

IESF

# Brand Guideline

2023

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# Logo



**IESF** INTERNATIONAL  
EXCECUTIVE  
SEARCH  
FEDERATION



# Secondary logo



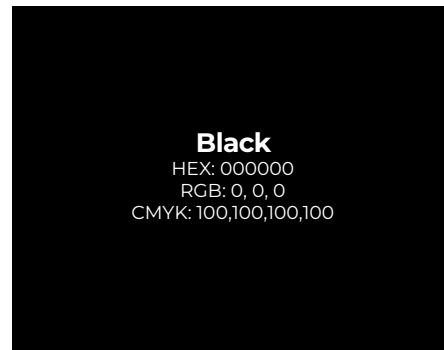
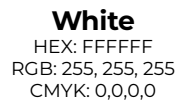
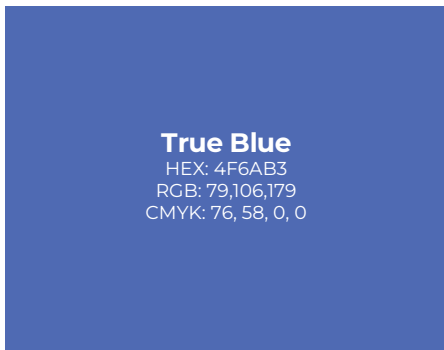
IE/F



# Color palette



## Main colors



## Secondary colours



# Size Guide



The logo must not be altered in any way that is not specified in this BrandLine.

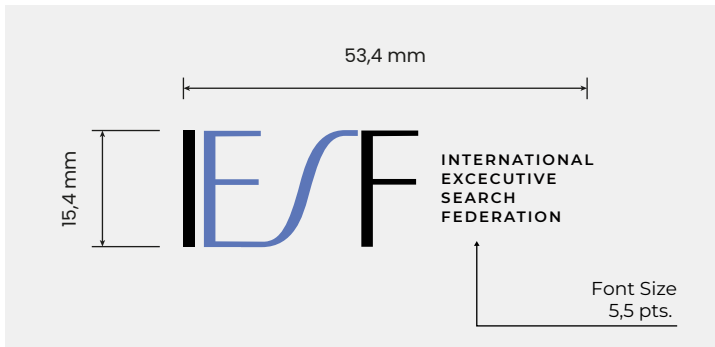
Proportions and colors should not be changed beyond the options provided.

It is important to maintain a margin of at least twice the width of the logo letter.

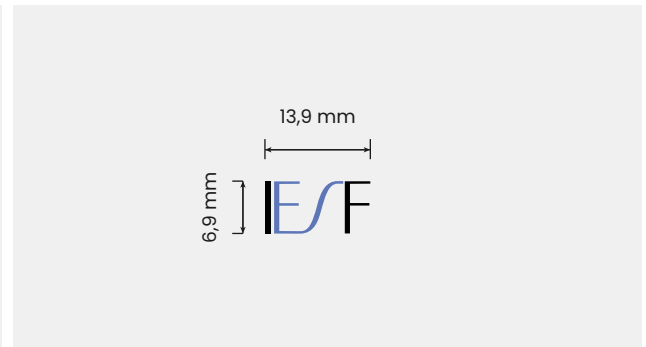
When the logo must be used in very small sizes, the version with a slogan should not be used.



Minimum size with slogan



Minimum size without slogan



# Brand Pattern



# Fonts

Main font

## Montserrat Regular

Aa

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Alternative font

## Arial Regular

Aa

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# Mockups

