BRAND GUIDELINES

Global Leaders in Fire Investigation

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ABOUT IAAI

The International Association of Arson Investigators ®
(IAAI®) is an international professional association of more
than 11,000 fire investigation professionals, united by a
strong commitment to suppress the crime of arson
through professional fire investigation.

OUR VISION

The IAAI shall continue to serve as the global resource for
those working in and associated with the fire, arson,
and explosion investigation profession with respect to fire
safety and prevention; arson investigation, determination,
and prosecution; and fire loss claims and litigation.

OUR MISSION

The IAAI shall provide active support to fire, arson, and
explosion investigation professionals through leadership in
education, training, professional development,
certification, networking, advocacy, and the provision of
resources.

OUR AIMS

The IAAI is committed to:

- Bringing together for mutual benefit those public
  officials and private persons engaged in fire and
  explosion investigation, fire prevention, fire loss
  reduction, and arson prosecution.

- Cooperating with public agencies and private
  organizations to further the advancement of fire and
  explosion investigation through the development and
  implementation of education and training programs,
  the administration of professional certifications, the
  promotion and facilitation of research, the exchange of
  scientific and technical information and resources, and
  the encouragement of networking among industry
  professionals; and

- Maintaining high professional standards of conduct
  among members, and to continually strive to eliminate
  all factors which interfere with the administration of
  justice.

All IAAI Members are required to uphold the IAAI Code
of Ethics.

MASTER LOGO

The primary logo is our frontman.

- First way to signify our presence in the world
  and in our professional sector.
- Used on social media, our website and all
  advertising materials.
- Works only on a light background for both
  print and digital formats.
- Use the official assets provided in this
  brand guidelines brochure.

LOGO CLEARSPACE

- Keep the area around the logo relatively clear
- Minimum clearspace: 1/4 of the logo's width
- No other logos, type or other graphic elements should infringe on its space

SIZING

Scale and proportion are determined by the available space, function and visibility.

There is no maximum size for the IAAI logo.

Digital 72 px height minimum
Print 1" inches height minimum

1/4 X   X   1/4 X

TAGLINE

The tagline should be paired with the logo whenever space allows.

- Communicates the organization's primary objective and our role in our professional sector.
- Used on social media, our website and all advertising materials.
- Can be placed below the logo or next to it as shown.

Global Leaders in Fire Investigation

Global Leaders in Fire Investigation

ALTERNATE LOGO

The alternate / text logo is used for apparel or in spaces where the master logo cannot be used due to size constraints. The alternate logo can be printed in smaller spaces where the print size is less than the master logo's minimum.

- Use without the outline on a light background for both print and digital formats.
- Use with the outline on a dark background for both print and digital formats.
- Use the official assets provided in this brand guidelines brochure.

IAAI

Light Background

IAAI

Dark Background

ALTERNATE LOGO CLEARSPACE

- Keep the area around the logo relatively clear
- Minimum clearspace: 1/4 of the logo's width
- No other logos, type or other graphic elements
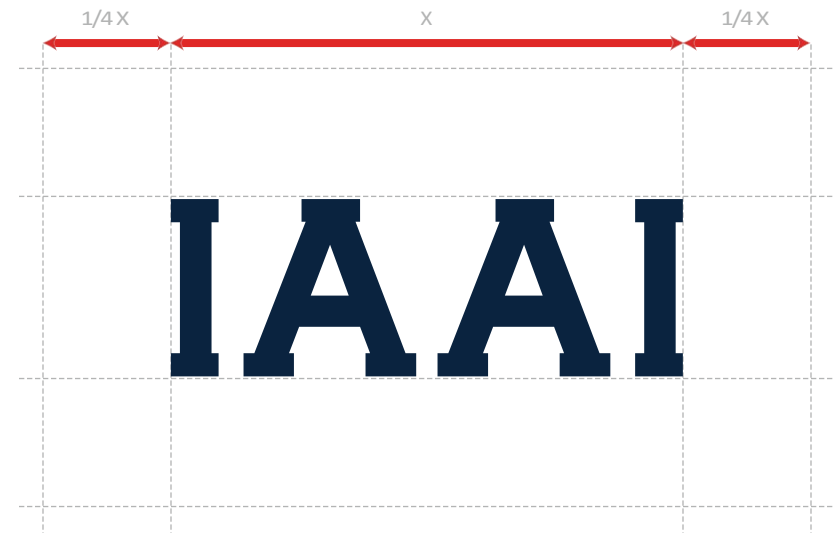 should infringe on its space

SIZING

Scale and proportion are determined by the
available space, function and visibility.

There is no maximum size for the IAAI logo.

Digital 15 px height minimum
Print 0.20" inches height minimum

1/4 X   X   1/4 X

IAAI

MONOCHROMATIC LOGO

Use the monochromatic Logo when you need to
go old-school because full color versions
can't be used.

- Use the dark version only on a light background for
   both print and digital formats. Select one of the
   alternate colors below for backgrounds where the
   Navy Blue is not suitable.
- Logo can be printed in Navy Blue (primary color),
   Red (secondary color), Black, White or Gray. Avoid
   printing in other colors when possible.
- The alternate logo may be used in spaces where
   logo size is constrained.
- Use the official assets provided in this
   brand guidelines brochure.

SUGGESTED CHAPTER LOGO

Should an IAAI chapter wish to utilize the IAAI master logo as their logo style, the suggested guidelines for chapter logos are outlined below and can follow the clear space, tagline, typography and color standards outlined in this brochure.

- First way to signify our presence in the world and in our professional sector.
- Used on social media, chapter website and all advertising materials.
- Works only on a light background for both print and digital formats.
- Utilize a monochromatic version for dark backgrounds for both print and digital formats.

TYPOGRAPHY

Clear, sharp, modern and enjoyable. Futura mirrors the passion of our work and should be used when designing or marketing IAAI.

- Futura Standard Medium should be used for content and accent text.
- *Futura PT Book Oblique* should be used for the IAAI tagline.
- **Futura Heavy** should be used for accent text in the master logo. Chapter names must be written in Futura Heavy in the chapter logo.
- Wellrock Slab Bold should be used for headers and as the primary text in the master logo.

Aa Futura Standard Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Aa Futura PT Book Oblique (Italic)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Aa Futura Heavy
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Aa Wellrock Slab Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

BRAND COLORS

Clear, sharp, and professional. IAAI's brand colors conveys our presence in the world and in our professional sector.

IAAI Navy is clear and professional.
- Use it for all content
- Contrast it with white space

IAAI Red is eye catching and brings to mind our industry role.
- Use it for all hero statements
- Should be used with IAAI Navy, never alone
- Contrast it with white space

PANTONE
PMS 289 C

CMYK
100, 76, 12, 70

RGB / HEX
0, 38, 73 / #002649

PANTONE
PMS 485 C

CMYK
0, 95, 100, 0

RGB / HEX
216, 30, 5 / #D81E05

CONTACTS

For questions or additional information about the IAAI brand, please contact:

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Forest Hill, MD 21050

800-468-IAAI (4224)
410-451-FIRE (3473)
info@firearson.com

For assistance with IAAI chapter logo creation, please contact:

Valerie Zargarpur | Nova Retail
valerie@nova-retail.com