



eat
right. an affiliate of the
American Dietetic Association

Iowa Dietetic Association Identity Standards

**For Use with Iowa Dietetic Association Logo
December 2008**

Iowa Dietetic Association Identity Standards

The identity of any organization has value and needs to be managed as an asset. The Iowa Dietetic Association (IDA) has invested in a new identity and logo, using the new American Dietetic Association (ADA) logo as a basis to maximize the investment of our national association and convey consistency as a profession. The following standards are necessary to insure consistency on a state level in all applications of our logo. By being consistent, we portray a clear message to the various audiences we communicate with: consumers, other health professionals, policy makers – and even within our own membership. Our identity should embody and communicate the image of up-to-date professionalism, health and the stated goals of the mission and vision of our organization. As “the most valued source of food and nutrition information,” as our vision states, we must project a clear identity to all audiences.

A committee of IDA members has worked to produce the new IDA identity and we look forward to all members using the logo to promote the unique value that registered dietitians and dietetic technicians provide. By following these guidelines, all members can contribute to the investment and future rewards that consistent and strong communication brings to our organization.

How to Access the Logo

To access the logo files, please go to the following web page:
<http://www.eatrightiowa.org/login/members/pp.php>

Logo Guidelines

Overall and Signature Line

The IDA logo cannot be altered in any way. The IDA logo consists of the specific IDA identity and the ADA “signature line.” The signature line cannot be removed from the IDA logo.



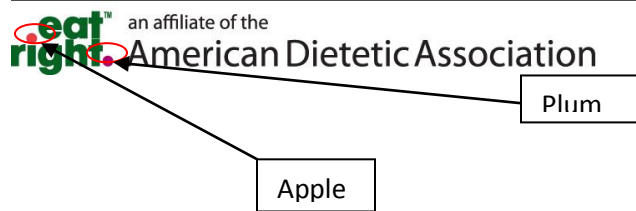
Color and Fonts

The preferred format is full-color, not black and white.

The logo colors are an essential component of the Iowa and American Dietetic Association logo and cannot be changed. When working to produce unique artwork that requires additional formats beyond the .jpg and .pdf files available on the web site, please refer to the Iowa Dietetic Association executive director, whose contact information is listed at the bottom of this guide.

If needed for design purposes, the logo palette consists of:

Plum	Yellow/Green	Dark Green	Apple
PMS 234 C	PMS 390 C	PMS 357 C	PMS 185 C
C 6	C 22	C 90	C 0
M 100	M 0	M 30	M 100
Y 0	Y 100	Y 95	Y 100
K 26	K 8	K 30	K 0
R 149	R 194	R 57	R 204
G 0	G 205	G 104	G 34
B 108	B 35	B 62	B 41



Black and White

If full color is not an option for the logo (because of cost or the type of use), then black and white printing is acceptable in the gray gradient as shown below. The ADA signature must remain in black.



The logo may also be reproduced in white reverse type on black or dark color materials as shown below.



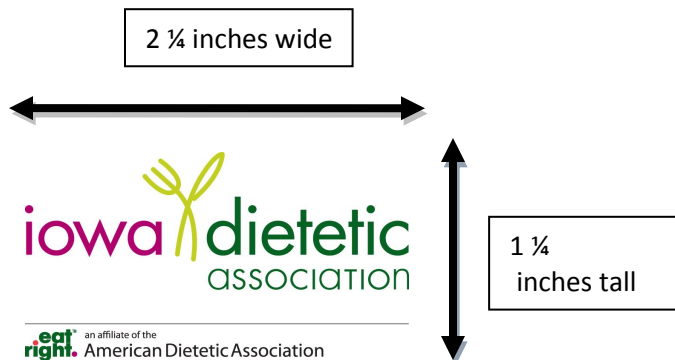
Fonts

The fonts in the logo are Futura Regular (“iowa dietetic” and “eat right”) and Futura Light (“association”). All other fonts in the applications on the web site (for example, letterhead and business card) follow the ADA standards guide and use the fonts Myriad Pro Regular and Bold.

Size and Placement

The logo should be placed in the upper right corner on the front of communications as often as possible. The exception would be on a web site, envelope or mailing label.

The size of the logo should never be smaller than 2 ¼ inches wide and 1 ¼ inches tall.



Areas of Isolation

To maintain the visible appeal of the logo, a “free space” of 1/4-inch should surround the logo on all four sides.



Quality Standards for Reproduction

First-generation art should always be used for production. Never use a photocopy or fax of the logo when producing new materials.

District Dietetic Association Use

The Iowa Dietetic Association strongly encourages districts to use the IDA identity. However, please note that no changes can be made to the logo in any way. Again, the intent is to promote consistency with limited marketing and communication budgets. The IDA logo may be used in a communication piece (such as a letter) that identifies the district (and not IDA) as the source of the communication, but the IDA identity standards must be followed.

Incorrect Usage

The following are examples of incorrect logo use.



The colors of the logos cannot be changed.



A local district dietetic association name cannot be placed inside the IDA logo.

Questions?

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