Purpose

The purpose of The IIA Brand Standards Manual is to enable The IIA staff, affiliates, chapters, volunteer leaders, partners, and sponsors to adhere to the organization branding strategy. There are reputational risks to the organization when these standards are not followed, so it is important to understand and follow them at all times.

The manual provides direction for The IIA’s most important brand elements; all new digital, print, and other communications should reflect these guidelines.

This guide shows you how to use The IIA visual identity and brands on a range of media, including digital communications, stationery, collateral, advertisements, merchandise, signage, and more. The brand information is updated periodically so please check back for new information and important updates. When you use any of The IIA’s brand identity elements, you must always follow the rules for proper usage.

The guide will help you understand the updates and resources available to support your marketing and communications efforts while providing consistent brand positioning of The IIA.

If you have any questions, please contact Marketing@theiia.org.
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www.theiia.org  /  www.globaliia.org
Designed as a representative mark or symbol of The Institute of Internal Auditors®,
the logo reflects the modernization of The IIA®, while recognizing its rich history
and global reach.

The consistent use of our logo is a powerful idea that continually strengthens
our identity and reinforces our position. Therefore, it should be thought of as a
graphic element rather than as individual letters and always kept intact.

Although several versions of the logo are available and can be used as described
in this manual, users are encouraged to incorporate The IIA signature — logo
and name together — whenever possible.

Reproduction-quality electronic files of
The IIA's logo and signature
can be obtained through
The IIA's Marketing Department at
Marketing@theiia.org or
www.theiia.org/Brand.
It is important to never redraw or alter The IIA logo. This includes the placement and size of the letters and globe, as well as retyping The Institute's name. Always use reproduction-quality electronic files obtained through The IIA’s Marketing Department.

**Clear Space**
To prevent other elements from interfering or detracting from The IIA logo, it is important to maintain the appropriate amount of clear space. The minimum clear space is equivalent to the diameter of the globe and is required on all four sides of the logo.

**Minimum Size**
Minimum size refers to the smallest size at which the logo can be reproduced and still maintain its legibility and integrity.
Logo Color

To maintain its identity, The IIA logo can be represented only in one of three approved colors: IIA Blue, Black, or White.

When the logo appears in color, the IIA Blue version should be used. The official IIA Blue is PANTONE® 295 C.

The IIA signature may be printed on any solid color, screen of color, and illustrative or photographic background as long as the background does not show through the logo. When placed against a dark background, The IIA logo or signature should be reversed out (white).

Logo artwork is available for download at www.theiia.org/Brand.
To preserve the identity of The IIA logo and promote a consistent brand image, it must remain unaltered. As a trademarked symbol of The IIA, it should be thought of as a graphic element rather than as individual letters and therefore kept intact. The same guidelines regarding continuity, size, and scale outlined in this manual are required when using the logo. Anyone seeking suggestions on logo usage is encouraged to contact The IIA’s Marketing Department at Marketing@theiia.org.

The correct color should be used at all times. Changes in opacity, use of non IIA Blue, and colorization of any other kind is prohibited.

The logo should be scaled proportionally at all times. No part of the logo should be altered in any way that changes the logo from its original design. Additional shapes or designs should not be added to the logo.

The logo should not be combined with any other graphic forms or become a part of another graphic/logo. It should not be altered to form alternate designs, logos, or symbols that do not represent the original IIA logo or signature.

The logo may not be used as part of a word in an institute or chapter logo. It was designed to stand on its own and represent the global organization of internal auditing as well as the individual affiliates in all states and countries.
Sub-branding

There are certain instances where The IIA has created sub-brands with additional visual identities that include The IIA logo as well as locked-up type treatments. These sub-brands have unique identifiers that are paired with The IIA logo without detracting from the overall brand.

The integrity of The IIA logo should always be of most importance in these lockups. The sub-brand should be thought of as an extension of The IIA and should not stand alone from The IIA logo. The IIA logo should be visibly separated from the sub-brand.

The same guidelines regarding continuity, size, and scale outlined in this manual are required when using the logo.

Due to their complexity, these lock-ups are to be used only in certain instances and their creation is at the discretion of The IIA’s Executive Leadership.

Examples of sub-branded IIA logo.
Co-branding

On the occasion that The IIA is co-branding or partnering with another organization(s), The IIA logo should be treated as an equal partner to the additional logos. When possible, The IIA logo should be first in reading order.

The integrity of The IIA logo should always be intact. The same guidelines regarding color, size, and scale outlined in this manual are required when using the logo with outside organizations.
Logo Usage
Continued

**Affiliates**

Although some IIA affiliates and regional affiliated organizations have developed separate logos and signatures, many have incorporated The IIA logo into their design. As in the past, affiliates are invited to adopt the logo to help develop a common IIA brand and identity throughout the world. The IIA logo or signature can be used in conjunction with the affiliate’s name, and even in conjunction with the affiliate’s own logo; however, the same guidelines regarding continuity, size, and scale outlined in this manual apply when including The IIA logo in an affiliate signature.

Below are examples of actual affiliate logos. Any affiliate seeking suggestions on signature design and implementation is encouraged to contact The IIA’s Marketing Department at Marketing@theiia.org.
Chapters
Below are several examples of IIA chapter logos and signatures for the United States, Canada, and Caribbean. A chapter logo and signature has been created by The IIA’s Marketing Department for each chapter to use within its marketing and event materials. Anniversary logos for chapters celebrating major milestone anniversaries are also available. Please contact ChapterRelations@theiia.org to make a request.

IIA chapter logos are available for download on the chapter leader resource page of The IIA website.

The Institute of Internal Auditors
Ak-Sar-Ben Chapter

The Institute of Internal Auditors
Central New York Chapter

The Institute of Internal Auditors
Southwest Virginia Chapter

The Institute of Internal Auditors
Bahamas Chapter

The Institute of Internal Auditors
L’Institut des auditeurs internes
Canada

Toronto Chapter

Bilingual treatment for Canadian chapter.
IIA
Certifications
Logo Usage

Certified Internal Auditor
As with The IIA logo, the Certified Internal Auditor® (CIA®) logo is designed as a representative mark or symbol for the Certified Internal Auditor program. Again, it should be thought of as a graphic element rather than as individual letters and therefore should be kept intact. In addition, the same usage guidelines that are expected of The IIA signature and logo apply to the CIA signature and logo.

To maintain its identity, the CIA logo can be represented in only one of three approved colors: CIA Red, Black, or White.

When the logo appears in color, the CIA red version should be used. The official CIA Red is PANTONE® 194 C.

Specialty Certifications
Logos have been created to differentiate The IIA’s specialty certification designations. To maintain their identity, these logos can be represented in only their individual corresponding color (see page 21), Black, or White.
Qualification in Internal Audit Leadership

As with The IIA and CIA logos, the Qualification in Internal Audit Leadership® credential (QIAL®) logo is designed as a representative mark or symbol for the this program. Again, it should be thought of as a graphic element rather than as individual letters and therefore should be kept intact. In addition, the same usage guidelines that are expected of The IIA signature and logo apply to the QIAL logo and badge.

To maintain its identity, the QIAL logo can be represented in only these approved colors: QIAL Gold, Black, or White.

When the logo appears in color, the QIAL gold version should be used. The four-color gradient version of the logo is the preferred color version. When a one-color version is necessary, the official QIAL gold is PANTONE® 124 C.

The QIAL letter treatment was created for small imprints and situations where the placement of the QIAL logo is not ideal, such as an imprint on a pen with less than an 1/2” size. Although the letters have been made available, users are encouraged to use the QIAL logo for most instances.
Internal Audit Foundation

Logo Usage

The Internal Audit Foundation™ logo is designed as a representative mark or symbol for the research arm of The IIA. Again, it should be thought of as a graphic element rather than as individual letters and therefore should be kept intact. In addition, the same usage guidelines that are expected of The IIA signature and logo apply to the Foundation signature and logo.

To maintain its identity, the Foundation logo can be represented in only one of three approved colors; IIA Blue, Black, or White.

When the logo appears in color, the IIA Blue version should be used. The official IIA Blue is PANTONE® 295 C.

Pantone 295 C
C:100 M:68 Y:8 K:52
R:0 G:48 B:94
#00305E
The IIA currently supports the following programs and initiatives with logos and identities. These should be accompanied with The IIA logo in marketing, mass communications, and publicly distributed materials. The digital artwork can be requested through The IIA’s Marketing Department at Marketing@theiia.org.
Trademark Guidelines in Text

The IIA’s trademarks, service marks, and trade names are valuable assets. In following these guidelines, you help us protect our valuable trademark rights and strengthen The IIA’s brand identity. Please follow these guidelines:

- A trademark is a word, phrase, symbol or design, combination of these elements, sounds, or even scent that identifies and distinguishes The IIA’s products or series from another.

- When referring to the organization’s name (as a noun) in content, it is NOT a trademark.

- When using our organization name on products, business cards, letterhead, PowerPoint presentation, etc., it IS a trademark.

- Always use a trademark as a proper adjective in content.

- Whenever a trademark is first used in a document or communication in written body copy, use the ® or ™ notice, as appropriate in the first reference of body copy. Do not include marks in headlines or titles, if not included in corresponding body copy.

- The ® symbol signifies that the trademark is federally registered. The ™ symbol signifies a trademark that is claimed, but not necessarily registered.

- Check for updates on The IIA’s trademarks’ status before printing, publishing, etc.
  - Current trademarks registered by The IIA (use the ®).
  - Current trademarks pending registration by The IIA (use the ™).
  (See page 17.)

- Abbreviations of The IIA’s trademarks/registrations must be spelled out in the first reference followed by the abbreviation in parentheses. The only exception is The IIA trademark and/or spelling out of The Institute of Internal Auditors in full is not required or desired unless for copyright purpose.
The following trademarks should be recognized in the first reference of written body copy, not the headlines and titles:

- The Institute of Internal Auditors® (IIA®)*
- All Star Conference™
- American Center for Government Auditing® (ACGA®)
- Audit Executive Center® (AEC®)
- Audit Career Center™
- Audit Channel®
- Audit Intelligence Suite™
- Certification Corner®
- Certification in Control Self-Assessment® (CCSA®)
- Certification in Risk Management Assurance® (CRMA®)
- Certified Financial Services Auditor® (CFSA®)
- Certified Government Auditing Professional® (CGAP®)
- Certified Internal Auditor® (CIA®)
- Certified Professional Environmental Auditor® (CPEA®)
- Certified Process Safety Auditor® (CPSA®)
- Global Internal Audit Common Body of Knowledge® (CBOK®)
- Environmental, Health & Safety Audit Center®
- Financial Services Exchange™
- Financial Services Audit Center™
- General Audit Management Conference™ (GAM™)
- Global Technology Audit Guide® (GTAG®)
- Governance, Risk, and Control Conference™ (GRC™)
- IIA Connection™
- IIA Quality Services, LLC™
- IIA Bookstore™
- The IIA’s CIA Learning System®
- Internal Audit Foundation™
- Internal Auditor®
- Internal Audit Practitioner™
- International Conference™
- International Professional Practices Framework® (IPPF®)
- Qualification in Internal Audit Leadership® (QIAL®)
- Tone at the Top®
- Vision University™

Please note this is not a complete listing of trademarks owned by The IIA.

*The IIA trademark and/or spelling out of The Institute of Internal Auditors in full is not required or desired unless for copyright purposes. It is recommended for nonmember communications and promotions, such as press releases, stand-alone printed collateral, and public-accessible documents that require a copyright notice.
Standard Copyright Notice

The following copyright notice should be affixed on any publicly distributed copies of The IIA’s work with the following options:

a. Original IIA content published by The IIA

Copyright © 20[YEAR] by The Institute of Internal Auditors, Inc. All rights reserved.

b. A copyright notice for any work owned by The IIA and licensed to a third party

Copyright © 20[YEAR] by The Institute of Internal Auditors, Inc. (“The IIA”). All rights reserved.

Permission has been obtained from the copyright holder, The IIA, 1035 Greenwood Blvd., Ste. 401, Lake Mary, FL 32746, U.S.A. to publish this reproduction, which is the same in all material respects, as the original unless approved as changed.

c. If translated, add this below:

This document was translated by [INSERT NAME] on [INSERT DATE].
The IIA's Placement
Please follow these guidelines in copy when referring to The IIA. “The” is capitalized in the following instances:

- The Institute of Internal Auditors
- The IIA
- The Institute
- The IIA’s members
- The IIA Global Headquarters

Please do not include an adjective or any type of verbiage between “The” and “IIA.”

Trademark/Registration
As noted in trademark/registration guidelines, please recognize all of The IIA’s trademarks/registrations in the first reference of body copy. For a complete list of trademarks/registration, request a list at Marketing@theiia.org.

The IIA's Boilerplate Copy
The IIA provides boilerplate copy that includes an overview of the organization for placement on mass communications such as collateral, websites, press releases, presentations, and more. To access The IIA’s latest boilerplate copy via www.theiia.org/Brand.

The IIA’s Style Guide
For further clarification and details regarding The IIA’s writing style rules/guidelines, please reference The IIA’s Style Guide. You can request a copy at Marketing@theiia.org.
The IIA is continually progressing, changing, evolving, and adapting to the needs of our members and the profession as a whole. This progress calls for a change in the way we represent The IIA visually. This new look provides a fresh, clean, confident feel without sacrificing any of the rich tradition and equity in the current IIA style.

Some branding elements remain the same, while others have changed or have been condensed to reinforce consistency and clean up the overall look. One of the most important modifications is the use of more negative or white space. This is accomplished by allowing more space between objects and content.

The following pages will show the basic elements necessary to ensure consistency in this new look for The IIA.

- Color Palette
- Typography
- Imagery
- Layout Structure
- Corporate Identity Templates
Color Palette
The IIA color palette represents a balance between the strong, stable, and corporate feel of "The IIA Blue" and the energy, exuberance, and modern feel of the complementary colors. This combination of colors is reflective of The IIA's brand personality, which is equal parts experience and passion paired with professionalism.

- The color palette has been condensed to create a more consistent use of color and effectively reinforce our brand.
- The IIA Blue is the core of our visual identity. It conveys strength, reliability, authority, heritage, and trust. Lighter blues have been selected to be a refreshing, brighter, and friendlier complement to the dark IIA blue.
- Additionally, calming cool grays have been selected to provide accents and contrast, as well as a single warm red to provide depth and a punch of color. Red should be used moderately and should not overpower The IIA Blue.
- Certification colors remain the same and should be used only on certification marketing pieces according to their corresponding certification.

Main IIA Color Palette

Designations Color Palette
Typography
Along with the use of graphics and color, consistent typography helps to solidify our brand’s voice and tone. To create this more uniform message, previous font choices have been condensed. Trade Gothic has been selected for its bold, clear, and modern look. While this font family offers various weights and styles, the primary font face for The IIA is Trade Gothic Medium. All other weights and styles should be used sparingly for emphasis or differentiation.

The Trade Gothic family should be used for all marketing communications. For desktop applications, such as Microsoft Word and PowerPoint, Arial may be used as a substitute.

Due to licensing restrictions, we are unable to provide copies of this typeface. These guidelines are recommended but not required in email, correspondence, and operational documentation.

Trade Gothic Medium

1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Trade Gothic Oblique

1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Trade Gothic No. 2 Bold

1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Typography Continued
In addition to Trade Gothic, the serif font Fairfield has been selected for use in marketing materials. This font should not be used as a main focus of a marketing piece. It should be used only to accent the main font. For desktop applications, such as Microsoft Word and PowerPoint, and use in documents or correspondences, Times New Roman may be used as a substitute.

Due to licensing restrictions, we are unable to provide copies of this typeface.

Fairfield 45 Light

1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Fairfield 46 Light Italic

1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Fairfield 55 Medium

1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Imagery

With a heavy reliance on stock photography for ease of use and cost, it is important that the right type of photo be used to communicate our image and our message. Full color, black and white, duotone, and illustrations can all be utilized when put in the right context. It is paramount that any image used be of high quality and sophistication. It is at the discretion of The IIA’s Marketing Department to evaluate necessary images and to always err on the side of caution.

When possible, The IIA’s own sourced event and member photographs should be used in lieu of stock photography.

Due to licensing restrictions, we are unable to provide stock photos/clip art to outside requesters.

Examples of high quality stock photography for use in marketing communications.

Examples of poor stock photography selection, which include photographs that do not match our tone, poor 3D rendered graphics, images of low quality, and outdated images.
Layout Structure
The layout structure for marketing materials can be defined as clean, bright, refreshed, and open. The following elements and structure will provide a consistent message and tone that will reflect The IIA’s personality and reaffirm our position as a global leader.

The top priority in these changes is the use of the color white and of white space. By spacing elements farther apart from each other and eliminating the use of most background colors, our message will be presented in a clearer, simpler fashion.

The following pages will show the basic elements used to ensure a consistent expression of The IIA brand.

■ The Grid Structure
■ Logo and CTA
■ Copy Sizes, Colors, Amounts
■ Additional Accents

For further information and guidance regarding the layout structure and elements, please contact The IIA’s Marketing Department at Marketing@theiia.org.
Corporate Identity Elements

Continued

Grid Structure

A new grid structure has been implemented to take the guesswork out of sizing margins, columns, and footer placement within marketing materials.

All full-page ads, brochures, fliers, and larger print items should utilize the following example.

- 1.5" Footer
- .75" Margins
- 3 Columns
- .25 Gutter

Full-page Ad Sample Layout Using Grid Structure
Grid Structure Continued
A new grid structure has been implemented to take the guesswork out of sizing margins, columns, and footer placement within marketing materials.

All half-page ads, small brochures, postcards, and smaller print items should utilize the following example.

- 1” Footer
- .5” Margins
- 3 Columns
- .25 Gutter

Half-page Ad Sample Layout Using Grid Structure
Logo and CTA

Logo and CTA refers to the bottom footer area of marketing materials. The footer includes a color bar separator, The IIA logo, white space, and room for a call to action.

The color bar separator should always be PMS 299 C, should always be .125” tall, and extend across the full width of the document. This bar provides a visual separation between the content and defines the area for The IIA logo. This simple bar of color also translates well to other communications media to create another consistent visual element.

The area for The IIA logo should be sized according the footer sizing specifications outlined in the grid structure section of this document. This area should have a background color of white or PMS Cool Gray 10 C.

The IIA logo should be sized according to the space available and allow for enough clear space. This is generally 50-55% of the logo’s original size.

Space for a call to action is provided. This call to action should be clear and concise, generally a website or phone number.
Copy Sizes, Colors, Amounts
There is a consistency in our approach throughout our channels: email, print ads, web ads, social media, direct mail, collateral, signage, and more. We have guidelines in the treatment of headlines, body copy, and calls to action, so we can:

- Focus on the key message.
- Get to the point. Short and sweet.
- Give a clear call to action.
Additional Accents
A treatment has been created for call-out boxes that are used for ancillary information, quotes, or side bars. These call-out boxes are not mandatory. However, they are recommended to provide a clear space to separate or call to attention to information.

These boxes are defined by their one turned corner. The use of this corner and corresponding highlight color gives the impression of depth and layering. This is achieved by using a beveled corner of the main box set to .25” and a highlight colored triangle with a width of .25”. The corner position may change; its size cannot.

Copy located within this box should be reversed out.

When the box is positioned over an image, its mode should be set to multiply (opacity) to reveal some of the image underneath.

Special call to action or important information.

Lorem ipsum dolor sit amet, consectetur elit.
Layout Samples
The following samples are not meant to be templates, but merely examples of how the basic elements within the grid structure work together. For further guidance, please contact The IIA’s Marketing Department at Marketing@theiia.org.

Full Page Ads
Corporate Identity Elements

Continued

Half Page Ads

Postcards
Corporate Identity Elements
Continued

Brochures

Headline goes here. Two lines maximum.
Subhead goes here. Lorem ipsum dolor sit amet, consectetur adipiscing.

Headline goes here. Two lines maximum.
Subhead goes here. Lorem ipsum dolor sit amet, consectetur elit.

Headline goes here. Two lines maximum.
Subhead goes here. Lorem ipsum dolor sit amet, consectetur elit.

Headline goes here. Two lines maximum.
Subhead goes here. Lorem ipsum dolor sit amet, consectetur adipiscing.

Call to action goes here.

Call to action goes here.

Call to action goes here.

Call to action goes here.
Corporate Identity Elements

Continued

Corporate Identity Templates

Letterhead

Letterhead serves as an important visual tool to communicate our message and our brand.
Letterhead Template

An electronic Microsoft Word template has been created for electronic communications. Please use the following guidelines when setting up your document. These templates can be requested from Marketing@theiia.org.

Additional letterhead templates have been created for various sub-brands, including:

- American Center for Government Auditing
- Audit Executive Center
- Environmental, Health & Safety Audit Center
- Financial Services Audit Center
- IIA Bookstore
- IIA Quality Services, LLC
- Internal Audit Foundation
Document Templates

Generic electronic Microsoft Word document templates have been created to provide an overall branding style to standard business documents that do not require letterhead.

The same previously stated guidelines for colors, fonts, image usage, and white space should be applied when using these document templates.
Presentations

Three presentation slide templates have been created and should be used in all presentations and slides by any speaker representing The IIA. Any colors or graphics added to the slides should be done following the standards outlined in this document. Clip art and animations should be avoided if possible, or used sparingly. The same color and usage standards as described in the manual apply to slide presentations.

The following are examples of different slide treatments and layout recommendations.

Anyone seeking suggestions on presentation design, document layout, and implementation is encouraged to contact The IIA’s Marketing Department at Marketing@theiia.org.
Corporate Identity Elements

Continued

Alternate Template 1 – Title Slide

Alternate Template 1 – Content Slide 1

Alternate Template 1 – Content Slide 2

Alternate Template 1 – Content Slide 3

Alternate Template 1 – Transition Slide

Alternate Template 1 – Image Transition Slide
Corporate Identity Elements
Continued
Please direct questions to The IIA’s Marketing Department at Marketing@theiia.org or www.theiia.org/Brand.