchoring

Anchor images to the surrounding content or the side of the page

Align photographs to the top of adjacent headers or text

Ensure an appropriate margins around your image.



Photography do's and don'ts

Do's

Crisp high resolution

Colour matched

Vibrant

People centric

Clear primary point of focus

Tightly cropped

Relevant subject matter (farmers, insects, crops)

Don'ts

Pixellated, low resolution Washed out colour

No people

No point of focus

...nor tightly cropped

No clear relevance to agriculture or public health

Contact information

For guidance on brand alignment contact

enquiries@irac-online.org

