



International
Quidditch
Association

Corporate Design Guidelines

Corporate Design

The visual identity of the International Quidditch Association is what makes our organization easy to identify. We need a consistent design to help our audience recognize our messages and experience a positive perception about our brand.

Corporate Design

I. Logo

II. Colors

III. Typography

IV. Pictograms

V. Pictures

VI. Layout

The **Logo**

Corporate Logo

The IQA logo is a symbol for our brand. It is the essence of what we are. By having simple elements it shows just the much is needed to create the connection between our audience and our association. There are four core capacities of the logo:

Simple. Humble.

Representative. Reproducible.

Simple.

Keeping things simple is the best way to reach people.

Humble.

Meeting IQA's expectation to support its community.

Representative.

Revealing quidditch's identity.

Reproducible.

Being easily used by national governing bodies and other organizations.

One official logo

The IQA logo comes in two versions: the short one with the abbreviation and the full one with the name of the organization, which is written out. These two logo versions can be used in two separate colors; grass green or black. Both colors can be also used in their negative solution.



Minimal free zone

The logo already comes in files with the needed free zone around every element. Always make sure that the free zone is not disturbed by other things! It's always better to have even more space around the logo.





Hoops in the centre

The three hoops symbolize the quidditch sport. They originate from the Harry Potter universe and represent the same in the quidditch sport as a goal does in soccer, the place where the players score. Positioning the hoops in the centre reflects the main purpose of the IQA.



IQA word mark at the bottom

The abbreviation IQA stands for the International Quidditch Association. The global quidditch community is supported by the IQA in many ways, most importantly in providing the fundamental quidditch rules. Therefore it deserves to act as the basis below the hoops.



Globe and quaffle in the background

The circle behind the hoops represents the global community of quidditch. A quaffle flies through the centre hoop, visualized by a dynamic swoosh. The main goal in a quidditch game is to score as many times as possible.

Use of green

The color ‘grass green’ is our first choice to represent the IQA. Use it for the logo as often as possible.



Use of black

If you cannot use ‘grass green’ for showing the logo (in print media for example), use black instead of green.



! Never combine ‘grass green’ and black in the logo!

Use of other colors

If needed, the logo can also be colored differently, when it has to be placed in an external context, so it will fit the design where it has to be implemented. Best examples are jerseys of national teams.

One foreign color for the background element



Foreign color negative



Monochrome logo version for difficult placements and use on pictures (p.34)



Elements are consistent and the contrast is strong enough

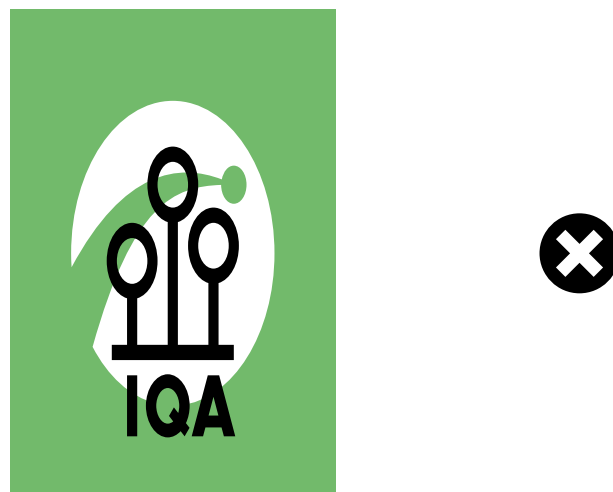


Logo don'ts

Never use shadows!



Never narrow the logo!



Never stretch the logo!



Never change the order of colors!



Never do this. Please!



Never ignore having the right contrast!



File formats

JPEG (.jpg)

Joint Photographic
Experts Group

EPS (.eps)

Encapsulated Postscript

PNG (.png)

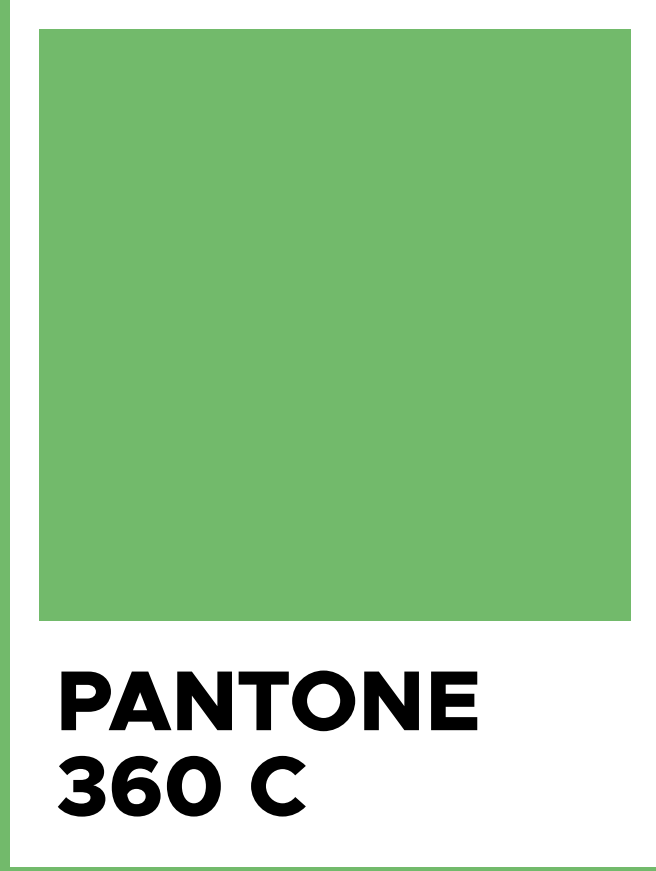
Portable Network Graphics

PDF (.pdf)

Portable Document Format

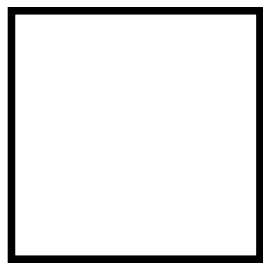
digital	print
✓	
	✓
✓	
✓	✓

The Colors



Corporate Colors

Main colors



White

R 255 G 255 B 255
C 0 M 0 Y 0 K 0
PANTONE [none]



Black

R 0 G 0 B 0
C 0 M 0 Y 0 K 0
PANTONE 0 C



Grass Green

R 114 G 186 B 107
C 60 M 0 Y 72 K 0
PANTONE 360 C

Stand out color



Peach

R 246 G 175 B 149
C 0 M 40 Y 40 K 0
PANTONE 162 C

For highlighted text



Grass Green +

R 108 G 176 B 101
C 60 M 0 Y 72 K 8
PANTONE 360 C + K 8

Color modes

RGB

Red, Green & Blue

CMYK

Cyan, Magenta,
Yellow & Key (Black)

Pantone

Specialist color system

digital	print
✓	
	✓
	✓

The **Typography**

QUIDDITCH

QUIDDITCH

QUIDDITCH

QUIDDITCH

Corporate Typography

The IQA uses one single font family: *Metropolis*, designed by Chris Simpson. This sans serif font looks very clean because it's carefully constructed and has a simple but balanced appearance.

The letters of Metropolis fit well with the shapes of the IQA logo. With their simple touch the wider letters and the round i-dots look very sporty and friendly.

Metropolis

font by Chris Simpson

**Headlines:
Extra Bold**

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789 .,:;!?**

Body text:
Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789 .,:;!?

Link for download:

<https://www.1001fonts.com/metropolis-font.html>

Text alignment

✓ Left



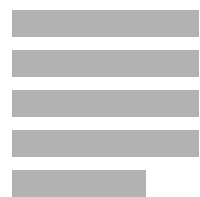
✗ Centre



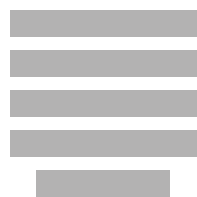
✗ Right



✗ Left justify



✗ Centre justify



✗ Right justify



! This doesn't look good at all!
Justification can create ugly
gaps. Do you agree?

Text readability

Avoid creating too wide paragraphs in a written text. It is not comfortable being forced into jumping from the end of a line to the start of the next one.

Instead of that just use short lines, they will make everybody's reading naturally easy. ←

Text hierarchy

MAIN TITLE

Title

Body text should look like this.

Body text should look like this.

Body text should look like this.

Subtitle (same size as body)

Body text with a *silent accentuation* within the regular paragraph.

Body text with a **loud accentuation** within the regular paragraph.

Text hierarchy

Make sure that the difference between two font sizes is visible — 1 Pt is definitively too less.

Never use more than three font styles in one text!

Example: Regular **Extra Bold** *Italic*

Not good: Regular **Extra Bold** *Italic* Extra Light

Use only one sort of accentuation within the entire article or page. No accentuation in titles!

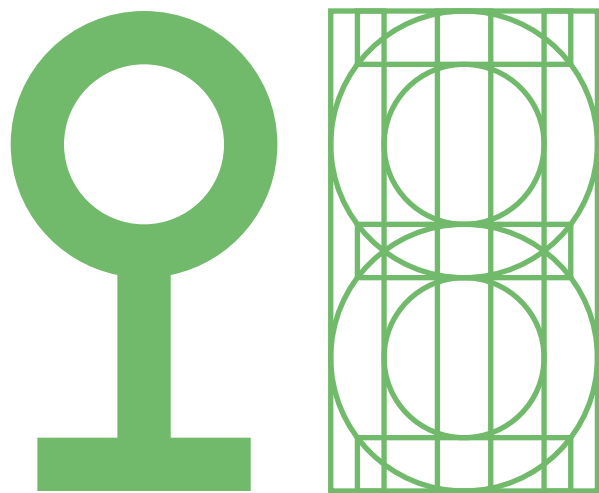
Remember: The clearer the structure is, the easier it is to read the text.

The **Pictograms**



Corporate Pictograms

To ensure that the performance of the corporate design is effective we prefer to work very sparingly with pictos and other graphic creations. The origin of all shapes to be used for the IQA is the construction of the shortest hoop of the IQA logo.

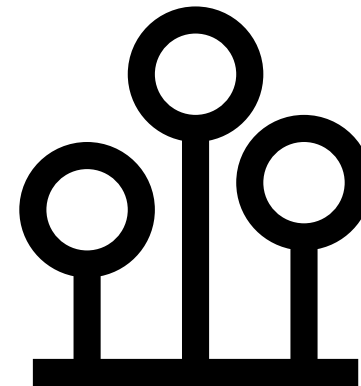


Using pictograms

If it's at a tournament, on the IQA website or in a text file, always use the official pictos. They are specially designed for the IQA to make orientation more intuitive and clear.



referee
/tournament
organisation



pitch
/hoops



person
/contact



direction
horizontaliy
or vertically



correct



plus
(positive)



parking



direction
diagonally



wrong



minus
(negative)



toilets
/restrooms



location



attention



more
pictograms
on demand

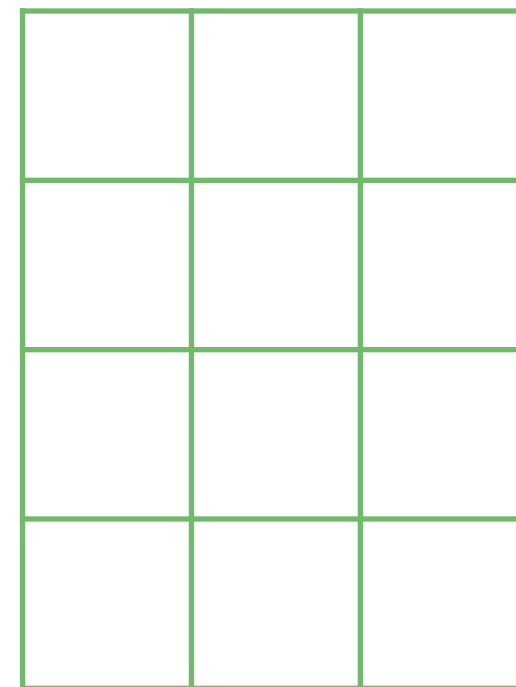
The **Pictures**

Photography by Jelmer Lokman — detail, edited by the IQA



Corporate Pictures

The ratio for pictures is always 3:4.
If it's crucial for any good reason
to use another photo format,
you are allowed to do it.



Use of motif

The perfect picture shows at least one of the following things:

- > a crowd
- > the spirit of the community
- > the intensity of the sport
- > the inclusivity of the sport

Copyright

Always credit a picture and be sure you have permission to use the photography for the IQA. If not, ask the communications director for permission.



Photography by Julia Gunti



Photography by Jasmine Schneider



Photography by Ajantha Abey

Placing the logo

Always use a fifth of the shorter side of a picture to define the size of this reduced logo version (for pictures or print media). Put the white (or black) logo inside the right or left corner at the bottom of the picture.



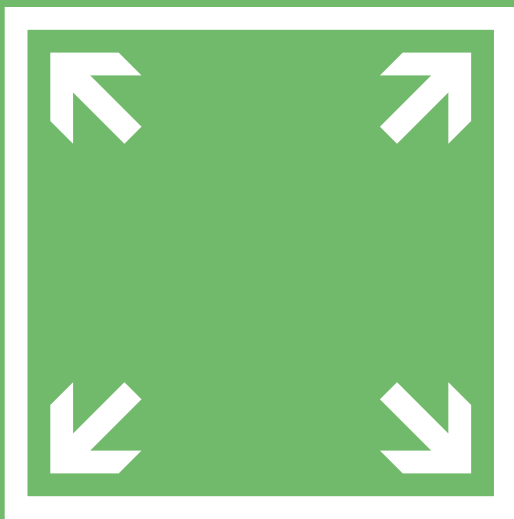
Photography by Filip Holeček



The **Layout**

Corporate Layout

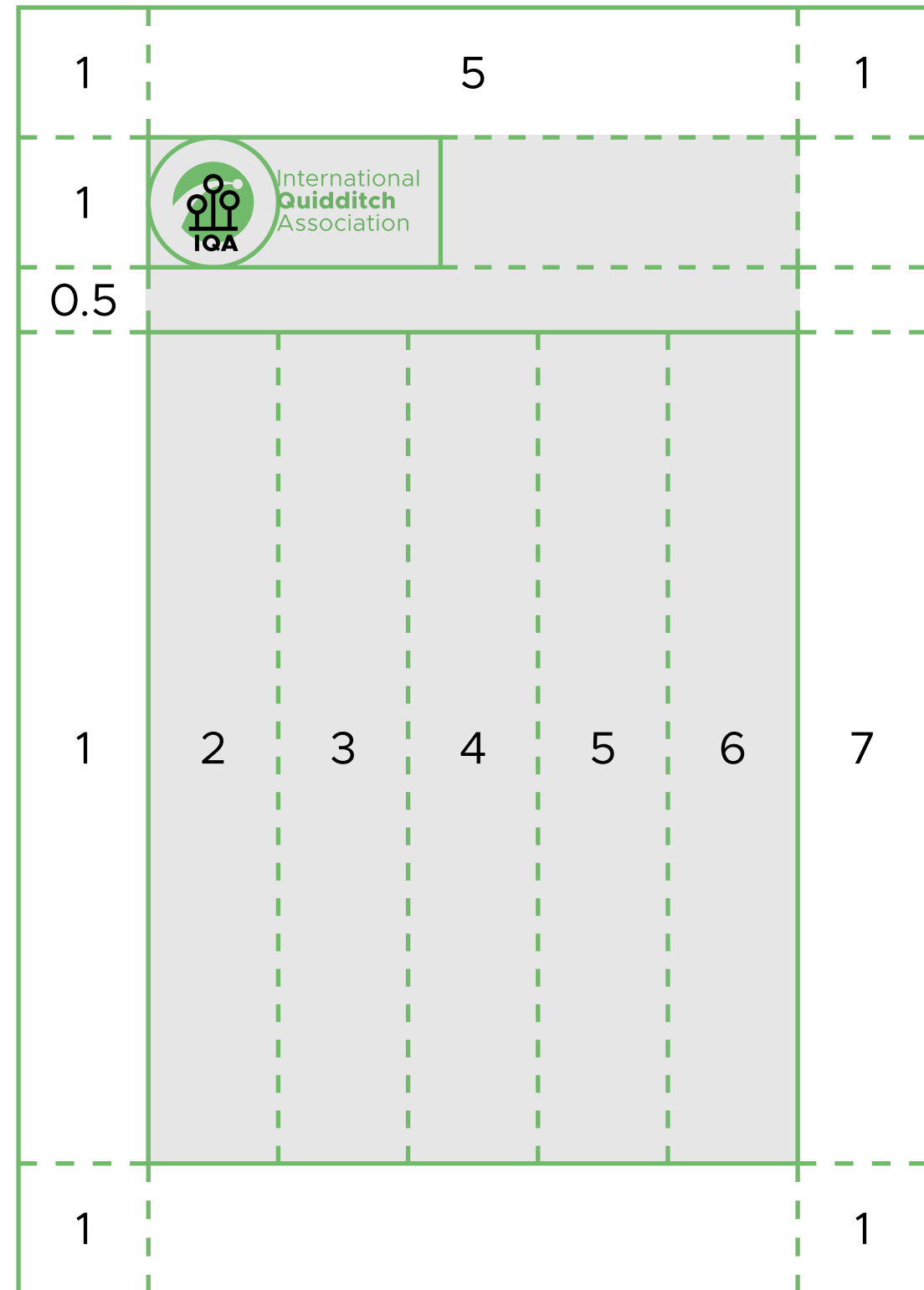
It's necessary to have a functional layout strategy. It ensures a clean visual appearance of the IQA across the different documents.



Defining a layout

If you have to work with a new format, follow these steps:

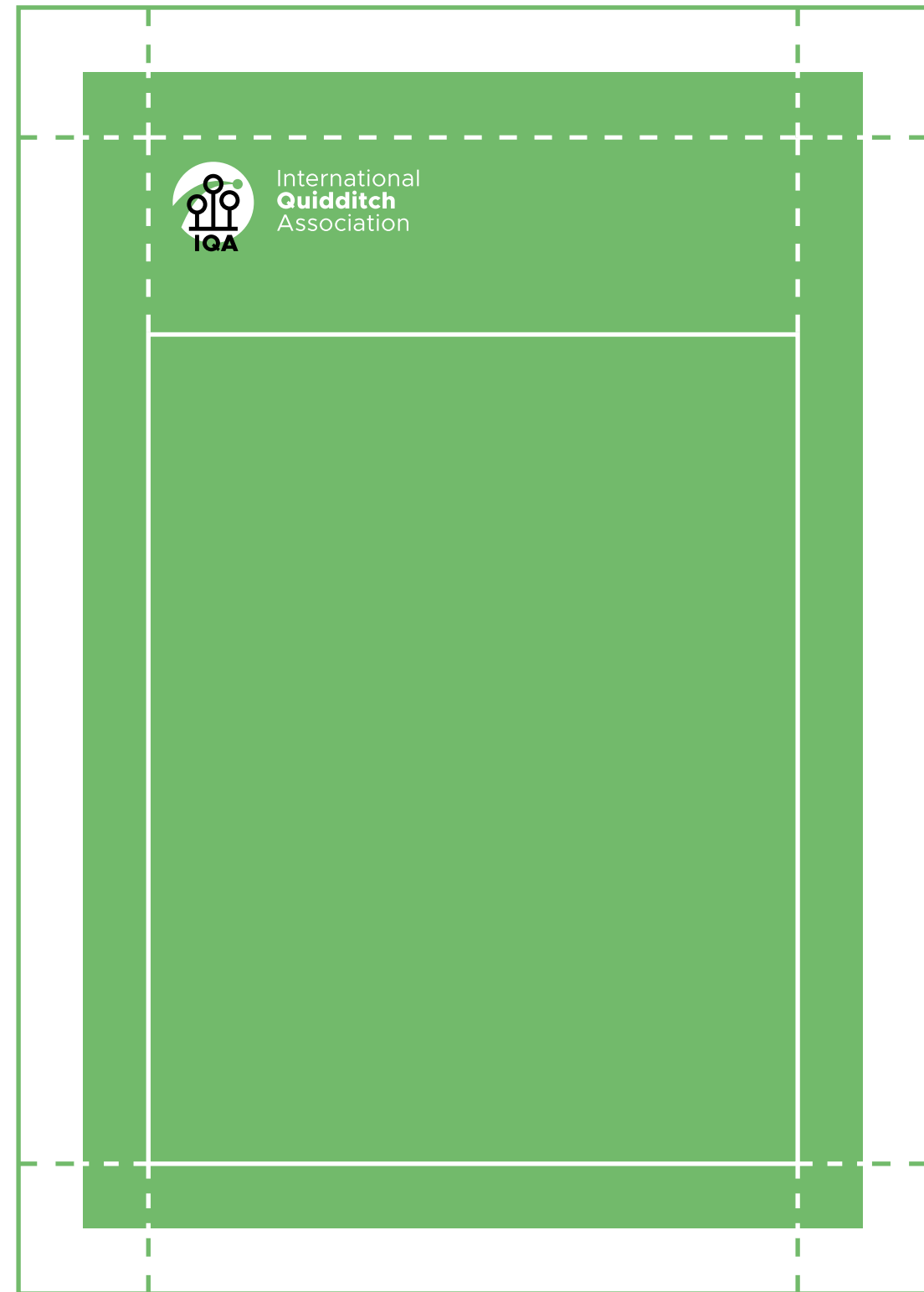
1. Divide the shorter side by seven.
2. Use the result as the layout frame
3. Place all elements inside this frame.
4. If you are working with the logo, also use the result for its height.



With background for print media

If you want to add a colored background, work like this:

1. Divide the shorter side by seven.
2. Use the result as the inner frame (box).
3. Halve the inner frame's distance to the edges.
4. Fill the framed space with 'grass green'.
5. Write inside the box.



Layout example

for digital media and posters



Logo exception

If you're creating some calm zone by using a multiplied layer of grass green on top of the picture you are allowed to place the IQA logo anywhere it makes sense. Just make sure the picture (and the design) appears well-balanced.

Make sure to place picture credits if you use other's photographs!

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