



THE IROQUOIS GROUP

MARKETS. EXPERTISE. SUPPORT.

01.11.06

LOGO BRANDING GUIDELINES

The Iroquois Group logo

The Iroquois Group logo is the cornerstone of our identity. It is our signature and needs to be used consistently and correctly.

The Iroquois Group logo consists of 2 elements: the 'head' and the words 'The Iroquois Group'. The position and proportion of these elements are fixed and must always be reproduced in the set relationship.

The Standard Logo

Example (A) shows the preferred 'standard' version of The Iroquois Group logo which should be used on a white background. Other versions exist and should only be used if this version cannot be used due to color constraints or background colors other than white.



Exclusion zone and minimum size

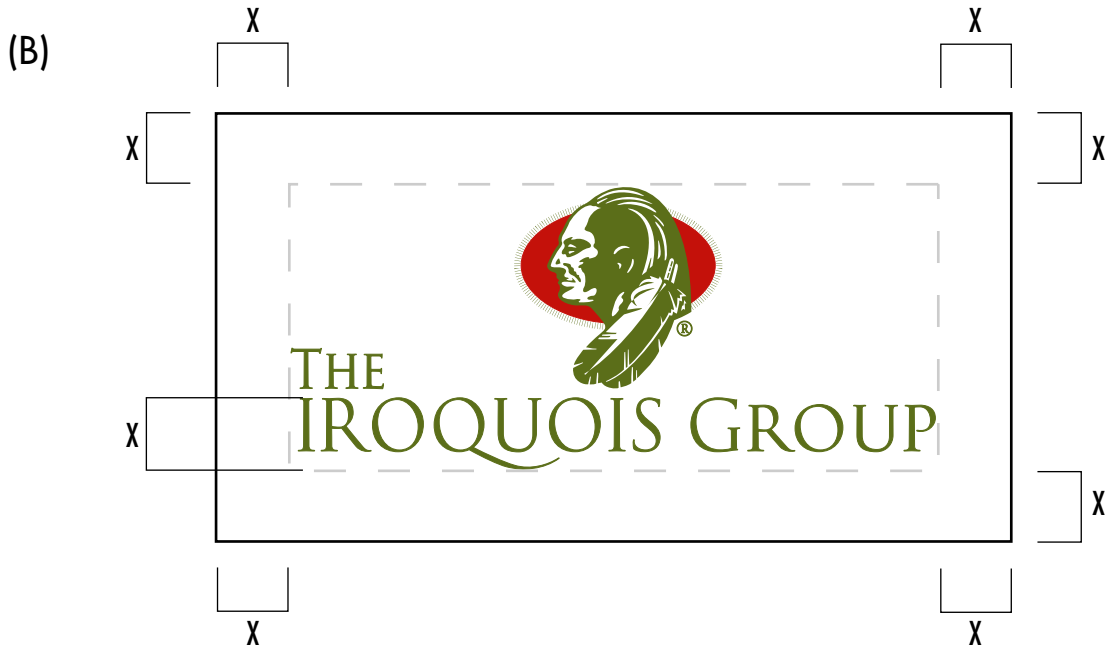
It is important that The Iroquois Group logo appears clearly and without interference from other material. Clear space around a logo will always increase its effectiveness on a page, this is why we need an 'exclusion zone' around it. The exclusion zone is the minimum distance from text, any other graphics and the edge of a page.

Exclusion zone

(B) The minimum 'clear area' is calculated using the process shown here. The process uses the logotype's x-height (in this case, the height and tail of the "Q"), enabling the exclusion zone to be proportioned accordingly.

Minimum size

(C) For very small uses there is an alternative small version of the logo with a properly proportioned ® mark as illustrated. The Iroquois Group logo must never be used smaller than 1.1875 in., as the logo will become illegible.



Color logo variations

Various versions of The Iroquois Group logo exist to cover all usage scenarios.

(D1) is the standard/preferred version -and is available as 2 color (PMS 5757 and PMS 1805) or CMYK.

(E1) and (F1) are 1 color options.

(G1) is tints of black.

(H1) is 100% black.

(D2-H2) are the above color schemes reworked on a dark background.

Color Palette

PMS 5757

C=55, M=39, Y=100, K=21
R=112, G=116, B=48

PMS 1805

C=21, M=99, Y=93, K=13
R=176, G=35, B=42

100% Black

C=0, M=0, Y=0, K=100
R=0, G=0, B=0

(D1)



(D2)



(E1)



(E2)



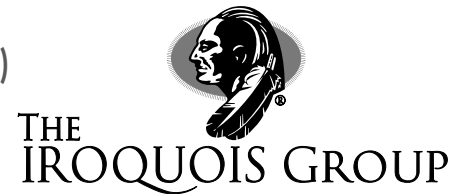
(F1)



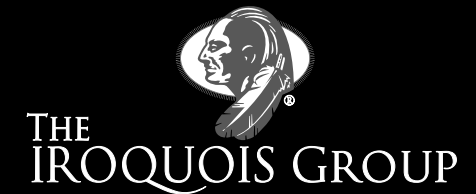
(F2)



(G1)



(G2)



(H1)



(H2)



Typography

A further way to establish a professional and recognized identity is to use consistent typefaces (fonts) that are clear and easy to read.

Cresci is the typeface used in all Iroquois logos. It is left to the designer's and Iroquois' discretion if a more appropriate font be used as body text, for example, on advertising or marketing materials in order to reinforce a certain message.



THE
IROQUOIS GROUP

Cresci Regular

Cresci Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

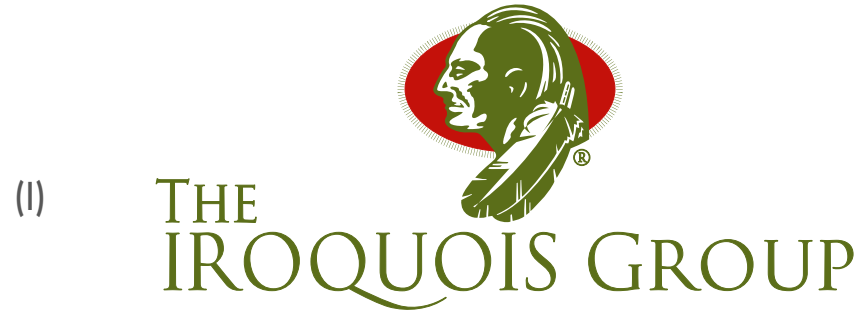
Properly used

Preferred use of the logo is the words 'The Iroquois Group' and the 'head' graphic to be used together. There are times that using both together cannot effectively be utilized in a design. It is left to the designer's and Iroquois' discretion if the standard logo elements may stand alone in a particular scenario.

(I) Preferred standard logo. Please note: when words and 'head' are together, the registration mark is only next to the 'head'.

(J) 'Head' without words. Please note: when using the 'head' alone, the registration mark is next to the 'head' on the bottom right.

(K) 'The Iroquois Group' words. Please note: when using the words alone, the registration mark is at the end after the letter "P".



Iroquois regional logos

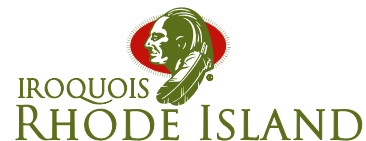
It is imperative for company recognition and continuity, that The Iroquois Group and Iroquois regional logos are used consistently and correctly in the set colors and set relationship across all media.

Color logo variations

Shown is the preferred 'standard' version of each of the Iroquois regional logos, which should be used, wherever possible, on a white background. Other versions exist and should only be used if this version is inappropriate on a particular background. (Please see section 1: 03 for exact color reference.)

Typography

Cresci is the typeface used in all Iroquois logos. (Please see section 1: 04 for exact typography reference.)



Exclusion zone and minimum size

It is important that the Iroquois regional logos appear clearly and without interference from other material. Clear space around a logo will always increase its effectiveness on a page, this is why we need an 'exclusion zone' around it. The exclusion zone is the minimum distance from text, any other graphics and the edge of a page.

Exclusion zone

(A) The minimum 'clear area' is calculated using the process shown here. The process uses the region name first letters x-height (in this case, the height of the "M"), enabling the exclusion zone to be proportioned accordingly.

Minimum size

(B) For very small uses there is an alternative small version of the logo with a properly proportioned ® mark as illustrated. The Iroquois Group logo must never be used smaller than 1.25 in., as the logo will become illegible.



Unacceptable logo usages

The relationship of the logo's elements must always be used exactly as intended and remain consistent throughout all media in order to achieve a strong, recognizable brand. Certain treatments could harm its ability to communicate effectively and should never be used. Specific examples of these unacceptable treatments are shown on the right. The examples below show the elements in the correct relationship.



'head' too large



'head' too small



'head' flipped



logo out of proportion



logo skewed



incorrect color application



'head' colors are reversed



two ®



text placement incorrect



wrong font



'head' placement incorrect



text wrong color on dark background



THE
IROQUOIS GROUP

PO Box 806
406 West State Street
Olean, NY 14760

p: 716-373-5511
f: 716-373-5516

www.iroquoisgroup.com