ipa

innovative performance apparel

Brand Guidelines

Breathe Better. Hear Better. Fish Better. Hunt Better.

W : IPApparel.com   **S :** support@ipapparel.com   **L :** Birmingham, Alabama

Table Of Content

Welcome

IPA designs and manufactures specialty hunting and fishing apparel that is functional, comfortable and made with environmentally friendly fabrics.

Kevin Stump

CEO | Founder

PRIMARY
Branding Guide

IPA has a few different versions of our brand. Find how to use each here.

Branding

The following are rules on how to use each piece of branding.

_____

Primary Branding: primary branding to be used in all applications for web, print and merchandise.

Secondary Branding: only to be used in large print applications where the full branding would not fill space the space effectively. Could also be used in secondary merchadise branding.

Tertiary Branding: only to be used in small applications where the full branding will not be ledgible.

Primary Branding

ipa innovative performance apparel

Secondary Branding

ipa

Tertiary Branding

ipa

Margins

The following are rules on how to use each piece of branding spacially.

_____

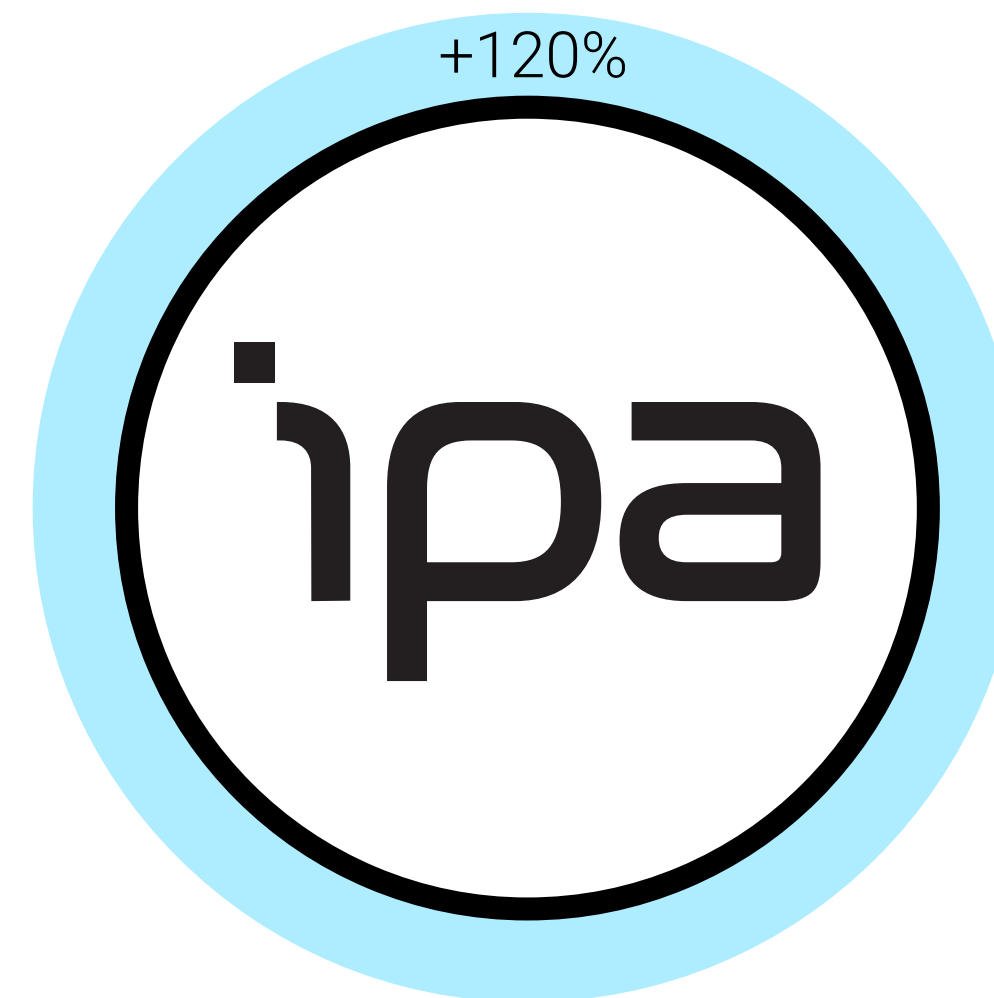**Primary Branding:** maintain a +40% margin on the brandings edges

Secondary Branding: maintain +20% margin on the outer circle.

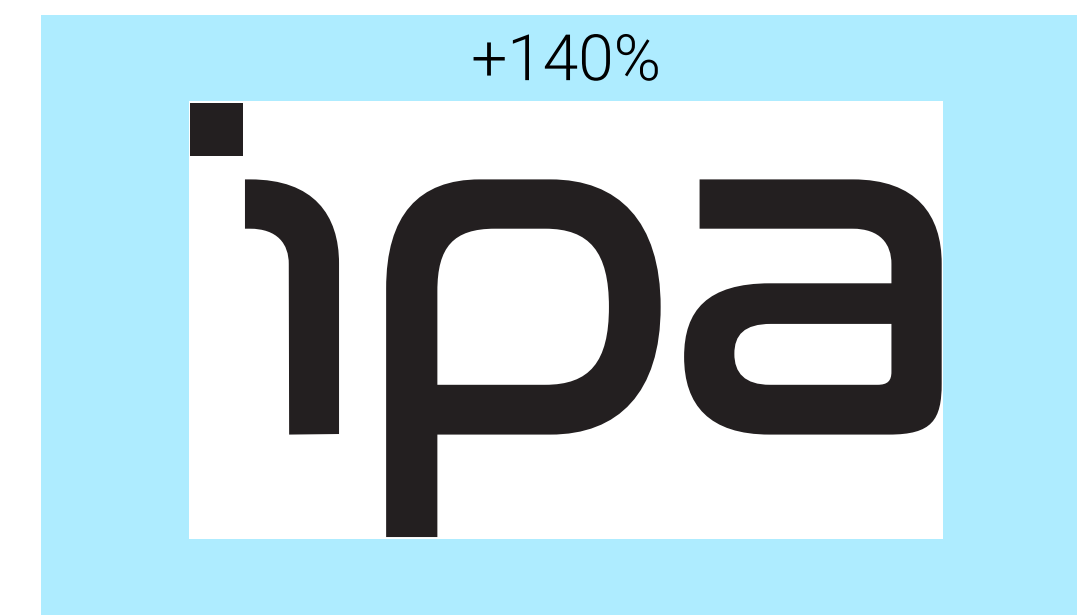**Tertiary Branding:** maintain a +40% margin on the brandings edges

Primary Branding

+140%

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Secondary Branding

+120%

ipa

Tertiary Branding

+140%

ipa

Taglines

The following are rules on how to use IPA branding and taglines. The heart of IPA is "breathe better and hear better"!

_____

With IPA Branding: maintain a +40% margin on the brandings edges

Without IPA Branding: maintain a +40% margin on the brandings edges

With IPA Branding

+140%

ipa innovative performance apparel

Breathe better. Hear better. Fish better. Hunt Better.
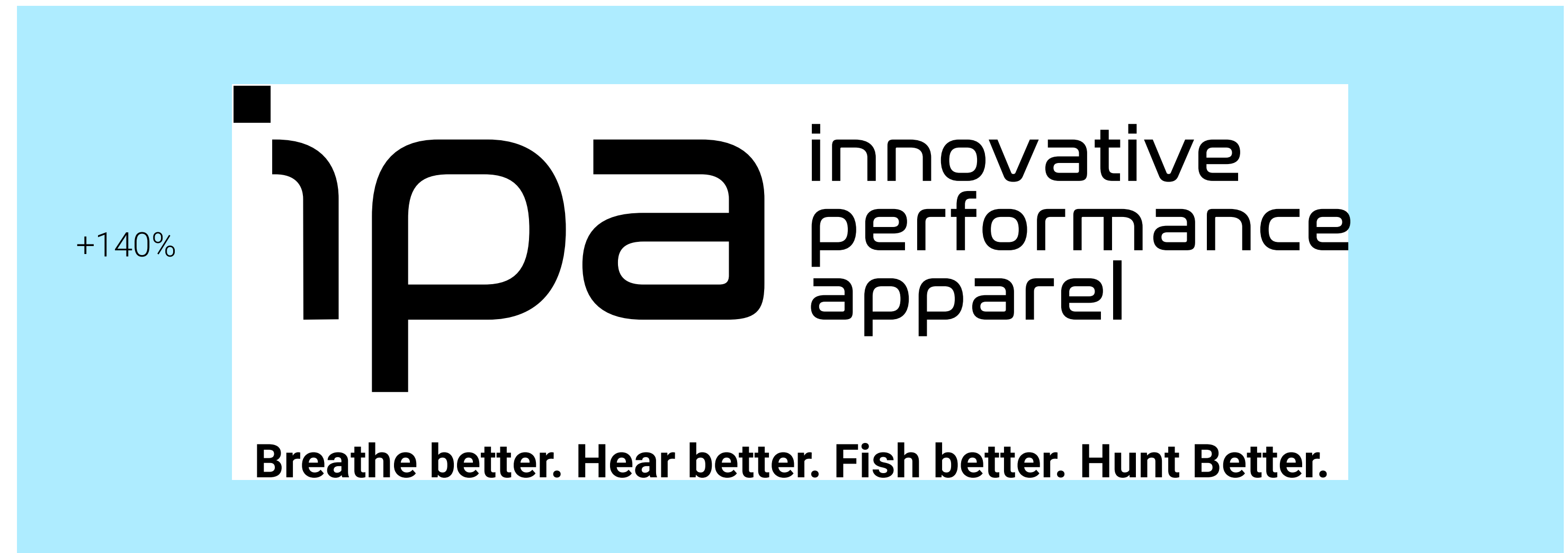
Without IPA Branding

Breathe better.
Hear better.
Fish better.
Hunt Better.
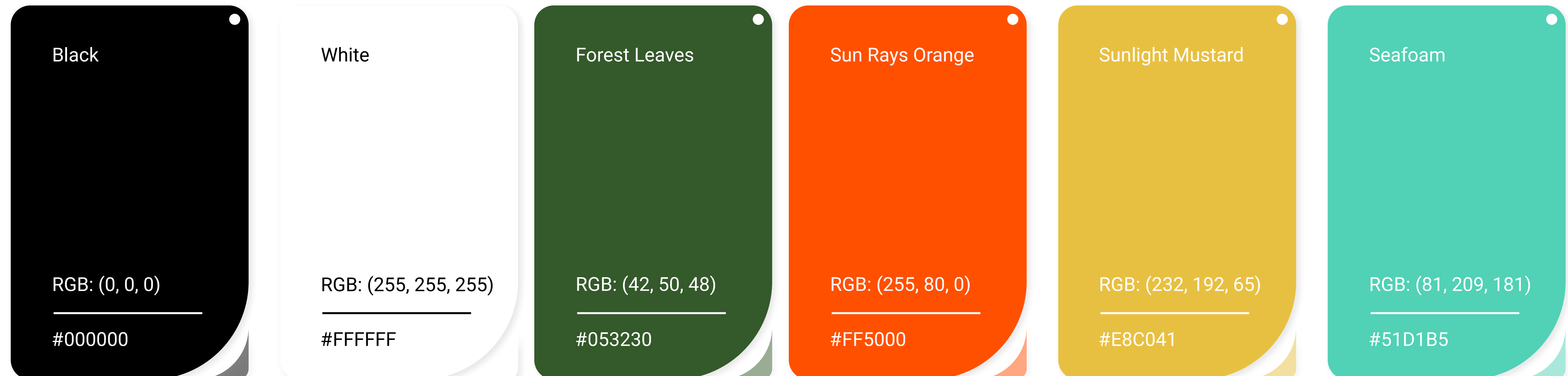
Breathe better.
Hear better.
Fish better.
Hunt Better.

Breathe better.
Hear better.
Fish better.
Hunt Better.

PRIMARY
Color Guide

Brand Colors

The IPA brand can be used in the following colors.

Black	White	Forest Leaves	Sun Rays Orange	Sunlight Mustard	Seafoam
RGB: (0, 0, 0)	RGB: (255, 255, 255)	RGB: (42, 50, 48)	RGB: (255, 80, 0)	RGB: (232, 192, 65)	RGB: (81, 209, 181)
#000000	#FFFFFF	#053230	#FF5000	#E8C041	#51D1B5

FONT GUIDE

Primary Typography

Aa

The font Nasalization should only be
used in lower case

Nasalization

lower case | abcdefghijklmnopqrstuvwxyz

Special | 1234567890!@#$%^&*()_-+=?/

Secondary Typography

Bb

Roboto

Bold Font
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 @ # $ % !

Regular Font
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 @ # $ % !

Light Font
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 @ # $ % !