IFLA Professional Unit Corporate Identity Overview

IFLA Section
Continuing Professional Development and Workplace Learning

IFLA Special Interest Group
National Information and Library Policy

IFLA Strategic Programme
Copyright and other Legal Matters (CLM)
IFLA Section Logo Guidelines

Colour
Turquoise is a distinctive colour of the IFLA Section logo. It should be used moderately across all corporate communications.

Fonts
The IFLA Section logo is made up of the font Univers. It should be used on all corporate collateral wherever possible.

Univers Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789!?.‘("

Univers Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789!?.‘("

CMYK
70C 10M 30Y 5K

Pantone coated
7467 C

RGB
62R 166G 175B

Web safe
#3DA5AF
IFLA Section Logo with Corporate Signature

Components
The IFLA Section logo is composed of two components: The IFLA Symbol in black, and the Section Signature in colour.

The signature always uses the words IFLA Section followed by the Section name in exactly the same style and typeface as shown in this guideline. Always maintain the correct proportions and use the colours as stipulated in this guideline.

Note: Section names should be spelled out fully – no acronyms.

Long/Short Section Signature
Long Section names should be displayed in three lines. Short Section names should be displayed in two lines.
IFLA Section Logo Examples

Logo for Social Media use only
This logo is designed for social media use only. Please go to page 11 for more information.

IFLA Section Libraries for Children and Young Adults

IFLA Section Libraries Serving Persons with Print Disabilities

IFLA Section Africa

IFLA Section Public Libraries
IFLA Special Interest Group Logo Guidelines

Colour
Lime Green is a distinctive colour of the IFLA Special Interest Group logo. It should be used moderately across all corporate communications.

Fonts
The IFLA Special Interest Group logo is made up of the font Univers. It should be used on all corporate collateral wherever possible.

Univers Regular
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! , . ’ ( )

Univers Bold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! , . ’ ( )
IFLA Special Interest Group Logo with Corporate Signature

Components
The IFLA Special Interest Group logo is composed of two components: The IFLA Symbol in black, and the Special Interest Group Signature in colour.

The signature always uses the words IFLA Special Interest Group followed by the Special Interest Group name in exactly the same style and typeface as shown in this guideline. Always maintain the correct proportions and use the colours as stipulated in this guideline.

Note: Special Interest Group names should be spelled out fully – no acronyms.

Long/Short Section Signature
Long Special Interest Group names should be displayed in three lines. Short Special Interest Group names should be displayed in two lines.

IFLA Special Interest Group National Information and Library Policy

IFLA Special Interest Group Long Name

IFLA Special Interest Group Short Name
IFLA Special Interest Group Logo Examples

Logo for Social Media use only
This logo is designed for social media use only. Please go to page 11 for more information.

IFLA Special Interest Group Environment, Sustainability and Libraries

IFLA Special Interest Group National Information and Library Policy

IFLA Special Interest Group E-Metrics

IFLA Special Interest Group Linked Data
Colour
Orange is a distinctive colour of the IFLA Strategic Programme logo. It should be used moderately across all corporate communications.

Fonts
The IFLA Strategic Programme logo is made up of the font Univers. It should be used on all corporate collateral wherever possible.

Univers Regular
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! . , ' ( )

Univers Bold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! . , ' ( )
IFLA Strategic Programme Logo with Corporate Signature

Components
The IFLA Strategic Programme logo is composed of two components: The IFLA Symbol in black, and the Strategic Programme Signature in colour.

The signature always uses the words IFLA Strategic Programme followed by the Strategic Programme name in exactly the same style and typeface as shown in this guideline. Always maintain the correct proportions and use the colours as stipulated in this guideline.

Note: Strategic Programme names should be spelled out fully – no acronyms.

Long/Short Section Signature
Long Strategic Programme names should be displayed in three lines. Short Strategic Programme names should be displayed in two lines.
IFLA Strategic Programme
Logo Examples

Logo for Social Media use only
This logo is designed for social media use only. Please go to page 11 for more information.

IFLA Strategic Programme
Copyright and other Legal Matters (CLM)

IFLA Strategic Programme
Freedom of Access to Information and Freedom of Expression (FAIFE)

IFLA Strategic Programme
Committee on Standards

IFLA Strategic Programme
Preservation and Conservation (PAC)
Social Media Usage Guidelines Facebook

Example for IFLA Section – Continuing Professional Development and Workplace Learning

The Section name here is optional. It should always reflect the Section name in full when displayed here.

The Section graphic is optional and may be used in the background or as a watermark.

IFLA Section logo for social media use only.

The Section name should begin with “IFLA Section” and be spelled out in full. Acronyms and symbols should be avoided.
Social Media Usage Guidelines  
Twitter  
Example for IFLA Special Interest Group – National Information and Library Policy

The Special Interest Group name here is optional. It should always reflect the Special Interest Group name in full when displayed here.

IFLA Special Interest Group logo for social media use only.

The Special Interest Group graphic is optional and may be used in the background or as a watermark.

The Special Interest Group name should begin with “IFLA Special Interest Group” and be spelled out in full. Acronyms and symbols should be avoided.
One-page Introduction

IFLA Section Art Libraries

Find out more
www.ifla.org/FR/art-libraries

Contact person/s
Lucile Trunel (Chair), Isabel Cristina Ayres da Silva Maringelli (Secretary), Ekaterina Igoshina (Information Coordinator)

Email
Social Media

Major Activities
The Section endeavors to represent libraries and organizations concerned with all formats of textual and visual documentation for the visual arts, including fine arts, applied arts, design and architecture. It strives to improve access to information about these subjects for all kinds of users and it is also concerned with the creation, study and enjoyment of the visual arts through libraries with the encouragement of activities of national and regional societies of art librarians and visual resources curators.

The Art libraries section provides an international forum for the free exchange of information and materials on art and furthers the aims of the Key Initiatives of IFLA, such as the promotion of the IFLA Risk Register to art libraries and other cultural heritage organizations, the promotion of excellence in art library facilities, or the promotion of the open-access Art Discovery Group Catalogue, an international, collaborative project, aiming at facilitating equitable access to information and knowledge.

Get Involved
The section endeavors to cultivate a more diverse Art Libraries Section: we would like to grow the number of member institutions, especially in geographical areas not much yet represented, as Africa, the Middle East and Asia. Also, we would like to increase the number of corresponding members in those areas, so please join us!

If you would like to have any information or contribute to our projects, don’t hesitate to write to us: lucile.trunel@paris.fr or imaringelli@pinacoteca.org.br, or to contact us via our Facebook Art libraries section page, or by sending an email to the moderator of our mailing list, IFLAART, ekaterina.igoshina@arts-museum.ru

The Section graphic is optional and may be used in the background or as a watermark.