IACBE

International Accreditation Council for Business Education

BRAND MANUAL

DRAFT - FIRST EDITION
2024 FEBRUARY

KANSAS CITY, USA

IACBE

International Accreditation Council for Business Education

Collaborative.
Collegial.
Exceptional.

At the IACBE, we believe that academic quality and excellence in business education should be measured in terms of the educational outcomes of an academic business unit relative to its mission rather than by prescriptive standards relating to academic resources.

We work together with you as partners on your journey. Throughout your accreditation journey we are here to provide guidance and support to help you understand the accreditation process and requirements. In addition, we act as a liaison between your institution and the IACBE Board of Commissioners, who will determine your accreditation status.

But our partnership doesn't end with your certificate of accreditation – at the IACBE we are dedicated to helping you to move your business programs to the forefront in today's competitive landscape. We provide opportunities to develop as a leader, to engage in professional development, to network with your colleagues, and to share best practices in business education.

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The Emblem

The IACBE emblem, representing an abstract globe moving forwardf, has been remastered with exponential and organic circles for scalability and balance.

The Logo

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Scalability

Designed for scalability, the IACBE logo is prominent and legible in varying sizes.

IACBE

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10X · 8X · 2X · 6X · 2X

12:13 / 14:14

8X - 10X - 12X

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App Icon and Favicon

For app icon or favicon use, apply the emblem or standalone vertical variant.

App Icon and Favicon

For square applications, use the vertical variant of the logo.

The full organization's name must be included as much as possible.

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On inverted blue IACBE background, the logo
can only be used in one color variant above,
with the prominent green intact.
For all others with dark background, apply white.

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Over light background, only apply either the original positive color (primary),
single blue color or the neutral black.

As much as possible, refrain from using the neutral black <u>unless necessary</u>.

Membership Status

Members shall only use the following special IACBE logo lock-ups to indicate their membership and status.

This will also reflect on the new IACBE website queries.

IACBE
EDUCATIONAL MEMBER

IACBE
CANDIDATE FOR ACCREDITATION

IACBE
MEMBER WITH ACCREDITED PROGRAMS

COLOR SWATCHES

**Pantone
325 C**

**Pantone
7473 C**

**Pantone
2767 C**

**Pantone
Neutral Black C**

PMS 325 C
HEX #64CCC9
CMYK 54 0 25 0
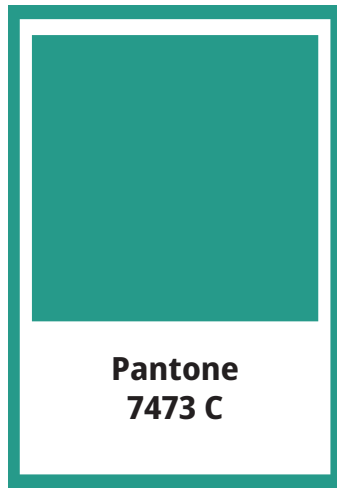
PMS 7473 C
HEX #289989
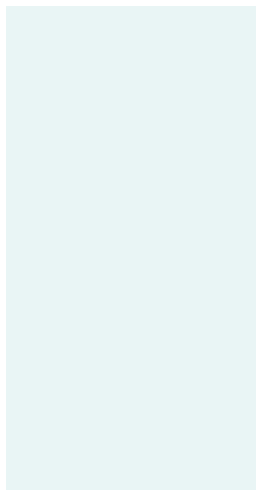CMYK 75 0 10 40

PMS 2767 C
HEX #13294b
CMYK 100 71 0 66
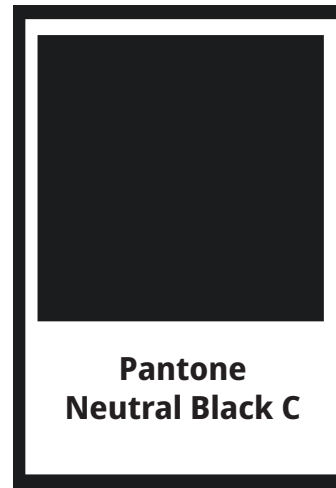
PMS Neutral Black C
HEX #1D1D1F
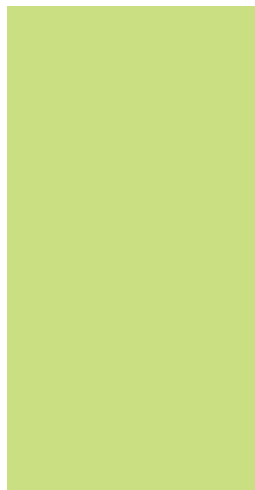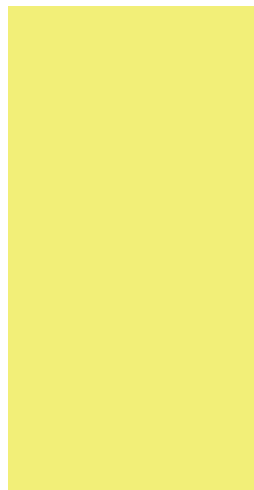CMYK 6.5 6.5 0 87.8
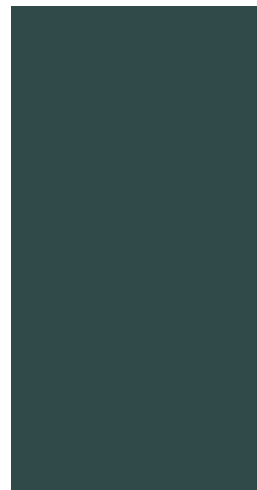
CYAN

GREEN

NAVY BLUE

TEXTS
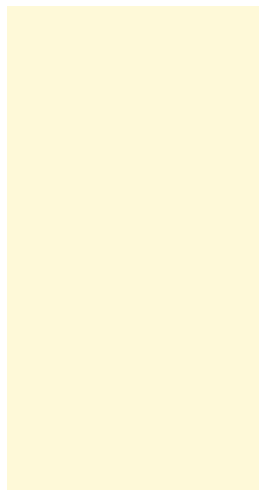
HEX #fff7d6

HEX #e9f4f2

HEX #cadf83

HEX #f6ef78

HEX #334b4a

On web and accents, we'll use toned spring color library.
A splash of color choice to break monotomy of corporate colors, invoking a fresh-vibe of always moving forward.

Noto Sans Display Bold

Noto Sans Display is an unmodulated ("sans serif") design for texts in larger font sizes in the European Latin script and in Cyrillic, Greek.

Noto Sans Display has italic styles, multiple weights and widths, contains 3,316 glyphs, 25 OpenType features, and supports 2,840 characters from 30 Unicode blocks: Latin Extended Additional, Cyrillic, Greek Extended, Latin Extended-B, Latin Extended-D, Latin Extended-A, Phonetic Extensions, Greek and Coptic, Combining Diacritical Marks, IPA Extensions, Cyrillic Extended-B, Latin-1 Supplement, General Punctuation, Basic Latin, Supplemental Punctuation, Spacing Modifier Letters, Letterlike Symbols, Phonetic Extensions Supplement, Combining Diacritical Marks Supplement, Latin Extended-E, Cyrillic Supplement, Currency Symbols, Latin Extended-C, Cyrillic Extended-A, Modifier Tone Letters, Superscripts and Subscripts, Combining Diacritical Marks Extended, Combining Half Marks, Cyrillic Extended-C, Alphabetic Presentation Forms.

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https://fonts.google.com/noto/specimen/Noto+Sans

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 1 2 3
4 5 6 7 8 9 0 ! @ # $ %
^ & * ( ) ?

Inter Medium

Inter is a variable font family carefully crafted & designed for computer screens.

Inter features a tall x-height to aid in readability of mixed-case and lower-case text. Several OpenType features are provided as well, like contextual alternates that adjusts punctuation depending on the shape of surrounding glyphs, slashed zero for when you need to disambiguate "0" from "o", tabular numbers, etc.

The Inter project is led by Rasmus Andersson, a Swedish maker–of–software living in San Francisco.

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https://fonts.google.com/specimen/Inter

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 1
2 3 4 5 6 7 8 9 0 ! @
$ % ^ & * ( ) ?

IF and WHEN the primary typography is not applicable (in rare cases), the fallback font family is Arial, with the bold variant as the heading and regular variant for the body.

Arial Bold

Arial (also called Arial MT) is a sans-serif typeface and set of computer fonts in the neo-grotesque style. Fonts from the Arial family are included with all versions of Microsoft Windows after Windows 3.1, as well as in other Microsoft programs, Apple's macOS, and many PostScript 3 printers.

The typeface was designed in 1982 by Robin Nicholas and Patricia Saunders, for Monotype Typography.

Each of its characters has the same width as that character in the popular typeface Helvetica; the purpose of this design is to allow a document designed in Helvetica to be displayed and printed with the intended line-breaks and page-breaks without a Helvetica license. Because of their similar appearance, both Arial and Helvetica are commonly mistaken for each other.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) ?

Arial Regular

Arial (also called Arial MT) is a sans-serif typeface and set of computer fonts in the neo-grotesque style. Fonts from the Arial family are included with all versions of Microsoft Windows after Windows 3.1, as well as in other Microsoft programs, Apple's macOS, and many PostScript 3 printers.

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Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) ?

PRIMARY

Use Noto Sans Bold for the Heading
and Inter for the Body texts

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FALLBACK

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