



IOWA
WEST
FOUNDATION



Brand Guidelines

Iowa West Foundation

Logos



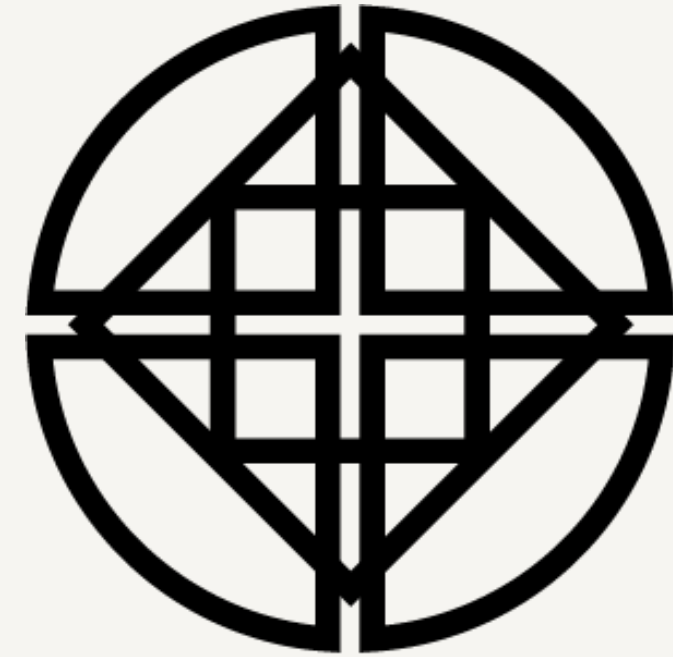
IOWA
WEST
FOUNDATION

PRIMARY LOGO

Use, if possible, before the black and white one.



IOWA
WEST
FOUNDATION



IOWA
WEST
FOUNDATION

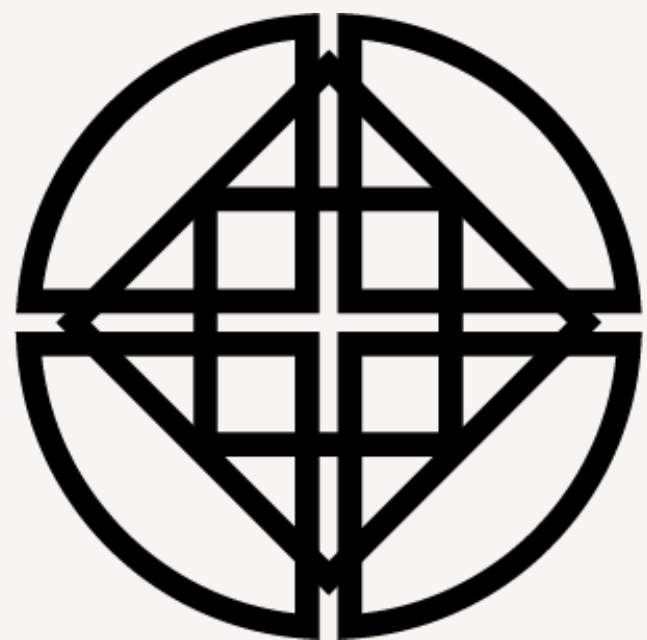
Logos



IOWA
WEST
FOUNDATION

SECONDARY LOGO

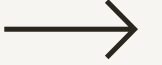
Use if possible before the black or white one.



IOWA
WEST
FOUNDATION



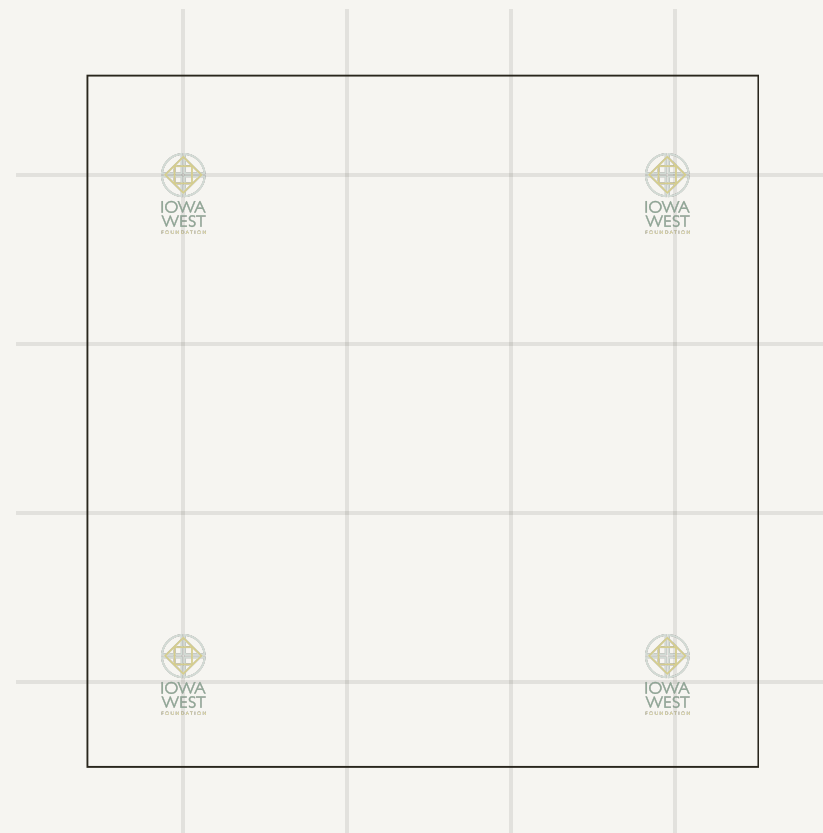
IOWA
WEST
FOUNDATION



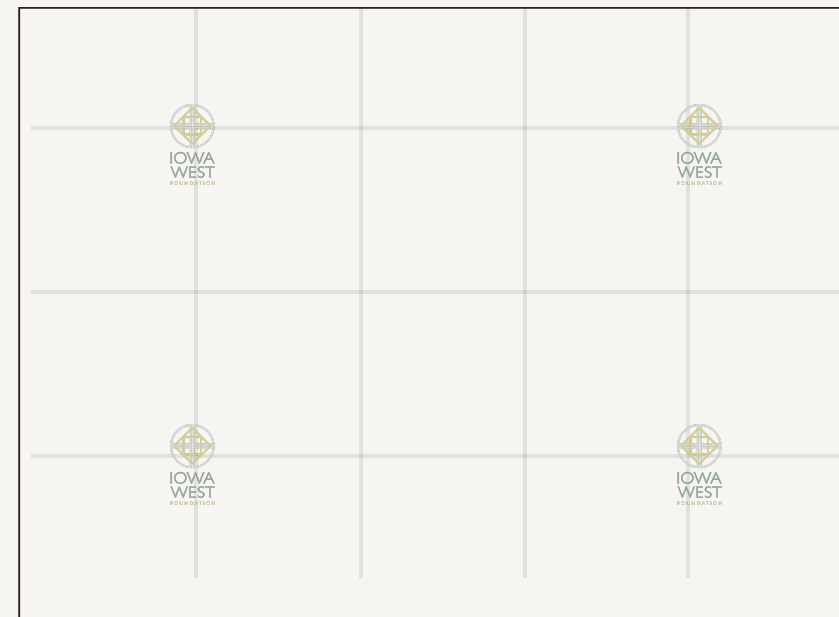
Logo Positioning

THE SAFE DISTANCE TO PUT YOUR LOGO IN

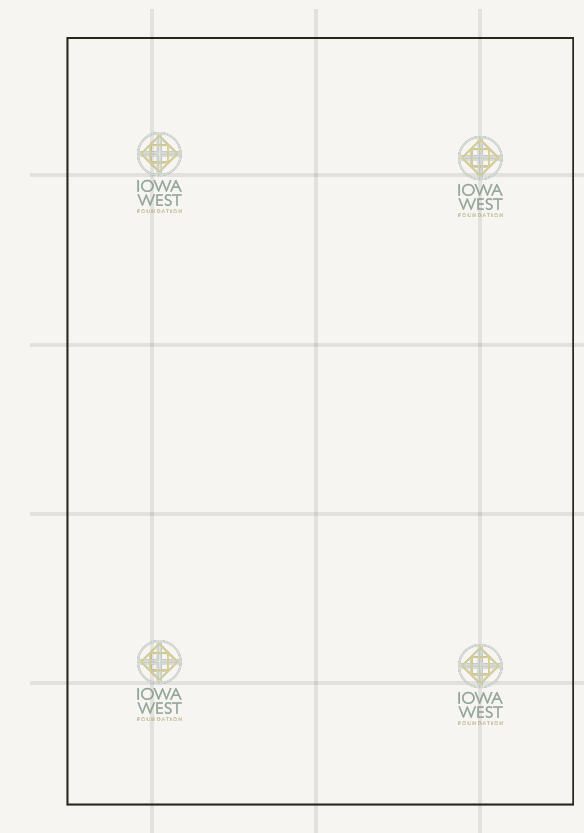
The logo can be placed based on where it is best suited depending on application and tone.



Square



Landscape



Portrait

Exclusion Zones

**THE SAFE DISTANCE TO
PUT YOUR LOGO IN**



Reminder



PLEASE DON'T MANIPULATE LOGO



DO NOT rotate the logo.



DO NOT put over another illustration.

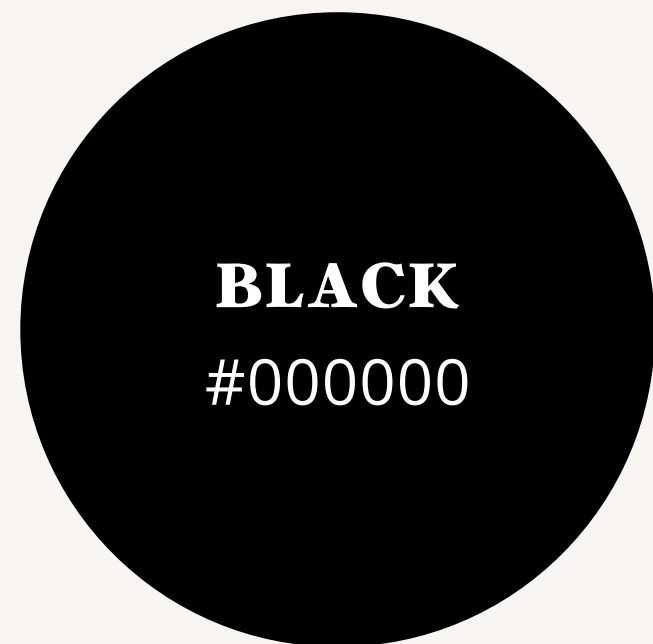


DO NOT use tint or opacity.



DO NOT crop.

IWF • Logo Colors



BLACK
#000000

NAME



RHINO
#40474F



SPRING SUN
#EDEABD