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BRAND OVERVIEW

The International Association of Hydrological Sciences (IAHS) brand incorporates a distinctive colour palette, a unique logo, and carefully chosen typefaces. These visual components are meticulously designed to create a cohesive and memorable image that resonates with our audience. To maintain the integrity of our brand, we have established clear guidelines for the application of these visual elements. These guidelines not only specify how the colours, logos, and typefaces should be used but also outlines which practices should be avoided. By adhering to these principles, we can ensure that the IAHS visual identity remains instantly recognizable, reinforcing our commitment to excellence in hydrological sciences worldwide.

The IAHS supports hydrology and related sciences as a non-profit, non-governmental charity registered in the UK with over 10,000 members across more than 150 countries. It runs under the global umbrella of the International Science Council (ISC) and The International Union of Geodesy and Geophysics (IUGG). IAHS embodies more than 100 years of collaborative work, contributions to an extensive program of conferences and workshops, and IAHS publications.

The brand values of the IAHS serve as the bedrock of our identity, representing the essence of our organization's mission and vision. Our chosen values – Trust, Inclusiveness, Collaboration, Respect, Transparency, Scientific Integrity, Honesty, and Responsibility – have been carefully selected to align with our vision to advancing inclusive scientific knowledge exchange in hydrology for sustainable development in a changing world. These values should permeate all aspects of our branding, guiding our actions, decisions, and interactions, as we strive to embody them in every facet of our work and communicate them to the world, reinforcing our identity as a leader in hydrological sciences.

BRAND VISUAL FOUNDATION

The IAHS logo serves as a powerful visual symbol that encapsulates the essence of our organization.

The primary logo of the IAHS is a versatile representation of our brand, meticulously designed to adapt seamlessly to various contexts. Our logo ensures consistency in our visual identity. It is available in a range of sizes and file formats for convenient download and application. The IAHS logo consists of two elements: our roundel and our logotype.

POSITIVE COLOUR VERSION

This is the preferred version and should be used wherever possible and on light backgrounds.



WHITE-OUT COLOUR VERSION

This version should be used on dark and photographic backgrounds.



MONO / BLACK VERSION

The monotone / grey scale versions are for use where colour is not available.



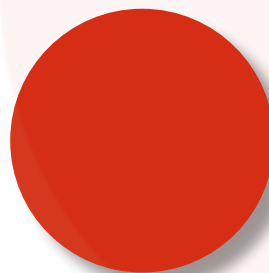
SIZE AND SPACING

The minimum reproduction height of our logo is 10mm. The minimum space around our logo must be at least the height of the capital H in our logotype.

IAHS COLOUR PALETTE

Our logo uses our brand colours of Red and White. Please reproduce these colours as accurately as possible. The IAHS red colour is:

HEX	#D42E12
RGB	212, 46, 18
CMYK	0, 81, 86, 14
PANTONE	485



PRIMARY FONT

The primary font of the IAHS is Avant Garde, a distinctive and integral component of our brand identity. It plays a crucial role in shaping our online presence and conveying our message effectively.

IUGG IAHS JOINT LOGO

The use of the joint IUGG/IAHS logo is to be used at the discretion of the IAHS Secretariat. The combined logo should be used for Assemblies and meetings where IUGG funding has been provided. If you wish to make use of this logo, then please contact us with your questions or suggestions: info@iahs.co.uk or claire@iahs.co.uk or tarryn@iahs.co.uk or +44 1491 692515.



BRAND ARCHITECTURE

The brand architecture of the IAHS is a structured framework that underpins the Association's diverse family of brands. As an entity encompassing multiple brands and initiatives, it is essential to organise and present them in a coherent and strategic manner. This includes any brands and logos associated with our Hydrological Sciences Journal, Scientific Decades, International Commissions, Working Groups, Committees, etc. As this is a living document, we will consider linking out to a brand assets folder so that you can access the correct logos. This is yet to be confirmed. Our logos may only be used after permission from IAHS Secretariat. Our logos should always be reproduced from the provided artwork files and must not be stretched, squashed, re-drawn or altered in any way. For more assistance please contact our office info@iahs.co.uk

BRAND VOICE

A brand voice is our brand's personality; the unique way we present to the world. It must run consistently through all our communications (social media, website, blog posts, emails, advertisements) no matter which teams are handling which channels, and it mustn't change.

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If you have any questions or suggestions that might help others please feel free to contact us: info@iahs.co.uk or claire@iahs.co.uk or tarryn@iahs.co.uk or +44 1491 692515.