You are a member of our IAEI brand community.

The IAEI brand community. You contribute to how our members, our industry, civic and community leaders perceive our organization.

This guide gives you the tools to communicate the IAEI brand to multiple audiences, consistently and memorably.

Please contact the Marketing Department at Marketing@IAEI.org with any questions you may have regarding IAEI brand usage. The team is happy to assist members in developing marketing materials to ensure they meet IAEI brand guidelines.

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Our brand philosophy

A consistent IAEI brand benefits us all.

The IAEI brand positions us as the leader in electrical safety. It connects our vision and values with our mission to educate and equip electrical professionals while unifying the industry to promote electrical safety.

By following this guide, we will:

Increase brand awareness
Our audiences should be able to easily identify IAEI in the marketplace. Our strategy is clear, consistent brand messaging.

Speak with consistent and amplified voices
Consistent messaging strengthens the IAEI brand. It enables our entire brand family to speak with one voice.

Protect our brand’s value
Our trademark is valuable. This guide clarifies how to protect its value.

The IAEI brand

The term “brand” is increasingly popular. What does “brand” really mean? “Brand” isn’t reserved strictly for our logo. It also encompass our design aesthetic, our corporate voice, and our visibility in the marketplace.

Brands are created and influenced by people, visuals, company culture, style, words, messages, and other identifiers. Our brand conveys messages about who we are and what we stand for. It upholds our unmistakable corporate personality.

Our audiences should instantly recognize our positive influence in the field of electrical safety.

A person’s perception of a product, service, experience, or organization
The IAEI Logo

Using the IAEI logo consistently is critical for establishing a strong and recognizable brand identity, building trust with our audience, and differentiating our brand from competitors. By maintaining a consistent visual identity, we can enhance brand recall, increase brand equity, and improve marketing efficiency.

In this section you will see various configurations of the IAEI logo and its components that meet the needs of numerous applications and organization.

IAEI Logo Elements

Our logo consists of various elements that work together to create a unique and visually appealing representation of our brand.

IAEI © 2023 Independent Alliance of the Electrical Industry

Logo

Icon

Logotype
IAEI Logo Configurations

A single logo design may not work well in all situations, so company logos often have more than one configuration, known as logo variations or logo lockups, for practical and versatile applications. This is especially important in our digital age, where logos appear on a wide range of devices and screen sizes. Having responsive logo configurations ensures that the brand is represented well across all platforms.

Here are the approved IAEI logo configurations.

IAEI Logo / Horizontal

Preferred Usage*

IAEI Logo / Vertical

Optional Usage

*Preferred Usage brand lockups are provided by IAEI. Optional Usage brand lockups may be developed as needed.
The IAEI logo should always be easy to see and read. Give the logo its “space.” There should always be space around the logo that nothing visually interferes with it such as type, or graphics, or a busy background.

The minimum protected space around the logo is defined as the width of the “I” in the IAEI icon.
IAEI Logo / Alterations / Distortions

The IAEI logo — the icon and the logotype — don’t require or need any adjustments. Creative messaging and ideas can be developed around the IAEI logo, but they cannot be part of the logo.

Not only do alterations and distortions weaken the consistency of our brand, they also expose the brand to legal challenge should another brand attempt encroachment.

IAEI LOGO

Entities

IAEI brand guidelines give each entity of our brand family the opportunity to identify itself as it supports the IAEI brand — establishing expectations and increasing trust among our members and audience groups.

- Capital Height of Entity Name equals distance from bottom of “A” crossbar to baseline (Y)
- Distance between Entity Name and IAEI icon equals distance from bottom of “A” crossbar to baseline
- Minimum Safe Space equals width of “I” in “IAEI” (X)

Long Format Entity Name Example

*States with a horizontal shape such as Tennessee, Kentucky, North Carolina and Pennsylvania should be sized smaller due to their horizontal configurations and positioned on horizontal center of the IAEI icon.
IAEI Logo / With Entity

Preferred Usage*

IAEI Icon / Entity Variations

Preferred Usage*

Optional Usage

IAEI Icon / With Entity

Preferred Usage*

Optional Usage

*Preferred Usage brand lockups are provided by IAEI. Optional Usage brand lockups may be developed as needed.
IAEI has adopted the signature line “The Electrical Enforcement Authority™” to enhance and support its role as the leader in electrical safety. This signature line is independent of the IAEI logo. It stands on its own. However it may be featured in a “lockup” with the corporate IAEI logo.

*Preferred Usage* brand lockups are provided by IAEI. Optional Usage brand lockups may be developed as needed.
IAEI Logo / "Color"

Color consistency is a powerful tool for the IAEI brand to create a strong, recognizable, and trustworthy visual identity. Color fosters brand loyalty, enhances brand recognition, and reinforces our brand’s unique attributes. The IAEI logo may appear in the colors outlined here.

<table>
<thead>
<tr>
<th>Pantone</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
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</table>
| Preferred Secondary Accent Colors

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<tr>
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<td>P104-14 C</td>
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<td>63</td>
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<td>0</td>
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<td>102</td>
<td>204</td>
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<tr>
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<td>40</td>
<td>167</td>
<td>169</td>
<td>172</td>
<td>a7a9ac</td>
</tr>
</tbody>
</table>

IAEI Logo / "Reverse"

The IAEI logo may be reversed out of any background that provides contrast and does not interfere with the readability of the logo. It must be reversed as "white." No exceptions.
Uniform typography creates a sense of visual harmony and consistency. It prevents our brand from appearing disjointed or confusing.

Practically speaking, using the preferred pre-ordained type fonts allows materials to be designed and revised more quickly saving time and money. Consistent use of specified fonts gives IAEI a polished and professional appearance which can enhance the trust of our audience and their confidence in IAEI.

**HK Grotesk / Headline and Text**

Download at https://www.fontsquirrel.com/fonts/hk-grotesk

HK Grotesk includes several fonts.

<table>
<thead>
<tr>
<th>Light</th>
<th>Regular</th>
<th>Bold</th>
</tr>
</thead>
<tbody>
<tr>
<td>HK Grotesk is visually appealing.</td>
<td>HK Grotesk includes several fonts.</td>
<td>HK Grotesk is easily accessable.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Light Italic</th>
<th>Oblique</th>
<th>Bold Oblique</th>
</tr>
</thead>
<tbody>
<tr>
<td>HK Grotesk is visually appealing.</td>
<td>HK Grotesk includes several fonts.</td>
<td>HK Grotesk is easily accessable.</td>
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</tbody>
</table>

Serif fonts are considered more readable for long passages of text. The serifs help guide the eye, making the text easier to follow. Serif fonts can convey a sense of warmth, familiarity, and comfort.

Font choice should always align with the overall design goals and target audience preferences. Ultimately, the best font choice depends on the specific design requirements and the intended tone and mood of the text.

**Adobe Caslon Pro / Text**

Download at Adobe Caslon Pro at https://www.wfonts.com/font/adobe-caslon-pro

<table>
<thead>
<tr>
<th>Regular</th>
<th>Italic</th>
<th>SemiBold</th>
</tr>
</thead>
<tbody>
<tr>
<td>We educate and equip electrical professionals while unifying the industry to promote electrical safety.</td>
<td>We educate and equip electrical professionals while unifying the industry to promote electrical safety.</td>
<td>We educate and equip electrical professionals while unifying the industry to promote electrical safety.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SemiBold Italic</th>
<th>Bold</th>
<th>Bold Italic</th>
</tr>
</thead>
<tbody>
<tr>
<td>We educate and equip electrical professionals while unifying the industry to promote electrical safety.</td>
<td>We educate and equip electrical professionals while unifying the industry to promote electrical safety.</td>
<td>We educate and equip electrical professionals while unifying the industry to promote electrical safety.</td>
</tr>
</tbody>
</table>
**IBM Plex / Headline and Text**


<table>
<thead>
<tr>
<th>Light</th>
<th>Regular</th>
<th>Bold</th>
</tr>
</thead>
<tbody>
<tr>
<td>IBM Plex is visually appealing.</td>
<td>IBM Plex includes several fonts.</td>
<td>IBM Plex is easily accessible.</td>
</tr>
</tbody>
</table>

**Light Italic**

<table>
<thead>
<tr>
<th>Medium Italic</th>
<th>Bold Italic</th>
</tr>
</thead>
<tbody>
<tr>
<td>IBM Plex is visually appealing.</td>
<td>IBM Plex includes several fonts.</td>
</tr>
</tbody>
</table>

**Shippori_Mincho / Text**


<table>
<thead>
<tr>
<th>Regular</th>
<th>SemiBold</th>
<th>ExtraBold</th>
</tr>
</thead>
<tbody>
<tr>
<td>We educate and equip electrical professionals while unifying the industry to promote electrical safety.</td>
<td>We educate and equip electrical professionals while unifying the industry to promote electrical safety.</td>
<td>We educate and equip electrical professionals while unifying the industry to promote electrical safety.</td>
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</tbody>
</table>
IAEI News Style Guide

Our editorial style guide is an essential tool for maintaining brand consistency, ensuring high-quality content, and creating a positive and coherent reader experience. It helps writers produce content that is on-brand, engaging, and aligned with the brand’s values and target audience.

Our style guide is a clear set of rules and best practices that new team members can follow to produce content that aligns with our brand’s standards. We are happy to review and assist you with any of your marketing materials.

Editorial Design Guide

Typefonts

- **Body Text** = Adobe Caslon Pro [8/12]
- **Subhead 1** = HK Grotesk Bold
- **Caption** = HK Grotesk Regular [6/10]
- **Drop Cap (if needed)** = Either Adobe Caslon Pro or HK Grotesk as needed
- **Headline 1 (Main Headline)** = HK Grotesk as needed (Variations such as light/bold/etc., versions of this font may be used for headline 1)
- **Article Description** = HK Grotesk Light

Editorial Style Guide

IAEI News Magazine uses the Chicago Manual of Style and the NEC Style Manual. The NEC Style Manual will override the CMS if there is a discrepancy.

For example, the NEC Style Manual requires that all references to the National Electrical Code, the term NEC, and the word Code be always italicized. The CMS requires that the first instance of a manual have a registration or trademark upon first instance but does not require certain formats. The NEC also has spelling variants that are not in a modern U.S. dictionary, but the spelling should follow the NEC format to maintain consistency and copyright usage.

Byline Style

by Author Name
(Lowercase By, no colon)

Commonly Troublesome Words

Internet (uppercase)
Website (one word vs two)
IAEI Brand Parameters

Please use the following guidelines and accompanying materials in developing and obtaining approval for your use of the IAEI trademarks in print and digital application.

If you have questions about this information, please call IAEI Marketing & Branding at (972) 235-1455 ext 27 / Marketing@IAEI.org

Trademarks

Approval:
- All approvals are for single use unless specifically noted in the written approval.

Proper Logo:
- No other IAEI trademarks, images, logos or artwork may be used beyond the materials provided by IAEI International.

Alterations:
- IAEI trademarks may not be altered in any way, except for scaling to size.
- IAEI trademarks may not be cut-outs, altered or used as a background.

Endorsement:
- Except for the use of materials provided by IAEI, you may not use the names “IAEI” or “Independent Alliance of the Electrical Industry” to express or imply any endorsement by IAEI of your company, product, services, or promotional materials.
- The materials you produce must clearly be a sales promotion and may not appear to represent the international office of the IAEI.
- A membership logo can be provided to members in good standing for use on business cards and letterhead, window magnets and personal websites. Use of the membership logo may be revoked at IAEI’s discretion.

Printed Materials
- Photographs, images, drawings, and logos provided by IAEI may not appear in any print formats without the written permission of IAEI Marketing.
- Prior to printing, submit all materials to IAEI Marketing for review and approval. Allow at least 10 business days for this process. Approval may be withheld at IAEI’s discretion.
- IAEI trademarks may not be used without written approval from IAEI Marketing. Not receiving a response shall be deemed non-approval.
IAEI Brand Parameters

Printed Materials (Continued)
- Materials not approved must be re-submitted for final written approval.
- Printing of materials may begin upon receipt of written approval.
- Forward two copies of finished printed material to:
  IAEI Marketing & Branding
  901 Waterfall Way, Suite 602
  Richardson, TX 75080-7702

Electronic/Website
- Trademarks, logos, photographs, images or drawings provided by IAEI may not appear on the Internet or on a website of a non-IAEI entity without the written permission of IAEI Marketing.
- Photographs, images, drawings, or logos provided by IAEI may not appear in electronic formats, such as PowerPoint presentations, Word documents and so forth, without the written permission of IAEI Marketing.
- Digital materials must be approved by IAEI Marketing before distribution.
- Upon approval, forward the URL as well as a printed copy of the usage to:
  IAEI Marketing & Branding, Marketing@IAEI.org

IAEI Marketing is happy to assist members in developing promotional website materials to ensure they meet IAEI guidelines.

IAEI Brand Parameters

Trademark and Nomenclature Usage Guidelines
In all printed and digital content, certain IAEI trademarks need to be distinguishable from surrounding copy. Please differentiate the trademarks listed below from other copy by using either all capital letters or using initial caps with italics, boldface type, quotes around the mark or a different color. Include a subscript registration symbol for registered trademarks (as indicated herein) for every use.

Examples:
Independent Alliance of the Electrical Industry®
IAEI® IAEI® News IAEI® Seminars IAEI® Training

In a Table of Contents or Index, all trademarks need to be presented with appropriate trademark symbols, if applicable. Include a subscript registration symbol in headings or headline for all registered trademarks ONLY if that registered trademark does not appear in the copy. It is not necessary to use the registration symbol in a heading as long as the symbol appears with the registered trademark in the first reference of copy.
IAEI Marketing Materials and Templates

IAEI Marketing has produced materials to help with marketing on the Section, Chapter and Division levels. You may access and download these materials and templates at the following link:

https://www.dropbox.com/scl/fo/q8l14ulfs4a68gigi6lgj/h?rlkey=9ta1v9ffglciz3nxwkb7qya7t&dl=0

Materials and templates include the following along with additional materials as they become available:

- IAEI Logo files in various formats
- IAEI Logo + Entity files in various formats
- Powerpoint template
- Email template
- Social Media Post templates
- Meeting Program templates
- Event templates
... and more!