

# Primary Lock-up

## Primary Lock-up (Positive)

The IDA lock-up is set in Replica Bold. This structure has been carefully constructed and refined, and should not be altered or recreated in any way.

The positive version of the IDA lock-up should be used on white and light-tone backgrounds and colors.



MINIMUM LOGO SIZE IS 1.5"

## Primary Lock-up (Negative)

The negative version of the IDA lock-up should be used on black, mid- and dark-tone backgrounds and colors.



MINIMUM LOGO SIZE IS 1.5"

# Color

## Primary

### Parent & Sub-brand

The IDA parent brand is drawn from a primary color palette of bold, simple and icon hues. It has been selected to pair with yet stand apart from the broader sub-brand palette on the adjacent page.

**Please note:** Color can shift dramatically from coated to uncoated stock so, in some cases, the coated and uncoated colors specified will have different numbers.



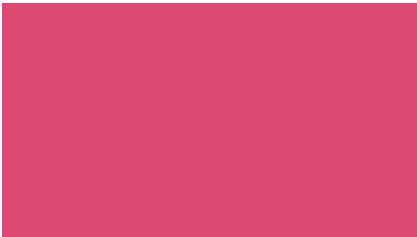
PMS 647C/294U  
CMYK 92/67/34/0  
RGB 20/84/168



PMS 348C/355U  
CMYK 100/0/100/25  
RGB 0/91/0



PMS 199C/U  
CMYK 11/100/100/0  
RGB 227/0/0



PMS 205C/U  
CMYK 11/86/37/0  
RGB 227/36/161



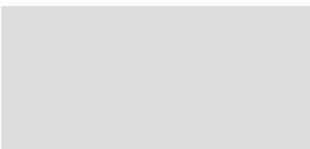
PMS 123C/115U  
CMYK 0/30/100/0  
RGB 255/179/0



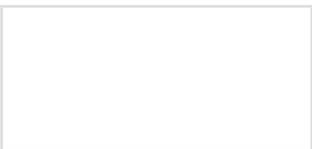
PMS Cool Grey 11 C/U  
CMYK 0/0/0/80  
RGB 51/51/51



PMS Natural Black C/U  
CMYK 71/64/65/68  
RGB 16/29/29



PMS Cool Grey 1 C/U  
CMYK 0/0/0/15  
RGB 217/217/217



White