



Brand Standards Guide



The Institute of
Internal Auditors
Elevating Impact

02

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04

introduction

A CLEAR, DYNAMIC, CONSISTENT BRAND IS PARAMOUNT. THE IMPORTANCE OF PAVING A WELL-DEFINED PATH IN A COMPANY'S JOURNEY TOWARDS ENGAGING, UNWAVERING COMMUNICATION CANNOT BE UNDERSTATED. THE IIA BRAND IS BUILT UPON A COMMUNITY OF EXPERTS WHO ALWAYS GET THE JOB DONE AND THE BRAND NEEDS TO DO THE SAME. TO ACHIEVE THIS, OUR BRAND STANDARDS GUIDE WILL HELP DELIVER A CONSISTENT VOICE AND VISUAL STYLE AIMED AT ENSURING THAT THE IIA BRAND DOESN'T SIMPLY MAINTAIN ITS STANDARDS OF EXCELLENCE, BUT EXPANDS ON THEM.

The purpose of this Brand Standards Guide is to enable IIA staff, affiliates, chapters, volunteer leaders, partners, and sponsors to adhere to the organization's branding strategy. There are reputational risks to the organization when these standards are not followed, so it is important to understand and comply with them at all times. The guide provides direction for The IIA's most important brand elements; all new digital, print, and other communications should reflect these guidelines.

This guide shows you how to use The IIA's visual identity and brands on a range of media, including digital communications, stationery, collateral, advertisements, merchandise, signage, and more. The brand information is updated periodically, so please check back for new information and important updates. When you employ any of The IIA's brand identity elements, you must always follow the rules for proper usage. The guide will help you understand the updates and resources available to support your marketing and communications efforts while providing consistent brand positioning of The IIA.

If you have any questions, please contact Marketing@theiia.org.

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brand story

The time has come to shine a spotlight on internal audit – one of the most crucial positions within any organization – and to highlight The IIA's role in helping internal auditors elevate efficiency, opportunity, and revenue. The IIA isn't just a partner to internal auditors the world over, we're an ally. An extra fighter in their corner. We're an irreplaceable resource, one that's been around for 80 years and is actively growing in 100+ countries. We have the longevity, experience, passion, and reach it takes to understand and appreciate internal auditors' work better than anybody else on the planet.

Internal auditors are paramount to their organization's success. They're more than employees; they're vital assets, relied upon by executives and boards. These are future-focused experts, pervasive in every organization and prevalent in all facets of the business, who provide unique strategic and actionable recommendations that powerfully elevate their organization's ability to succeed. The IIA is there to put the right tools, information, and resources into their hands. Internal auditors the world over rely on The IIA to empower their ability to consistently deliver strategic advantage that drives their organization's success.

We offer a knowledge touchstone for the profession. Through membership, training, and certification, The IIA sharpens the skills of internal auditors around the globe. As the one who sets the standards and offers the only globally recognized internal audit certification, the CIA, The IIA is an essential resource to anyone in the field – from novice to experienced professional. By enabling a global network comprised of people whose fingers are always on the pulse of what's happening now, and whose eyes are constantly looking out for what's happening tomorrow, we're able to offer a like-minded community that's the perfect home for those looking for professional connections and resources. We are a global force, a truly international organization with a network that spans more 100 countries. It's through this reach and community that we're able to properly champion the profession and empower those who work within it to achieve success.

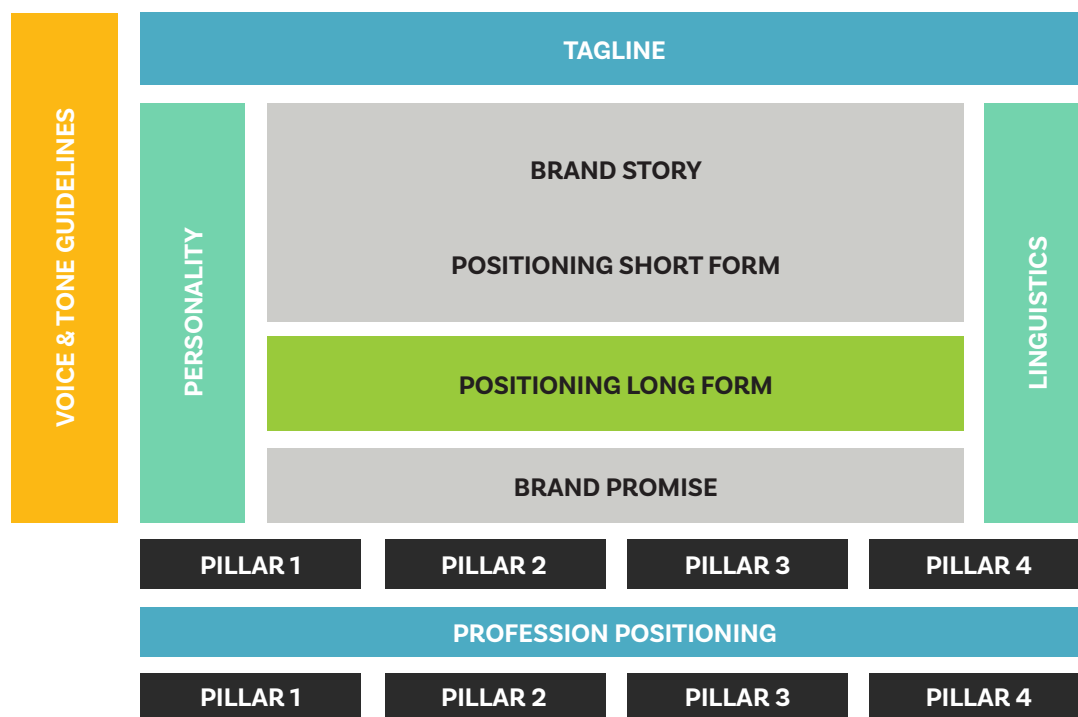
The IIA sets the table for accelerating professional and organizational success. The best internal auditors in the world use us to get even better. Joining The IIA signals the desire to reach new career heights and set new standards of excellence, while proudly representing the profession and the work being done within it.

Internal auditors are a driving force, firing on all cylinders so that their organization can too, and The IIA will stop at nothing to empower them. We exist to keep them moving forward, and to spotlight them in the way that they deserve. We are the engine of the internal audit profession. And we're only just getting started.

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brand *platform*

A BRAND PLATFORM REPRESENTS THE SUM OF COMMUNICATIONS, STRATEGIES, AND TACTICS USED TO TELL A BRAND'S STORY. THIS BRAND PLATFORM ESTABLISHES THE FRAMEWORK FOR A SUCCESSFUL FOUNDATION GOING FORWARD.



Pillars of the Internal Audit Profession

1

A Pervasive Presence

Internal auditors are in every industry, market, and size organization in the world.

2

Connected to All Facets of the Business

Internal auditors collaborate closely with every department throughout the organization.

3

Future-focused Problem Solvers

Internal auditors identify and address the factors and forces that shape the company's relationship to its market and customers currently and with an eye to the future.

4

Translate Insight Into Action

Internal auditors provide specific recommendations that guide the company to exceed its business goals.

Positioning of the Internal Audit Profession

Internal auditors are future-focused professionals pervasive in every organization and prevalent in all facets of the business, who provide unique strategic insight and actionable recommendations that powerfully elevate their company's ability to succeed.

Pillars of The IIA

1

Train & Equip: Provide Information and Insight

The IIA provides focused training courses, CPE, and relevant data and thought leadership.

2

Connect & Foster: Drive Relationships

The IIA enables high-value professional networking at chapters, conferences, and events around the world.

3

Enable & Support: True Global Presence

Internal auditors identify and address the factors and forces that shape the company's relationship to its market and customers currently and with an eye to the future.

4

Certify & Guide: Set the Standards and Assess Competence

Internal auditors provide specific recommendations that guide the company to exceed its business goals.

5

Champion & Voice: Profession's Advocate

The only organization that promotes the role and value of internal audit to corporate and political bodies outside the profession.

The IIA's Promise

The IIA empowers internal auditors to accelerate their value and impact – on their career, on their company, and on their profession.

IIA Positioning Short Form

Internal auditors around the world rely on The IIA to empower their ability to consistently deliver strategic advantage that drives corporate success.

IIA Positioning Long Form

Internal auditors around the world rely on The IIA to empower their ability to consistently deliver strategic advantage that drives corporate success through information, insight, resources, and relationships solely dedicated to their uniquely critical function because of its role as the only provider of the profession's standards, certification, training, thought leadership, and active, growing global network.

IIA Personality

Internal auditors around the world rely on The IIA to empower their ability to consistently deliver strategic advantage that drives corporate success.

We Are Focused

We, just like those we're proud to call our members, don't sit back. We are at the forefront, full of life and ready to tackle any challenge with confidence and poise.

We Are Empowering

It's time to give this field its due. We're out there championing this work and the valuable impact internal auditors can have not just on any organization, but on the world. On top of that that, we're championing our auditors themselves and speaking about them in the way that they deserve.

We Are Intelligent

We are smart. Plain and simple. We celebrate the intelligence that goes into this field and while we'd never brag about it, we're not overly bashful, either. We're doing some interesting, demanding work, and we're proud to show it.

We Are Collaborative

We are a community. We're there for each other and lift each other up to reach new heights. We are a support system for like-minded go-getters and we understand that we're always better together.

We Are Innovative

We've been at the top of the game for so long, but we're only just getting started. Within a field that depends so much on staying current, we're dedicated to matching our members' drive to stay ahead by offering services and support that do the same.

We Are Cool

Yes, you're reading that right. We are cool. We're supporting a field that is detailed and diverse. And it's performed at the highest level for the highest priority clients. This is a profession that deserves to be seen, these are thinkers with a pulse on everything current that will make your job, and life, better in the long run.

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voice and **tone**

HOW WE SPEAK AND THE WAY WE COMMUNICATE IS EVERYTHING. THE ABILITY TO SPEAK WITH ABSOLUTE CONSISTENCY IN AN ENGAGING WAY WILL SET THE TONE FOR ALL BRAND COMMUNICATIONS GOING FORWARD. OUR VOICE AND TONE REPRESENT THE IIA AND EVERYTHING WE STAND FOR, AND IT'S VITAL THAT WE GET IT RIGHT.

Do Be...

Active

Be actionable and engaging.

Empowering

Our members know that what they do is valuable, but it never hurts to be reminded.

Concise

Sharp, direct, and focused leads the way.

Inspiring

Internal auditors have a meaningful, interesting job; the way we speak about it must reflect that.

Clear

Confusing and convoluted gets us nowhere; we choose our words carefully and are deliberate in everything we do.

Confident

We don't just set the standards, we are the standard, so we always carry ourselves with that in mind.

Don't Be...

Stodgy

Internal auditors are sick of being misunderstood and misrepresented, and the last thing we'll do is speak to them in a way that's anything but fresh.

Confusing

Just because the work our members perform is technical, and the world we work in is specialized, doesn't mean that accurately representing it has to be a head-scratcher.

Modest

We're not self-deprecating. We're not braggadocios, but we're proud and we're confident. Always.

Isolating

We'll never speak in a way that makes our members feel as though they're on an island or the only people who understand what it is that they do.

words

Innovative
Empowering
Collaborative
Intelligent
Focused
Savvy
Bright
Wise
Smart
Trusted
Open
Cooperative
Progressive
Visionary
Pioneering
Evolving
Supporting
Enabling
Resourceful
Advisor
Responsive
Facilitating
Helpful
Enhance
Value
Independent
Objective
Protect
Engage
Connect

linguistics

Company Asset
Future-focused
Strategic Advantage
Empower Ability
Drive Success
Global Network
Enhance Value
Assess Risk

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about our **logo**

DESIGNED AS A REPRESENTATIVE MARK OR SYMBOL OF THE INSTITUTE OF INTERNAL AUDITORS®, THE LOGO REFLECTS THE MODERNIZATION OF THE IIA®, WHILE RECOGNIZING ITS RICH HISTORY AND GLOBAL REACH. THE CONSISTENT USE OF OUR LOGO IS A POWERFUL IDEA THAT CONTINUALLY STRENGTHENS OUR IDENTITY AND REINFORCES OUR POSITION. THEREFORE, IT SHOULD BE THOUGHT OF AS A GRAPHIC ELEMENT RATHER THAN AS INDIVIDUAL LETTERS AND ALWAYS KEPT INTACT.

ALTHOUGH SEVERAL VERSIONS OF THE LOGO ARE AVAILABLE AND CAN BE USED AS DESCRIBED IN THIS MANUAL, USERS ARE ENCOURAGED TO INCORPORATE THE IIA SIGNATURE — LOGO AND NAME TOGETHER — WHENEVER POSSIBLE.

Mandatory Guidance:

***Affiliates must adopt the logo to help develop a common IIA brand** and identity throughout the world. The IIA logo or signature can be used in conjunction with the affiliate's name, and only in special circumstances approved by Global Relations should it be used in conjunction with the affiliate's own logo; however, the same guidelines regarding continuity, size, and scale outlined in this manual apply when including The IIA logo in an affiliate signature.*

Examples of actual affiliate logos can be found on page 15. Any affiliate seeking suggestions on signature design and implementation is encouraged to contact The IIA's Marketing department at Marketing@theiia.org.

Color

The IIA logo uses three colors: Blue, green, and black. Primarily the logo should be used on a white background for maximum impact and clarity. In cases where the full logo is not appropriate, the following versions are available for use. The color mark and white text version should only be used when the background provides sufficient contrast for the white text and the blue in the mark.



The Institute of BASIC SANS REGULAR
Internal Auditors BASIC SANS BOLD

BLUE

PMS: 7691 C
CMYK: C:100 M:62 Y:18 K:2
RGB: R:0 G:97 B:152
HEX: #006198

GREEN

PMS: 375 C
CMYK: C:45 M:0 Y:99 K:0
RGB: R:151 G:215 B:0
HEX: #97D700

BLACK

PMS: Pure Black
CMYK: C:0 M:0 Y:0 K:100
RGB: R:0 G:0 B:0
HEX: #000000



White version



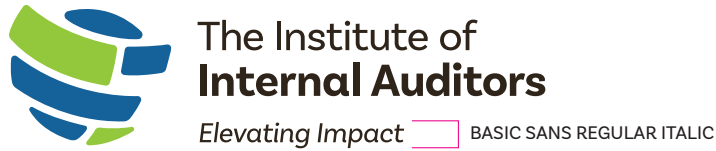
Color mark with white text version



Black version

Alternate Versions

These alternate logos can be used when the main logo does not fit the layout format.



Logo with tagline



Stacked version



Acronym version

Clear Space

To prevent other elements from interfering or detracting from The IIA logo, it is important to maintain the appropriate amount of clear space. The minimum clear space is equivalent to the height of “Internal Auditors” and is required on all four sides of the logo.



Minimum Size

Minimum size refers to the smallest size at which the logo can be reproduced and still maintain its legibility and integrity.



1.905 cm



3.175 cm



5.08 cm

Affiliate Versions

The new IIA logo was developed to support affiliates with a unified global IIA brand. We have provided options to support affiliates' languages and translations. Affiliates have the discretion to use some or all of these options. Colors and fonts should remain. The same guidelines regarding continuity, size, and scale outlined in this manual apply in the affiliate version. For logos to recognize key milestones like anniversaries, please contact Institute.Relations@theiia.org to make a request. IIA affiliate logos are available for download on the Affiliate Leader Resources page of The IIA's website.

Mandatory Guidance

Affiliates must adopt the logo to help develop a common IIA brand and identity throughout the world. The IIA logo or signature can be used in conjunction with the affiliate's name, and only in special circumstances approved by Global Relations should it be used in conjunction with the affiliate's own logo; however, the same guidelines regarding continuity, size, and scale outlined in this manual apply when including The IIA logo in an affiliate signature.

Below are examples of actual affiliate logos. Any affiliate seeking suggestions on signature design and implementation is encouraged to contact The IIA's Marketing department at Marketing@theiia.org.

Select samples



The Institute of Internal Auditors
L'Institut des auditeurs internes
Canada



IAI
Canada



一般社団法人日本内部監査協会
The Institute of Internal Auditors
Japan



IIA
Japan



The Institute of
Internal Auditors
Austria



IIA
Austria

Affiliate Website Language

In addition to adopting the new logo, the phrase “Part of The IIA network” should be added to all affiliate websites in the footer or in body copy on the home page written out in full as “Part of The Institute of Internal Auditors” and linked to www.theiia.org.



PRÓXIMAS CITAS

Título	Auditoría Interna en departamentos de pequeña dimensión
Fecha	14 de septiembre de 2021
Título	Iniciación a la Auditoría Interna
Fecha	15 de septiembre de 2021
Título	Los 100 primeros días de un Director de Auditoría Interna
Fecha	20 de septiembre de 2021
Título	Programa de Acreditación COSO Control Interno
Fecha	20 de septiembre de 2021
Título	Los Lunes del IAI. Presentación Risk in Focus 2022
Fecha	27 de septiembre de 2021
Título	Riesgos de Contabilidad y Finanzas para auditores internos
Fecha	28 de septiembre de 2021
Título	Taller: La elaboración de un Mapa de Riesgos
Fecha	28 de septiembre de 2021
Título	Taller: Auditoría Interna de Procesos Externalizados
Fecha	28 de septiembre de 2021



Accede al [Índice de cursos \(por temas\) programados en 2021](#)

Accede al [Índice de cursos \(por meses\) programados en 2021](#)

¿Cómo evaluarías la ética de los algoritmos de tu organización?

28 de junio de 2021



La sesión de junio de Los Lunes del Instituto de Auditores Internos la dedicamos a la Inteligencia Artificial que centramos en Cómo evaluar la ética de los algoritmos. Carlos Rebate, director de Transformación de Seguridad, y Cristina Bausá, Directora de Auditoría Interna de Sistemas en Sareb, nos hablaron sobre las bondades

y riesgos de la Inteligencia Artificial, de la ayuda que nos va a prestar esta tecnología... [ver más](#)

sigue con tu FORMACIÓN

DESCUENTO ESPECIAL

-30%

código promocional
SIGOFORMANDOME

Publicaciones
del IAI de España

E-learning

Seminarios virtuales

RSA

**EL CAMINO
HACIA
UNA GESTIÓN
INTEGRAL DEL
RIESGO**

Wolters Kluwer

Chapter Versions

The new IIA logo was developed to support chapters with a unified global IIA brand for the United States, Canada, Caribbean, and select countries. The IIA empowers chapters to enhance recognition of their local area, within a global brand, by providing a variety of options to display.

For logos to recognize key milestones like anniversaries, please contact ChapterRelations@theiia.org to make a request.

IIA chapter logos are available for download on the Leader Resources page of The IIA's website.

Select samples



Certified Internal Auditor Logo

The IIA's signature certification and the only globally accepted internal audit designation, the Certified Internal Auditor® (CIA®) logo is designed as a representative mark or symbol for the Certified Internal Auditor program.

The acronym, font, color, and spacing is the logo design. In addition, the same usage guidelines that are expected of The IIA signature and logo apply to the CIA signature and logo.

To maintain its identity, the CIA logo can be represented in only one of three approved colors: CIA Red, Black, or White.

When the logo appears in color, the CIA Red version should be used. The official CIA Red is PANTONE® 194 C.

PMS: 194 C
CMYK: C:7 M:100 Y:54 K:35
RGB: R:157 G:5 B:59
HEX: #9D053B



Other Designations

Logos have been created to differentiate The IIA's certifications and designations. To maintain their identity, these logos can be represented in only their individual corresponding color, black, or reverse. The Internal Audit Practitioner designation does not have a logo. It has a digital badge for LinkedIn profiles.



PMS: 326 C
CMYK: C:76 M:6 Y:39 K:0
RGB: R:7 G:175 B:170
HEX: # 00B0AB



PMS: 2935 C
CMYK: C:100 M:67 Y:4 K:0
RGB: R:0 G:94 B:167
HEX: #005EA7



PMS: PURE BLACK
CMYK: C:0 M:0 Y:0 K:100
RGB: R:0 G:0 B:0
HEX: #000000

Foundation

The **Internal Audit Foundation™ logo** is designed as a representative mark or symbol for the research arm of The IIA. Again, it should be thought of as a graphic element rather than as individual letters and therefore should be kept intact. In addition, the same usage guidelines that are expected of The IIA signature and logo apply to the Foundation signature and logo.

To maintain its identity, the Foundation logo can be represented in only one of three approved colors; IIA Blue, Black, or White.

When the logo appears in color, the IIA Blue version should be used. The official IIA Blue is PANTONE® 2935 C.



PMS: 2935 C

CMYK: C:100 M:67 Y:4 K:0

RGB: R:0 G:94 B:167

HEX: #005EA7

Signature Programs

The IIA supports key global initiatives with visual identities. These are utilized in marketing, mass communications, and publicly distributed materials. The digital artwork can be requested through The IIA's Marketing Department at Marketing@theiia.org.



PMS: 485 C

CMYK: C:6 M:98 Y:100 K:0

RGB: R:225 G:39 B:39

HEX: #E02826



PMS: PURE BLACK

CMYK: C:0 M:0 Y:0 K:100

RGB: R:0 G:0 B:0

HEX: #000000

Color for logo "bug" will vary from year to year.

logo usage

To preserve the identity of The IIA logo and promote a consistent brand image, it must remain unaltered. As a trademarked symbol of The IIA, it should be thought of as a graphic element rather than as individual letters and therefore kept intact. The same guidelines regarding continuity, size, and scale outlined in this manual are required when using the logo. Anyone seeking suggestions on logo usage is encouraged to contact The IIA's Marketing Department at Marketing@theiia.org.



Do not use unauthorized colors.



Do not rotate.

**The Institute of
Internal Auditors**

Do not use without logo mark.



Do not skew or alter logo.



Do not use unauthorized fonts.



Do not add effects.

Co-branding

On the occasion that The IIA is co-branding or partnering with another organization(s), The IIA logo should be treated as an equal partner to the additional logos. When possible, The IIA logo should be first in reading order. The integrity of The IIA logo should always be intact. The same guidelines regarding color, size, and scale outlined in this manual are required when using the logo with outside organizations.

If the surrounding logo(s) are of a horizontal nature, the side IIA logo should be used.



If the surrounding logo(s) are of a square or round nature, the stacked IIA logo should be used.



tagline

THE IIA'S TAGLINE IS AN INTEGRAL PART OF THE BRAND IDENTITY. A TAGLINE ARTICULATES THE BRAND PROMISE OF THE ORGANIZATION AS WELL AS THE PROFESSION:

- **Organic**
- **Short and Concise**
- **Specific**
- **Harmonious**
- **Memorable**
- **Relevant Globally**

The tagline is “Elevating Impact”

- 1** The IIA is “**elevating impact**” of its members through a vast network of professionals with expertise, knowledge sharing, training, and globally accepted designations.
- 2** The **internal audit profession** is “**elevating impact**” in organizations around the world by foreseeing risk and providing insight to act and drive success.

It is a key visual element of the logo design.



The Institute of
Internal Auditors

Elevating Impact

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Trademark Guidelines *in Text*

THE IIA'S TRADEMARKS, SERVICE MARKS, AND TRADE NAMES ARE VALUABLE ASSETS. IN FOLLOWING THESE GUIDELINES, YOU HELP US PROTECT OUR VALUABLE TRADEMARK RIGHTS AND STRENGTHEN THE IIA'S BRAND IDENTITY. PLEASE FOLLOW THESE GUIDELINES:

A trademark is a word, phrase, symbol, design, sound, scent, or combination of these elements that identifies and distinguishes The IIA's products or services from another.

When referring to the organization's name (as a noun) in content, it is NOT a trademark.

When using our organization name on products, business cards, letterhead, PowerPoint presentation, etc., it IS a trademark.

Always use a trademark as a proper adjective in content.

Whenever a trademark is first used in a document or communication in written body copy, use the ® or ™ notice, as appropriate in the first reference of body copy. Do not include marks in headlines or titles, if not included in corresponding body copy.

The ® symbol signifies that the trademark is federally registered. The ™ symbol signifies a trademark that is claimed, but not necessarily registered.

- Check for updates on The IIA's trademarks' status before printing, publishing, etc.*
- Current trademarks registered by The IIA (use the ®).*
- Current trademarks pending registration by The IIA (use the ™).*

Current Trademarks in Text

The following trademarks should be recognized in the first reference of written body copy, not the headlines and titles:

- The Institute of Internal Auditors® (IIA®)*
- Audit Career Center™
- Audit Intelligence Suite™
- Certification Corner®
- Certified Financial Services Auditor® (CFSA®)
- Certified Government Auditing Professional® (CGAP®)
- Certification in Risk Management Assurance® (CRMA®)
- Certification in Control Self-Assessment® (CCSA®)
- Certified Internal Auditor® (CIA®)
- Global Internal Audit Common Body of Knowledge® (CBOK®)
- Financial Services Exchange™
- General Audit Management Conference™ (GAM™)
- Global Technology Audit Guide® (GTAG®)
- Governance, Risk, and Control Conference™ (GRC™)
- IIA Quality Services, LLC™
- IIA Bookstore™
- The IIA's CIA Learning System®
- Internal Audit Foundation™
- *Internal Auditor* magazine®
- Internal Audit Practitioner™
- International Conference™
- International Professional Practices Framework® (IPPF®)
- Qualification in Internal Audit Leadership® (QIAL®)
- Tone at the Top®
- Vision University™

Please note this is not a complete listing of trademarks owned by The IIA.

* The IIA trademark and/or spelling out of The Institute of Internal Auditors in full is not required or desired unless for copyright purposes. It is recommended for nonmember communications and promotions, such as press releases, stand-alone printed collateral, and public-accessible documents that require a copyright notice.

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Standard Copyright Notice

THE FOLLOWING COPYRIGHT NOTICE SHOULD BE AFFIXED ON ANY PUBLICLY DISTRIBUTED COPIES OF THE IIA'S WORK WITH THE FOLLOWING OPTIONS:

- a.** *Original IIA content published by The IIA*

*Copyright © 20[YEAR] by The Institute of Internal Auditors, Inc.
All rights reserved.*

- b.** *A copyright notice for any work owned by The IIA and licensed to a third party*

*Copyright © 20[YEAR] by The Institute of Internal Auditors, Inc.
("The IIA").*

All rights reserved.

Permission has been obtained from the copyright holder, The IIA, 1035 Greenwood Blvd., Ste. 401, Lake Mary, FL 32746, U.S.A., to publish this reproduction, which is the same in all material respects, as the original unless approved as changed.

- c.** *If translated, add this below:*

This document was translated by [INSERT NAME] on [INSERT DATE].

The IIA's Copy Style Guidelines and Resources

The IIA's Placement

Please follow these guidelines in copy when referring to The IIA. "The" is capitalized in the following instances:

- The Institute of Internal Auditors
- The IIA
- The Institute
- The IIA's members
- The IIA Global Headquarters

Please do not include an adjective or any type of verbiage between "The" and "IIA."

Trademark/Registration

As noted in trademark/registration guidelines, please recognize all of The IIA's trademarks/registrations in the first reference of body copy. For a complete list of trademarks/registrations, request a list from Marketing@theiia.org.

The IIA's Boilerplate Copy

The IIA provides boilerplate copy that includes an overview of the organization for placement on mass communications such as collateral, websites, press releases, presentations, and more. To access The IIA's latest boilerplate copy, visit www.theiia.org/Brand.

The IIA's Style Guide

For further clarification and details regarding The IIA's writing style rules/guidelines for content and marketing, please reference The IIA's Style Guide. You can request a copy from Marketing@theiia.org.

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Branding

THE IIA IS CONTINUALLY PROGRESSING, CHANGING, EVOLVING, AND ADAPTING TO THE NEEDS OF OUR MEMBERS AND THE PROFESSION AS A WHOLE. THIS PROGRESS CALLS FOR A CHANGE IN THE WAY WE REPRESENT THE IIA VISUALLY. THIS NEW LOOK PROVIDES A FRESH, CLEAN, CONFIDENT FEEL WITHOUT SACRIFICING ANY OF THE RICH TRADITION AND EQUITY IN THE CURRENT IIA STYLE.

Some branding elements remain the same, while others have changed or have been condensed to reinforce consistency and clean up the overall look. One of the most important modifications is the use of more negative or white space.

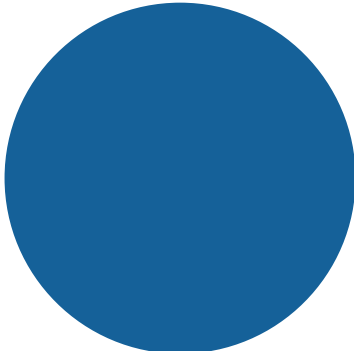
This is accomplished by allowing more space between objects and content.

The following pages show the basic elements necessary to ensure consistency in this new look for The IIA.

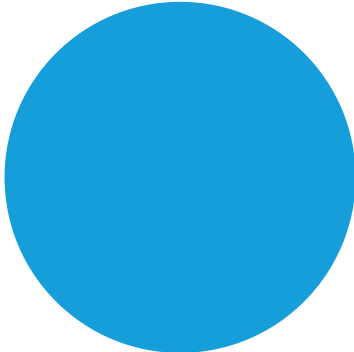
- **Color Palette**
- **Typography**
- **Photography**
- **Iconography**
- **Boilerplate Copy**
- **Supporting Graphic Styles and Examples**
- **Branded Templates**

Primary Color Palette

The IIA Blue represents the tradition and experience of The IIA’s brand and reputation. The bright blue represents the exuberance and modern characteristics of the organization. Finally, the addition of the bright green signifies The IIA’s vibrant energy and passion.



⋮ **PMS: 7691 C**
⋮ CMYK: C:100 M:62 Y:18 K:2
⋮ RGB: R:0 G:97 B:152
⋮ HEX: #006198



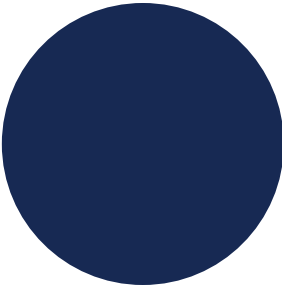
⋮ **PMS: 299 C**
⋮ CMYK: C:80 M:10 Y:0 K:0
⋮ RGB: R:0 G:171 B:230
⋮ HEX: #00ABE6



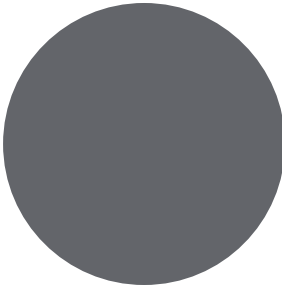
⋮ **PMS: 375 C**
⋮ CMYK: C:45 M:0 Y:99 K:0
⋮ RGB: R:151 G:215 B:0
⋮ HEX: #97D700

Secondary Color Palette

Our secondary color palette provides a neutral base to support the energy of the primary palette. These colors can also serve as contrast to the brighter colors in the primary palette.



PMS: 295 C
CMYK: C:100 M:68 Y:8 K:52
RGB: R:0 G:48 B:94
HEX: #00305E



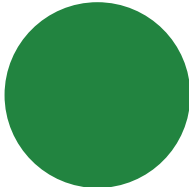
PMS: Cool Gray 10 C
CMYK: C:61 M:53 Y:48 K:19
RGB: R:101 G:101 B:106
HEX: #65656A



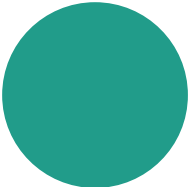
PMS: Cool Gray 1 C
CMYK: C:13 M:11 Y:12 K:0
RGB: R:219 G:217 B:214
HEX: #DBD9D6

Tertiary Color Palette

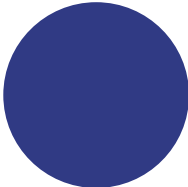
The tertiary color palette provides variety and flexibility for various IIA marketing pieces.



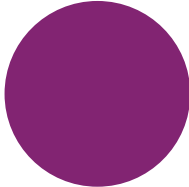
PMS: 7740 C
CMYK: C:83 M:25 Y:100 K:10
RGB: R:44 G:132 B:58
HEX: #2C843A



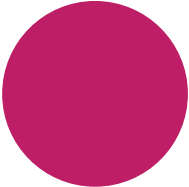
PMS: 7716 C
CMYK: C:81 M:15 Y:54 K:1
RGB: R:11 G:158 B:140
HEX: #0B9E8C



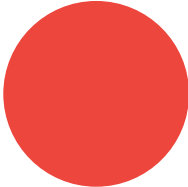
PMS: 7672 C
CMYK: C:97 M:92 Y:15 K:3
RGB: R:50 G:58 B:132
HEX: #323A84



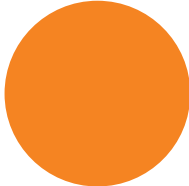
PMS: 2425 C
CMYK: C:56 M:100 Y:22 K:7
RGB: R:132 G:7 B:114
HEX: #840772



PMS: 227 C
CMYK: C:23 M:100 Y:37 K:2
RGB: R:191 G:8 B:100
HEX: #BF0864



PMS: Warm Red C
CMYK: C:0 M:87 Y:80 K:0
RGB: R:240 G:72 B:62
HEX: #F0483E



PMS: 715 C
CMYK: C:0 M:59 Y:99 K:0
RGB: R:245 G:132 B:35
HEX: #F58423



PMS: 142 C
CMYK: C:7 M:22 Y:93 K:0
RGB: R:239 G:194 B:51
HEX: #EFC233

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typography

About Our Sans Serif Typeface

THE IIA BRAND IDENTITY SYSTEM UTILIZES VARIOUS FORMS OF BASIC SANS AS ITS PRIMARY TYPEFACE (HEADLINES, SUBHEADS, COPY).

THE TYPEFACE CONVEYS A PROFESSIONAL, YET APPROACHABLE TONE THAT KEEPS THE BRAND AUTHENTIC AND REPRESENTS OUR VALUES.

Primary Typeface

Basic Sans Thin
Basic Sans Thin Italic

Basic Sans Extralight
Basic Sans Extralight Italic

Basic Sans Light
Basic Sans Light Italic

Basic Sans Regular
Basic Sans Regular Italic

Basic Sans SemiBold
Basic Sans SemiBold Italic

Basic Sans Bold
Basic Sans Bold Italic

Basic Sans Black
Basic Sans Black Italic

About Our Supporting Typefaces

The addition of a script type and serif types provide more versatility to The IIA brand.

Headline / Subhead Use

Minion Pro Bold
Minion Pro Bold Italic

Body Copy

Minion Pro Condensed
Minion Pro Condensed Italic

Minion Pro Medium
Minion Pro Medium Italic

Minion Pro Semibold
Minion Pro Semibold Italic

Headline Accent Use (used with Basic Sans)

Timeout Regular

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photography

WITH A HEAVY RELIANCE ON STOCK PHOTOGRAPHY FOR EASE OF USE AND COST, IT IS IMPORTANT THAT THE RIGHT TYPE OF PHOTO BE USED TO COMMUNICATE OUR IMAGE AND OUR MESSAGE.

Please note: When choosing people-focused imagery, authenticity is of the utmost importance. The people captured can either be looking off camera or giving direct eye contact. People should look positive, approachable, and natural with an appropriate mix of race, age, and gender to reflect diversity. To better reflect real work settings, energetic and professional individuals should not be dressed casually.



Please note: For group-based photography, select images with natural and authentic interactions with a natural focus. Subjects should not appear staged or overly animated, nor lost among too many visual elements. People should be diverse and represent the different members of The IIA.



Please note: Abstract business imagery should retain a sophisticated and uncluttered look. Images should focus on inanimate objects or close-up views to convey the business environment.



Things to Avoid

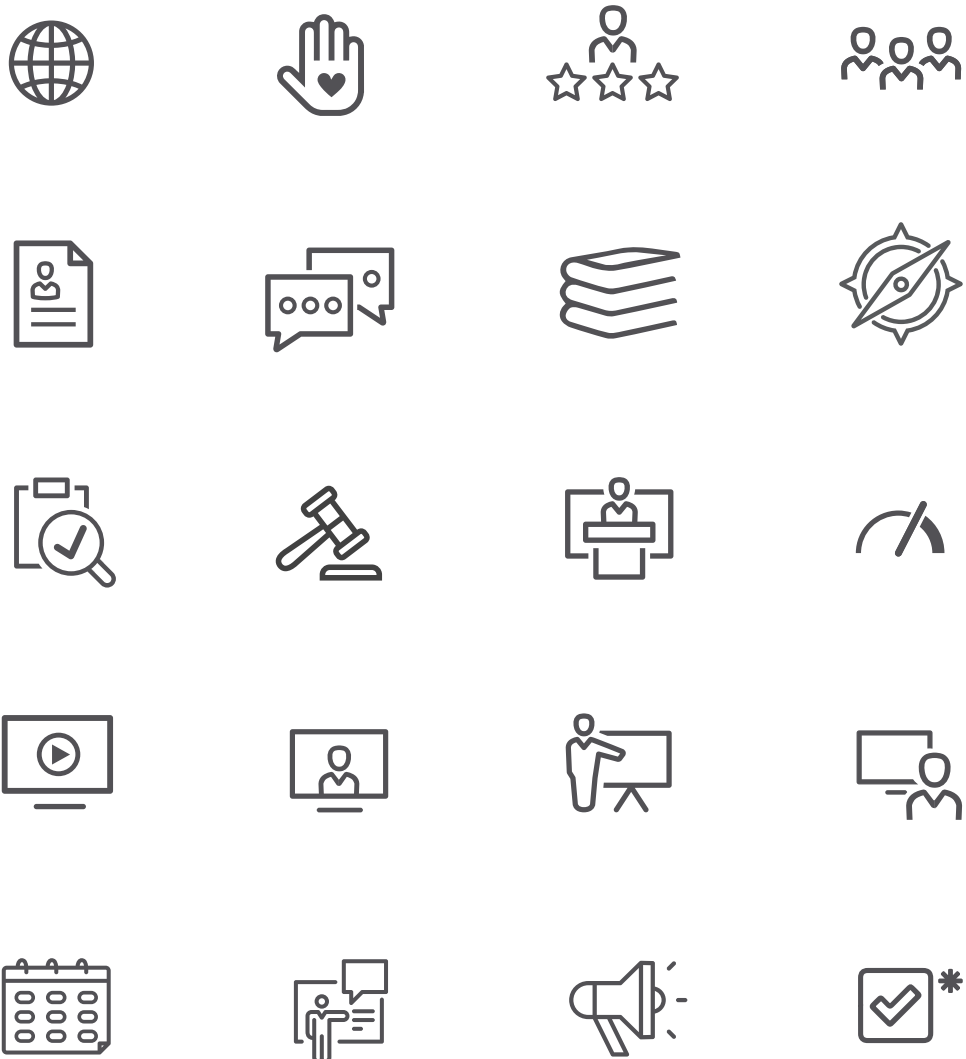
Avoid the following examples of poor stock photography choices. **Please note:** The examples below are too posed or overused visual representations. Avoid any 3D rendered illustrations.



iconography

The IIA uses **iconography** to support its flagship products and services. They support online and print communications with simple line illustrations. Simplicity is key.

Select samples



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boilerplate **copy**

About The Institute of Internal Auditors

The Institute of Internal Auditors (IIA) is the internal audit profession's most widely recognized advocate, educator, and provider of standards, guidance, and certifications. Established in 1941, The IIA today serves more than 200,000 members from more than 170 countries and territories. The association's global headquarters are in Lake Mary, Fla. For more information, visit www.theiia.org.

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Supporting Graphic Styles and *Examples*

The IIA brand uses a formula of type, color, photography treatment, and elements of The IIA mark to create a unique visual identity system. To meet the needs of the various IIA brands, this system is meant to be flexible yet consistent to build awareness and familiarity with The IIA look. The following examples show how these elements can be applied and interchanged to meet each need of The IIA family.

Progressive

ADVANCED | FUTURE-FOCUSED | ACTIONABLE | ACCELERATED

Using The IIA mark as a frame for the visual focal point, this look helps to establish the smart, progressive, and empowered reputation of The IIA. The dynamic and organic shape of the mark evokes action and movement. The photography treatment uses a mix of color and black-and-white. The main subject is left in color, sitting against a color overlay with the remaining image in black-and-white. The focus is easily identified, and the contrasting colors create visual variety. The type treatment is direct and aligned, establishing a confident and empowered tone – in line with The IIA brand.

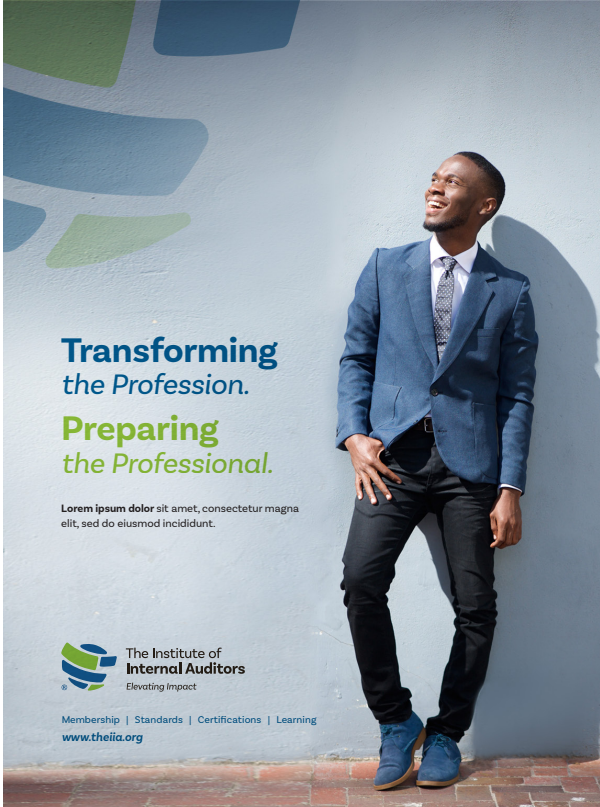


Confident

SOPHISTICATED | INTELLIGENT | INDEPENDENT

This look is meant to elevate the look of the brand with a sleek gray background and interesting, sophisticated portrait shot. Large elements of The IIA logo are used in the background to create a strong brand feel. Headline copy is of moderate size, with a single word accented with a bold brand color and/or different headline font.

Copy should be minimal, and use language that further promotes the new IIA brand, erring toward the more formal, sophisticated end of the scale.



Relatable

APPROACHABLE | FRIENDLY | SUPPORTIVE | RELEVANT

This look embraces the modern professional. The images should convey a modern lifestyle, and be fresh and vibrant. As with the other concepts, headline copy is of moderate size, with a single word accented with a bold brand color and/or different headline font.

Copy should be minimal, and use language that further promotes the new IIA brand, gravitating toward the vibrant, energetic, savvy end of the scale.



Structured

SOPHISTICATED | INTELLIGENT | INDEPENDENT

This look emphasizes the use of The IIA mark as an architectural element in the image used for the execution. The mark should look natural and seamlessly integrated into the image. It should be prominent enough to be noticed, but not so overt that it loses authenticity.

Imagery chosen for this execution should reflect real-world situations internal auditors may find themselves in, such as meetings; and especially gravitating toward events that The IIA may be present or engaged in, such as seminars and trainings. Avoid shots of a single person alone in a wide space, as this may not convey the communal, supportive aspect of The IIA's persona.

As with the other concepts, headline copy is of moderate size, with a single word accented with a bold brand color and/or different headline font. Copy should be minimal, and use language that further promotes the new IIA brand, erring toward the vibrant, modern professional end of the scale.



Fiercely
independent & objective **Insiders**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure.

www.theiia.org

 The Institute of Internal Auditors

The Potential
within

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure.

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branded *templates*

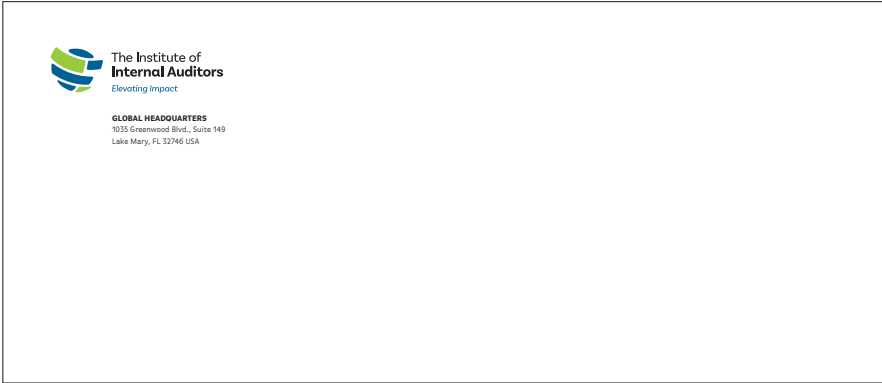
THE IIA HAS DESIGNED KEY MATERIALS AND BRANDED TEMPLATES TO SUPPORT THE COMMUNICATIONS AND MARKETING EFFORTS OF OUR AFFILIATES, CHAPTERS, AND VOLUNTEER LEADERS. THE IIA'S MARKETING DEPARTMENT CAN PROVIDE FILES FOR BRANDING PERSONALIZATION.

Please send inquiries to Marketing@theiia.org.

Stationery



8.5 x 11 Letterheads



#10 envelope

Business Card

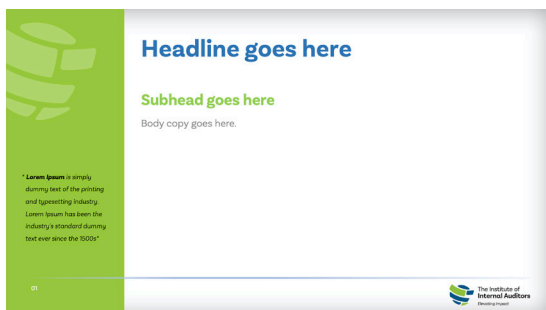
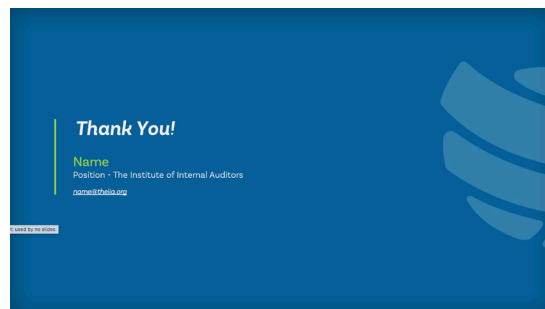
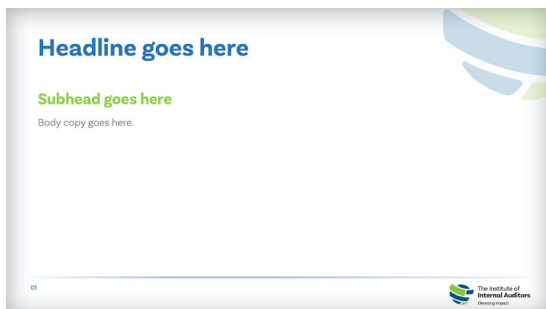
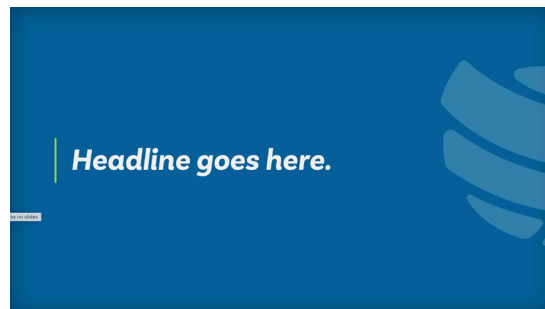
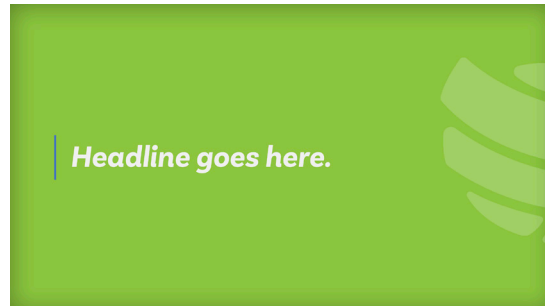
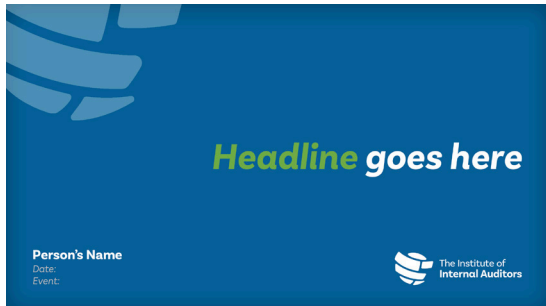


Business card front



Business card back

PowerPoint



Please visit

www.theiia.org/Rebrand for
more information, or contact
The IIA's Marketing
Department at
Marketing@theiia.org
with questions.



The Institute of
Internal Auditors