

IGLA+ 



# Brand Guidelines

**Typography**

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**01**

**Color**

---

**02**

**Logo**

---

**03**

**Elements**

---

**04**

**Examples**

**05**

IGLA+ 

01



# Typography

## TYPOGRAPHY

**Poppins / Bold / Title Case / 100px**

# Headline Font

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**Barlow Condensed / SemiBold / Page Title / 44px**

## FOR YOUR SUBHEADINGS

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**Poppins / Regular / Body / 25px**

Here is some body copy consectetuer adipiscing elit, sed diam nonummy Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy

## TYPOGRAPHY

**Poppins / Italic / Quotes / 50px**

*“CONSECTETUER ADIPISCING ELIT, SED DIAM  
NONUMMY. LOREM IPSUM DOLOR SIT AMET”*

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**Poppins / Black / Byline / 20px**

**-Byline**

---

**Poppins / Light / Num & Sym / 50px**

012345678910  
!@#\$%&

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**Poppins / Bold / Action Button / 26px**

Learn More

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Learn More

Learn More

DARK MODE

**Lorem ipsum dolor  
sit amet consectetur  
zed platea.**

**LOREM IT SUM LOREM**

Lorem ipsum dolor sit amet consectetur. Aliquam nisi sodales mauris accumsan sed in nunc. Montes sed semper sed gravida dui iaculis ut tortor. Lorem ipsum dolor sit amet consectetur.

*“The University is a membership that combines the powers”*

**- Byline**

012345678910  
!@#\$%&

[Learn More](#)

[Contact](#)

LIGHT MODE

**Lorem ipsum dolor  
sit amet consectetur  
zed platea.**

**LOREM IT SUM LOREM**

Lorem ipsum dolor sit amet consectetur. Aliquam nisi sodales mauris accumsan sed in nunc. Montes sed semper sed gravida dui iaculis ut tortor. Lorem ipsum dolor sit amet consectetur.

*“The University is a membership that combines the powers”*

**- Byline**

012345678910  
!@#\$%&

**Learn More**

**Contact**

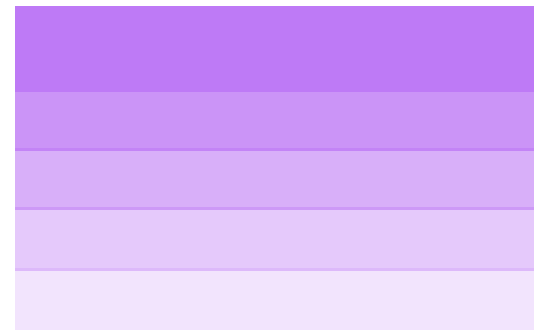
  
**Colors**



## WEB + DIGITAL

For web and digital applications (including Canva), use HEX codes provided. Note that colors may vary on different computers or devices due to inconsistent monitor color calibration.

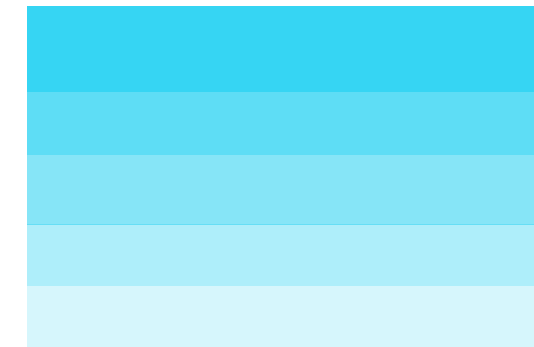
**PURPLE**  
HEX #BE7AF6  
CMYK(23%, 50%, 0%, 4%)



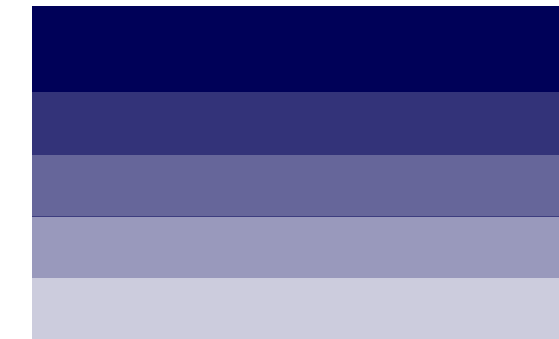
**DARK PURPLE**  
HEX #6D17CB  
CMYK(46%, 89%, 0%, 20%)



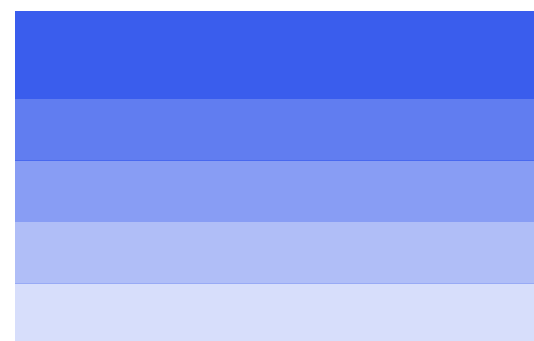
**CYAN**  
HEX #36D5F3  
CMYK(78%, 12%, 0%, 5%)



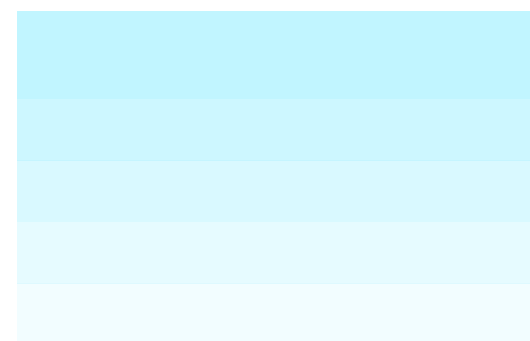
**DARK PURPLE**  
HEX #000158  
CMYK(100%, 99%, 0%, 65%)



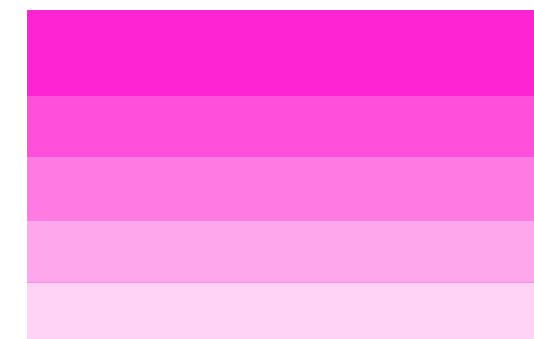
**BLUE**  
HEX #3A5DED  
CMYK(76%, 61%, 0%, 7%)



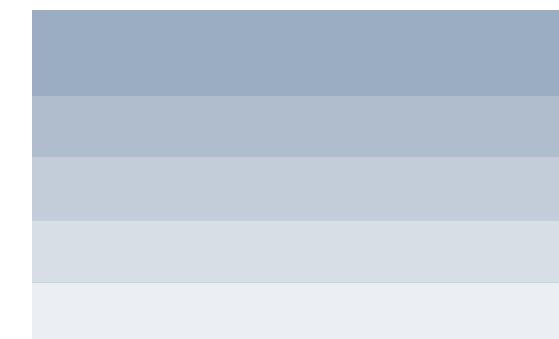
**LIGHT CYAN**  
HEX #C1F5FF  
CMYK(24%, 4%, 0%, 0%)



**MAGENTA**  
HEX #FF24D3  
CMYK(0%, 86%, 17%, 0%)



**GRAY**  
HEX #9BADC0  
CMYK(19%, 10%, 0%, 25%)



## OPACITIES

You may also use the full range of opacities for all of your brand colors. This gives you endless options for color combinations within your brand palette.

## PALETTE

### PRIMARY

Primary color schemes involve selecting one dominant color and using it as the primary focus in design compositions.



### SECONDARY

Secondary color schemes involve combining primary colors to create a harmonious palette, offering flexibility and depth in design compositions.



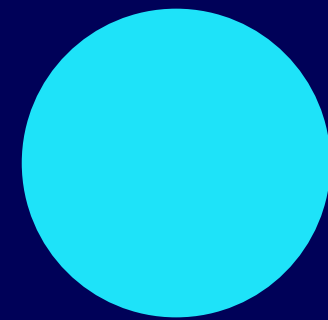
### TERTIARY

Tertiary color schemes provide richness and complexity to design compositions. They are often reserved for promotional materials to add vibrancy and visual interest to marketing campaigns.



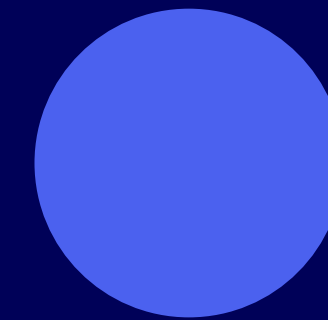
## SPECTRUM

The color scheme serves as a spectrum, allowing for the highlighting of different sports within the space, offering flexibility while accommodating the diverse range of activities and identities present in the aquatic community.



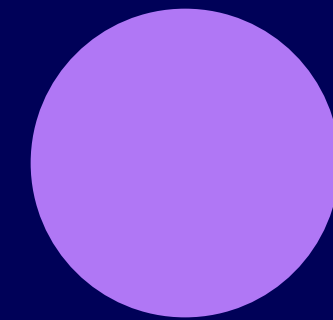
### Swimming

Light blue evokes the clear, refreshing waters of swimming pools and open water



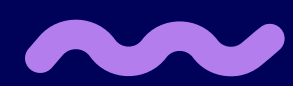
### Water Polo

Blue is a color associated with depth and tranquility, mirroring the vastness of the water where water polo is played.



### Synchro

Purple signifies creativity, grace, and elegance, which are fundamental aspects of synchronized swimming.



# Logos



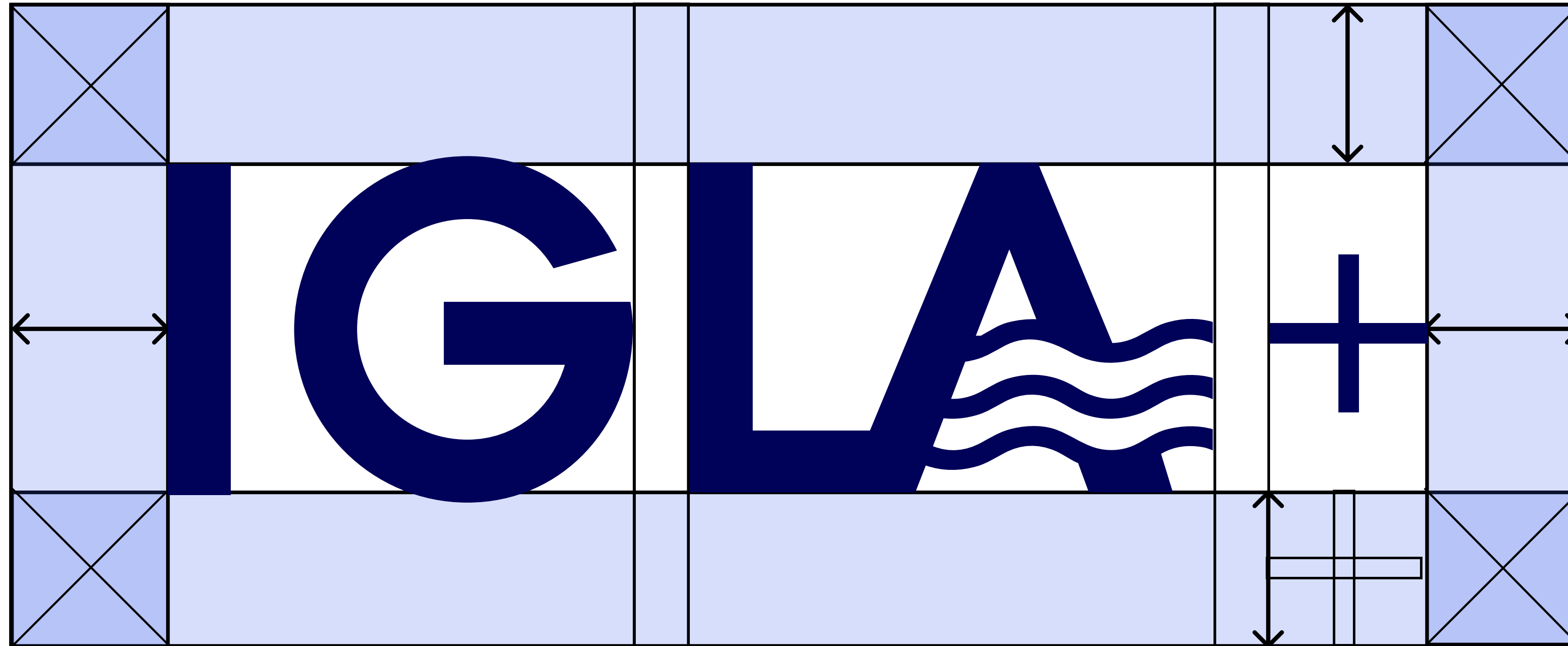
## **LOGOS: AT A GLANCE**

Your logo suite is designed to evolve alongside your business, ensuring a robust and consistent brand representation in every client interaction.

The subsequent pages provide an overview of your different logos and their respective applications. Please adhere to the guidelines to maintain a cohesive and impactful brand presence.

## LOGOS SPACING

For spacing, use the height of the plus sign in the logo as a guide for the amount of clear space between the logo and other elements.



## LOGOS: WORDMARK

Where to Use: Website / Letterhead / Pitchdeck / Esignature



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## LOGOS: STACKED

Where to Use: Business card / Letterhead / Esignature





**LOGOS: STAMP & ALT**

Where to Use: Packaging / Signage / Promotional Materials



**IGLA<sub>+</sub>**

**IGLA<sub>+</sub>**

**IGLA<sub>+</sub>**

**IGLA<sub>+</sub>**



IGLA+ 

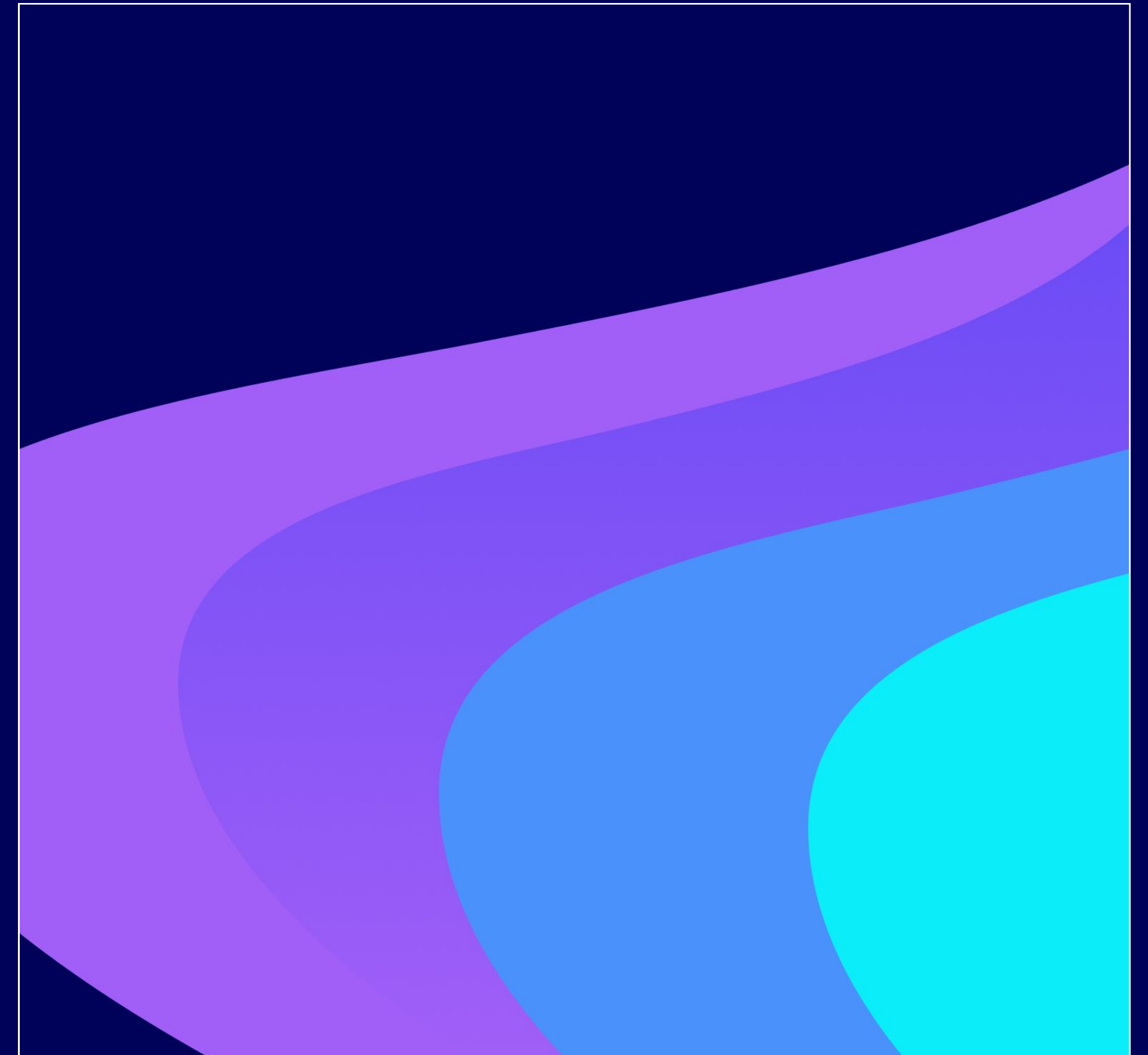
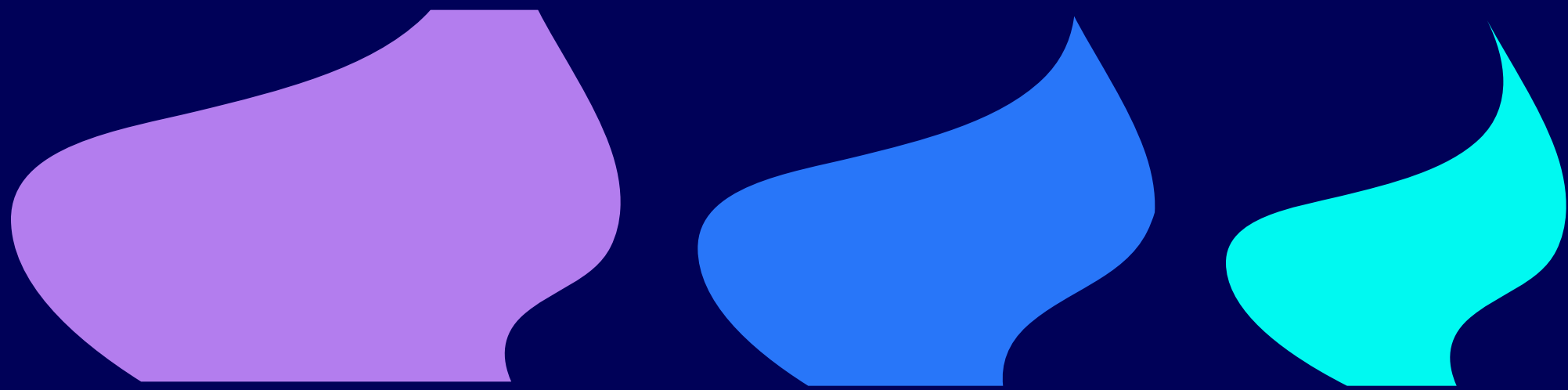
04



# Elements

## BUILDING WAVE ELEMENTS

Use the wave elements to create your own wave textures or use the premade wave textures to add to existing designs.



# EXAMPLES



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**Lorem et  
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**Team Name**  
Location / 2024

**IGLA** +

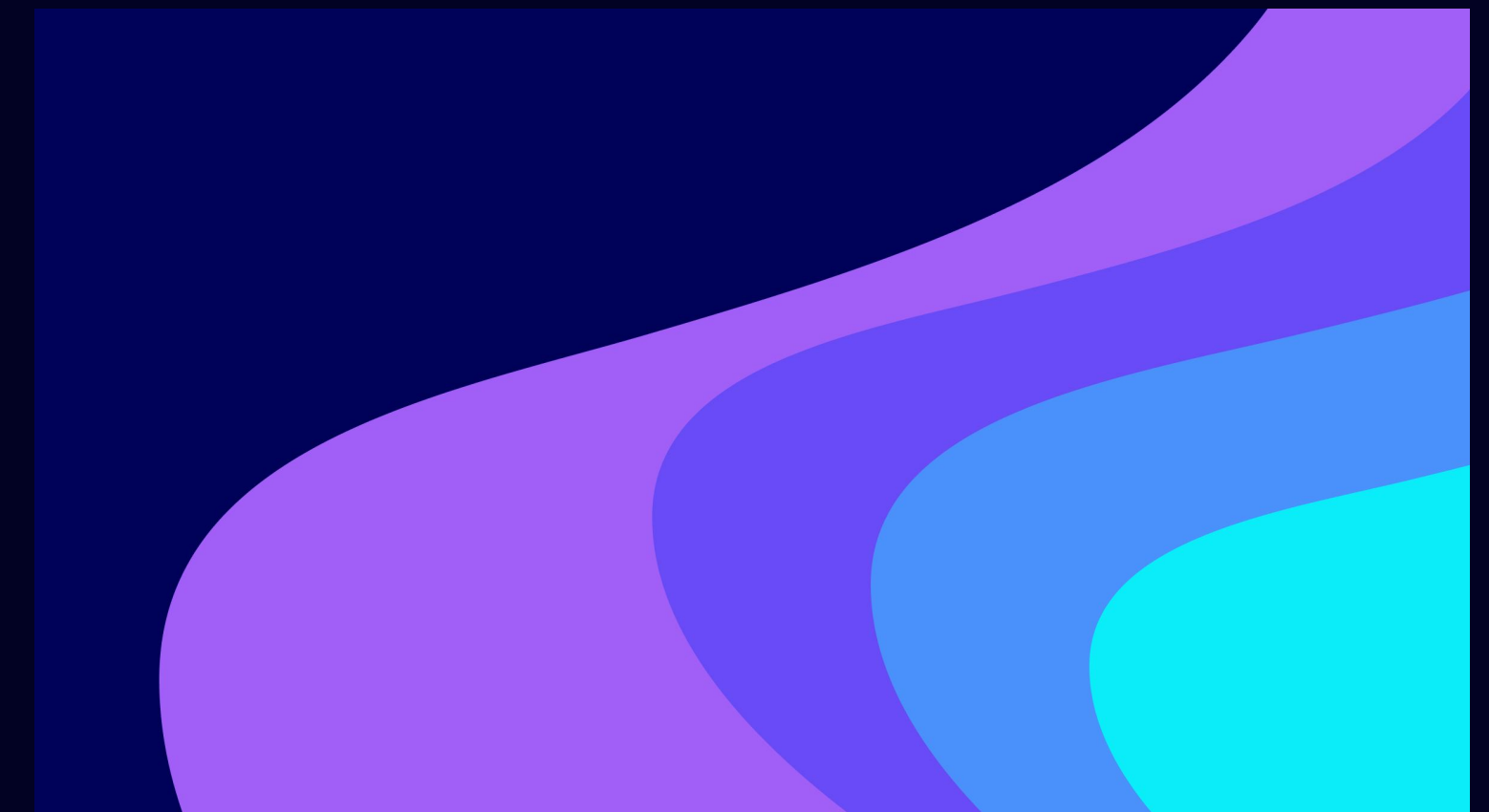
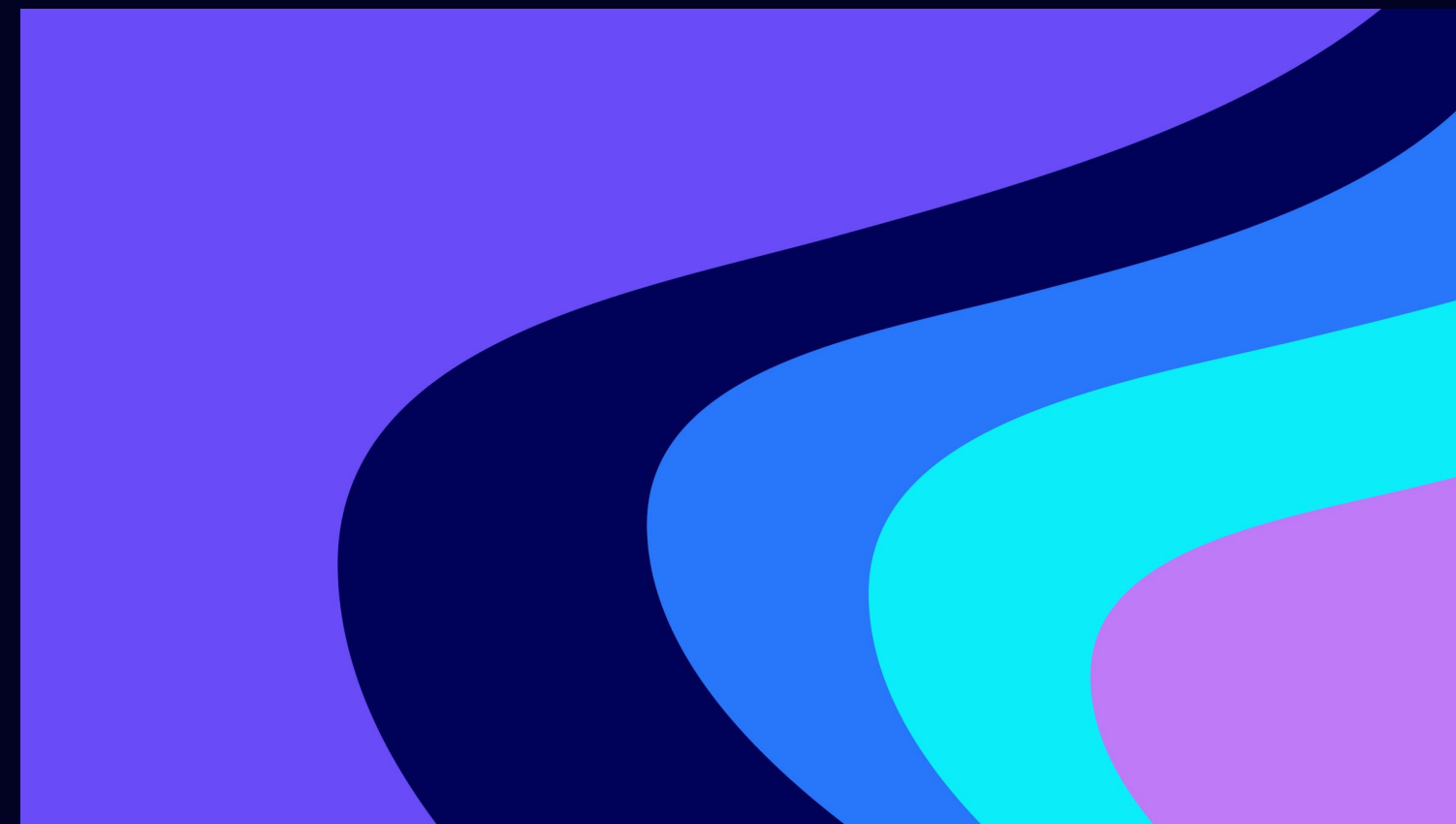
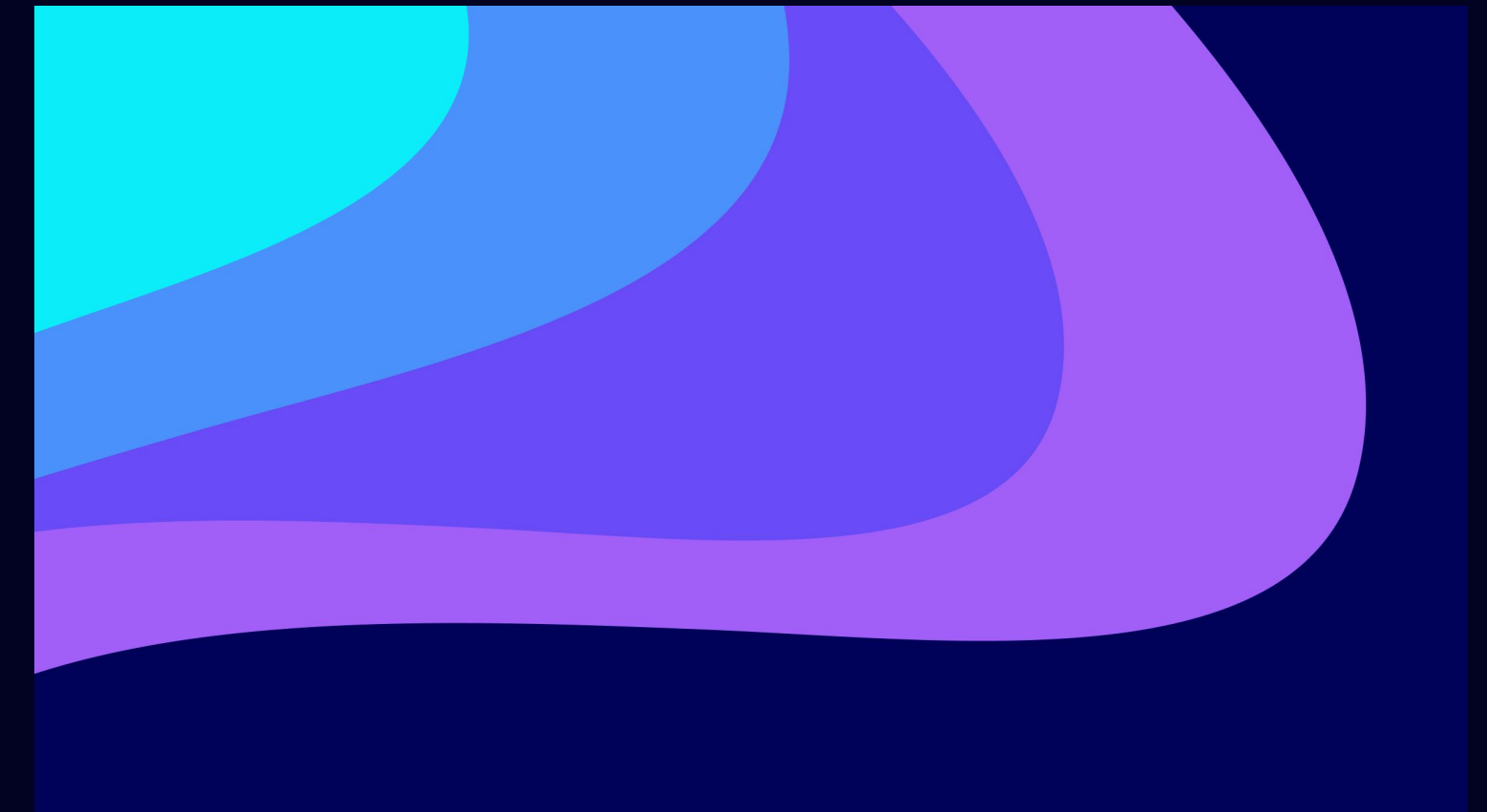
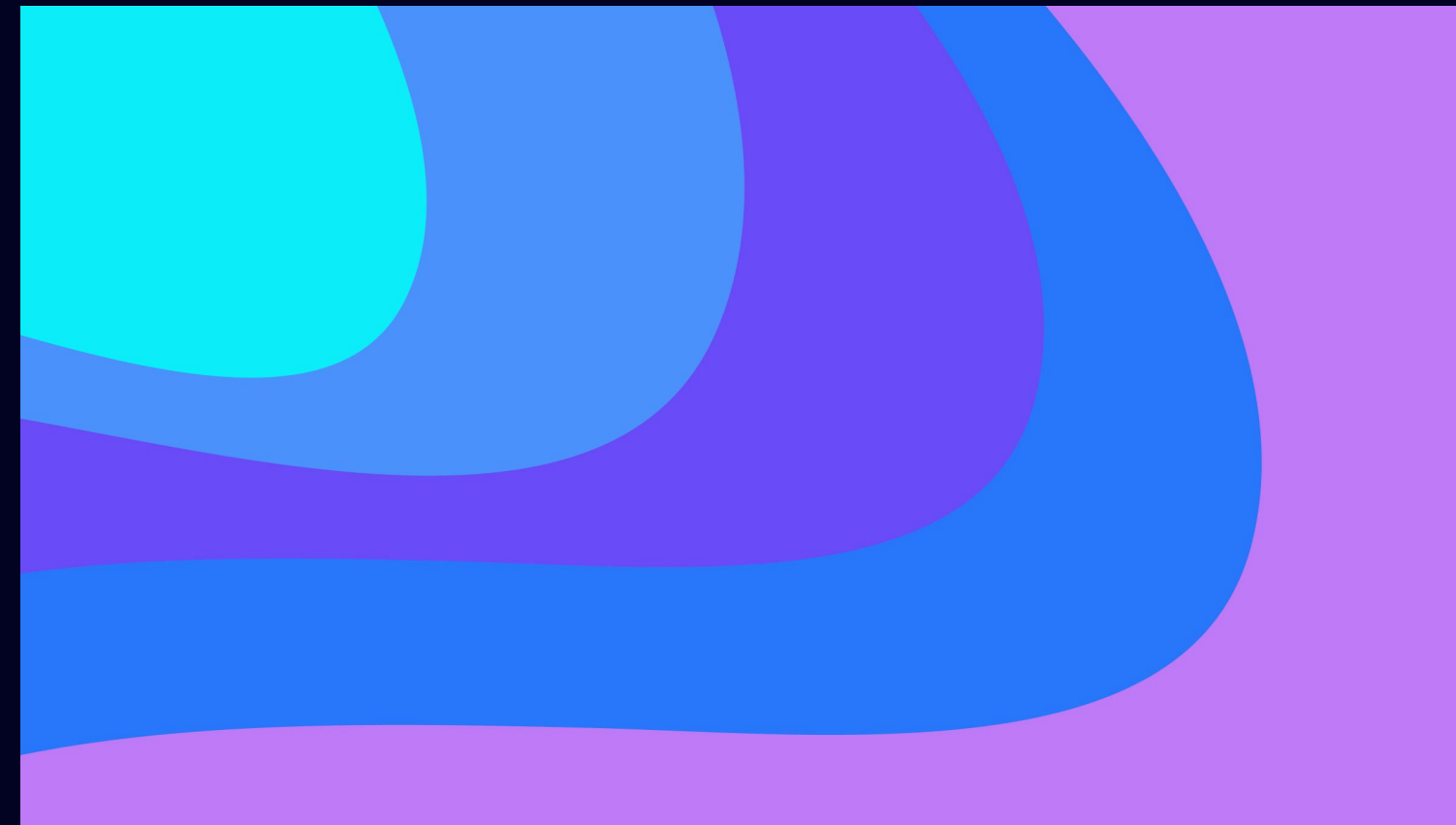
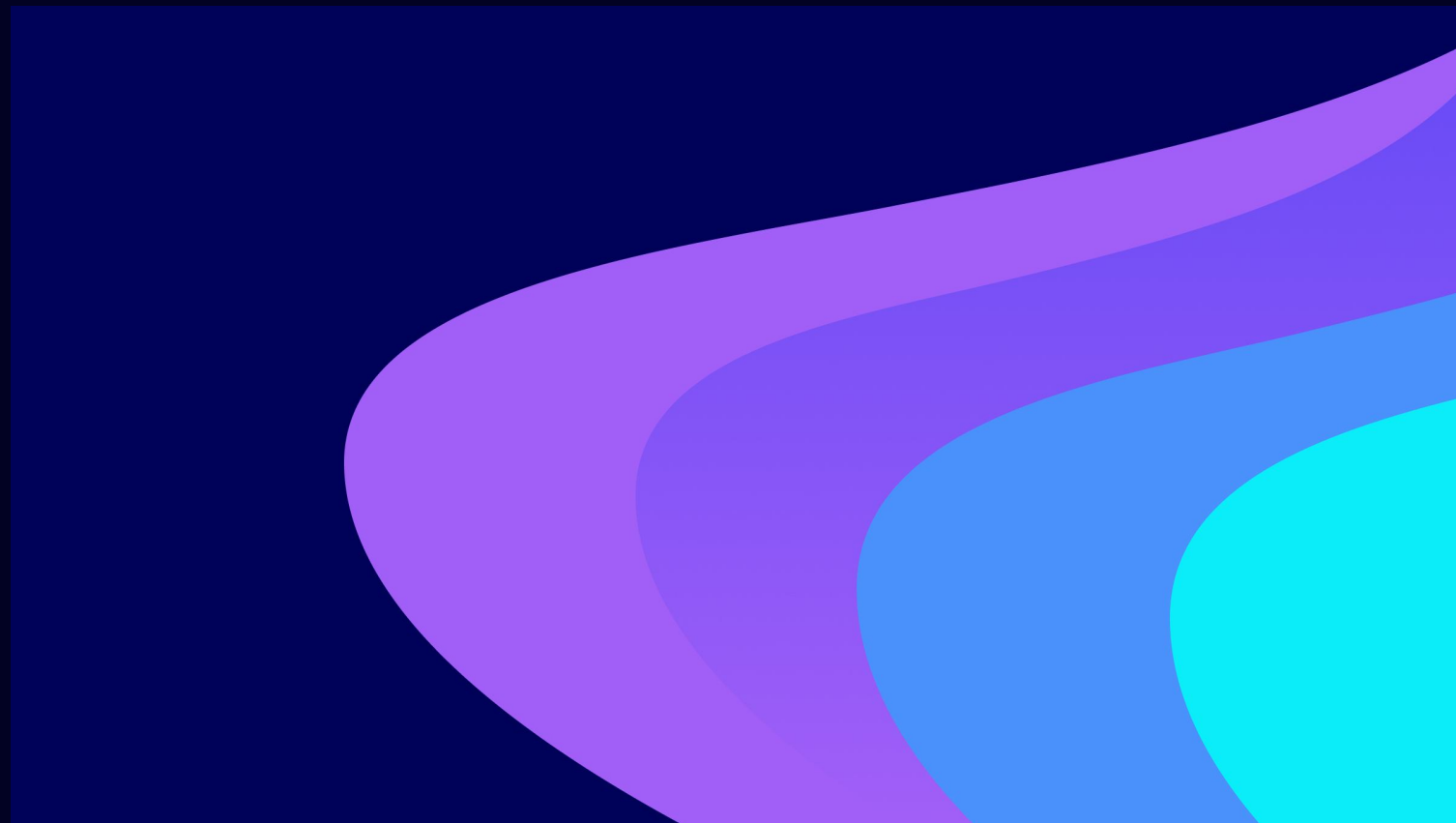


**Team Name**  
Location / 2024

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# WAVE TEXTURES

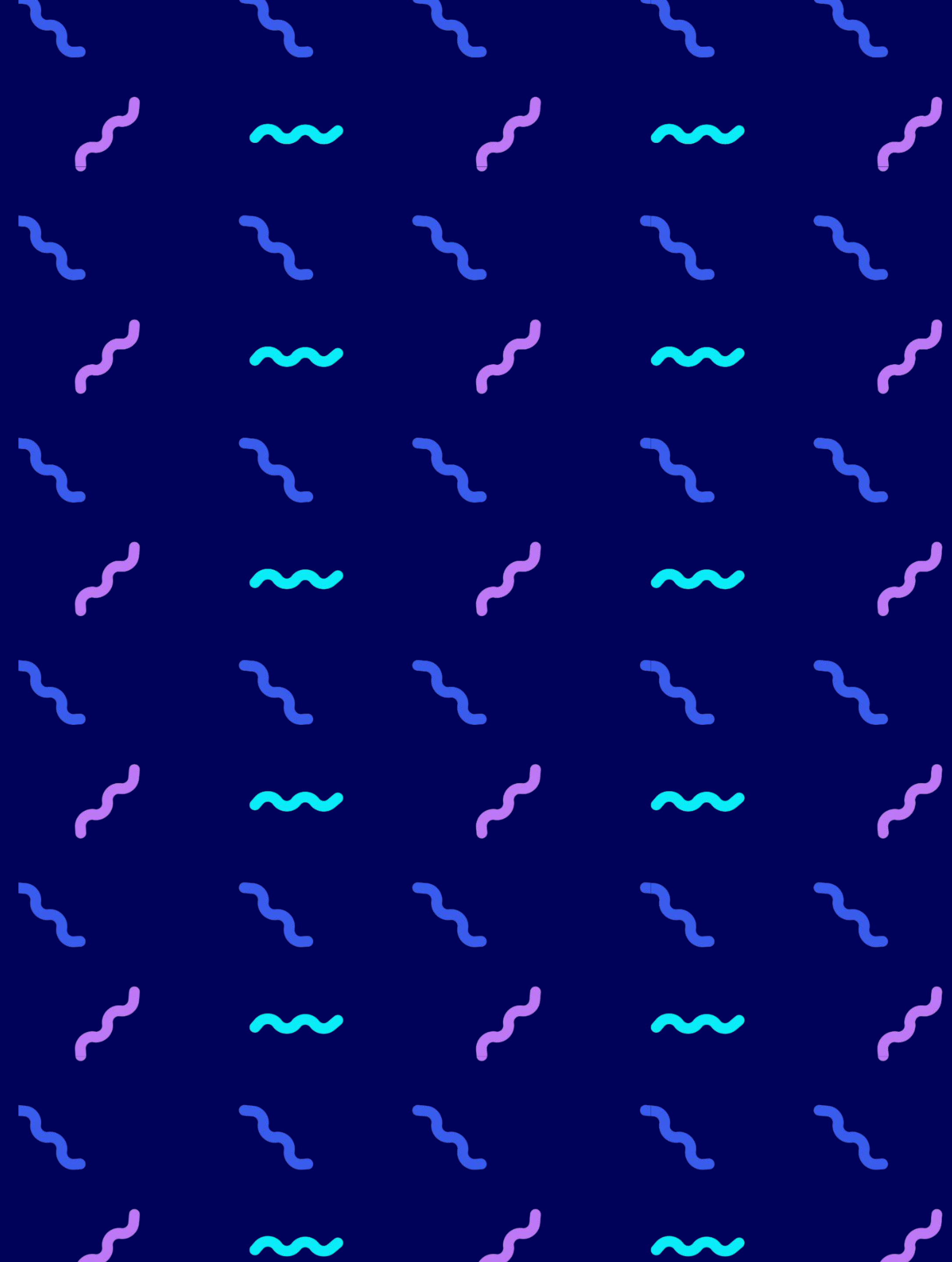


## SQUIGGLES

Use the squiggle elements as patterns or at the top of headlines as an accent to the typography.

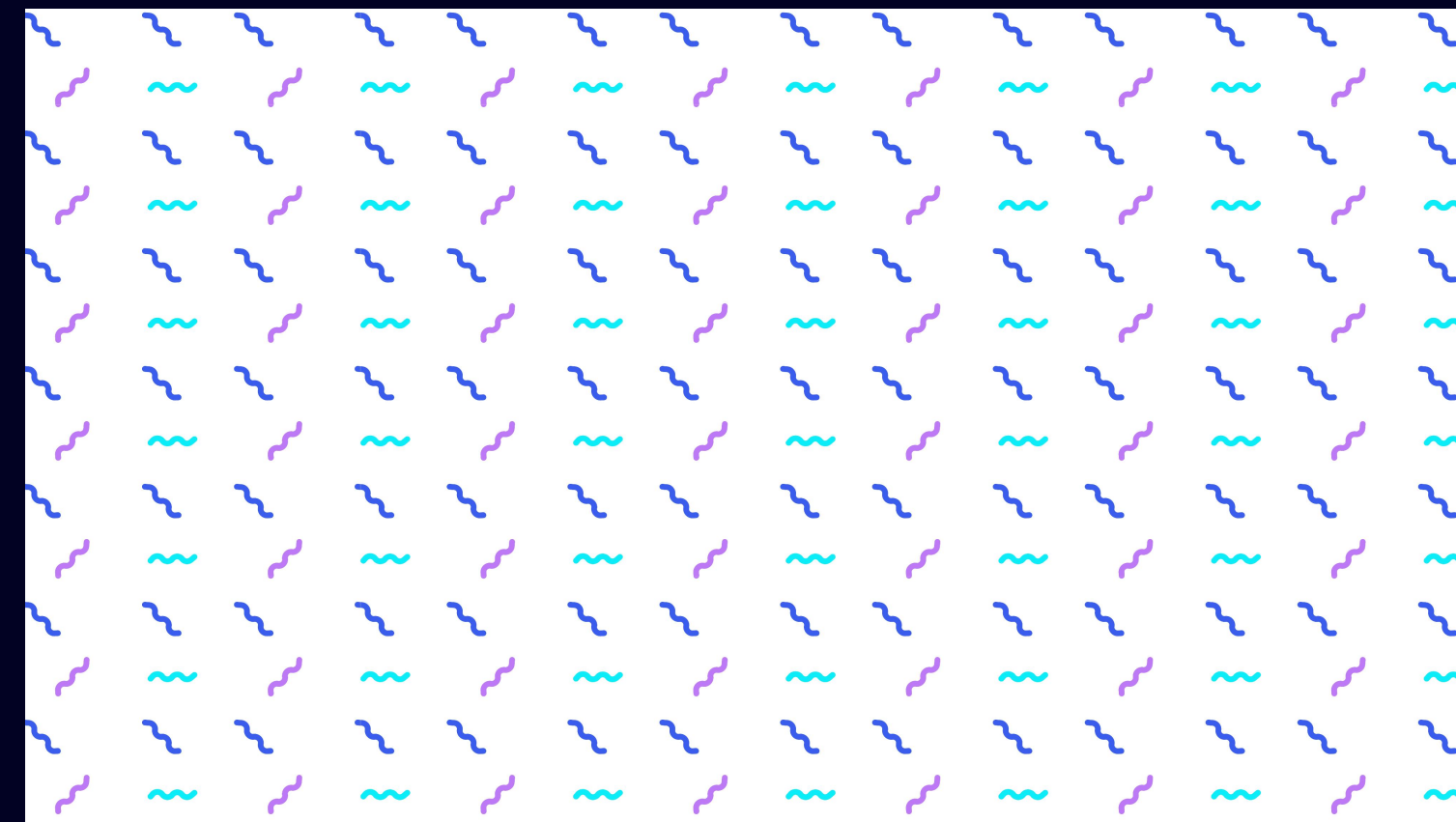
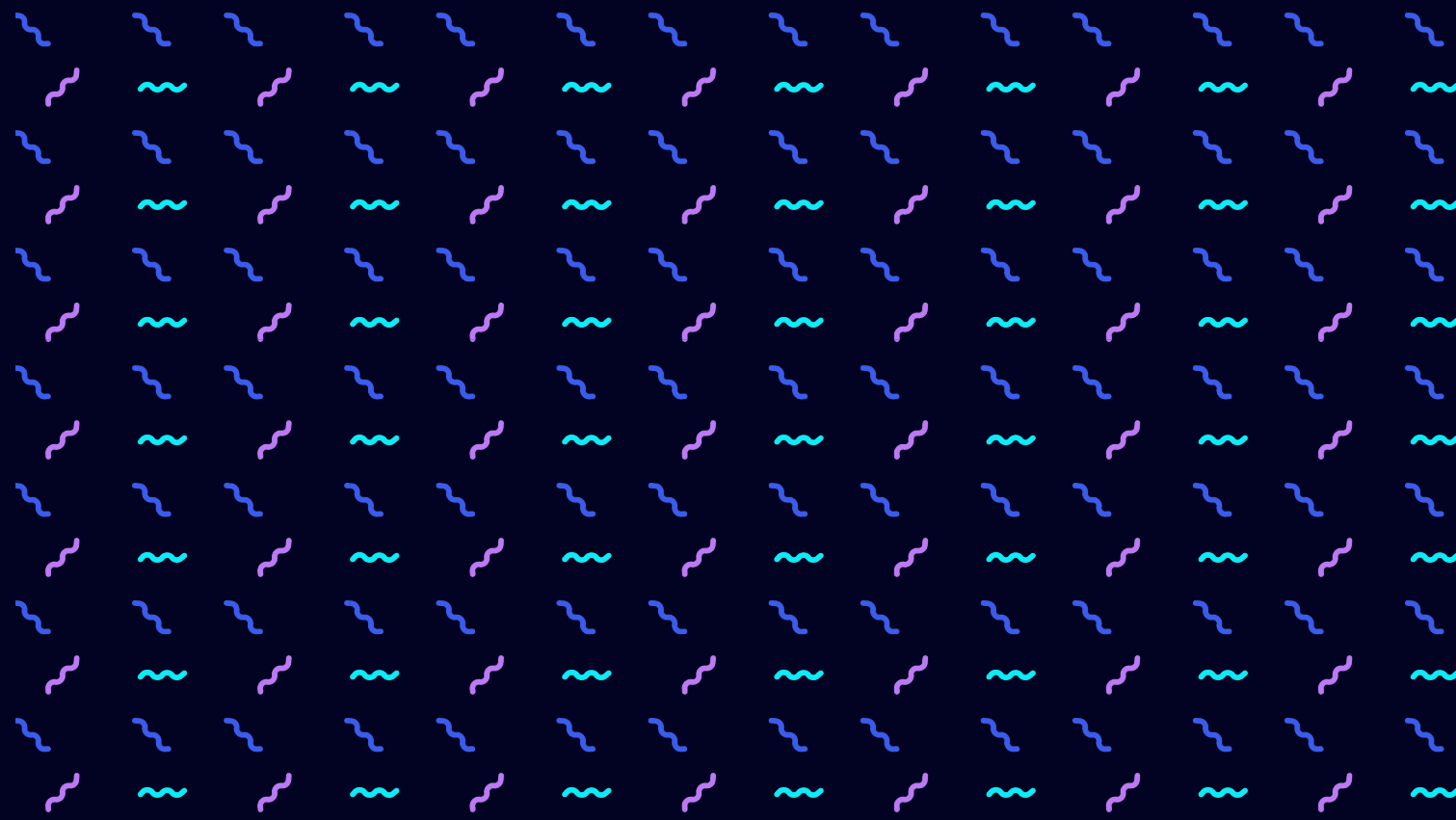
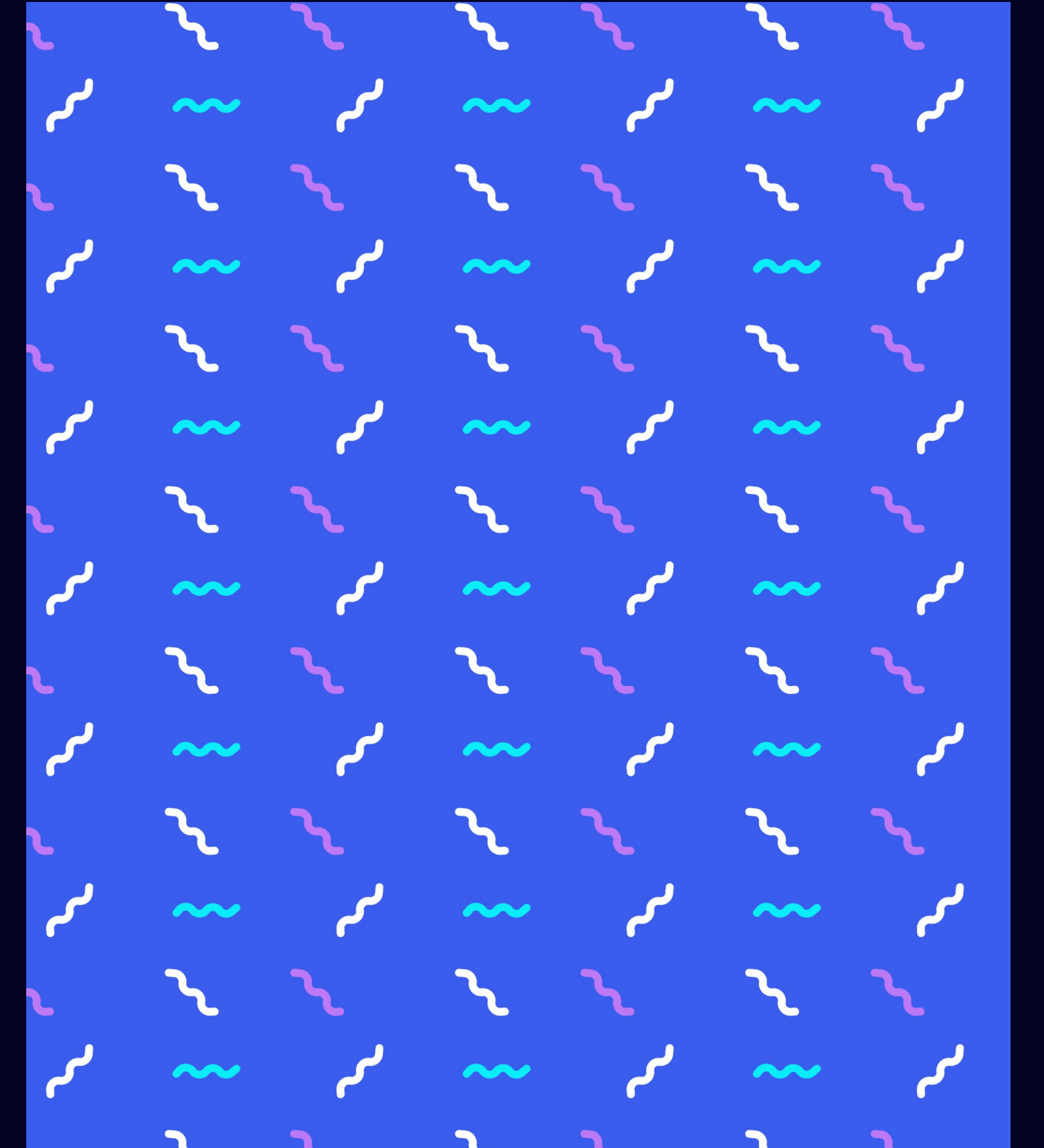
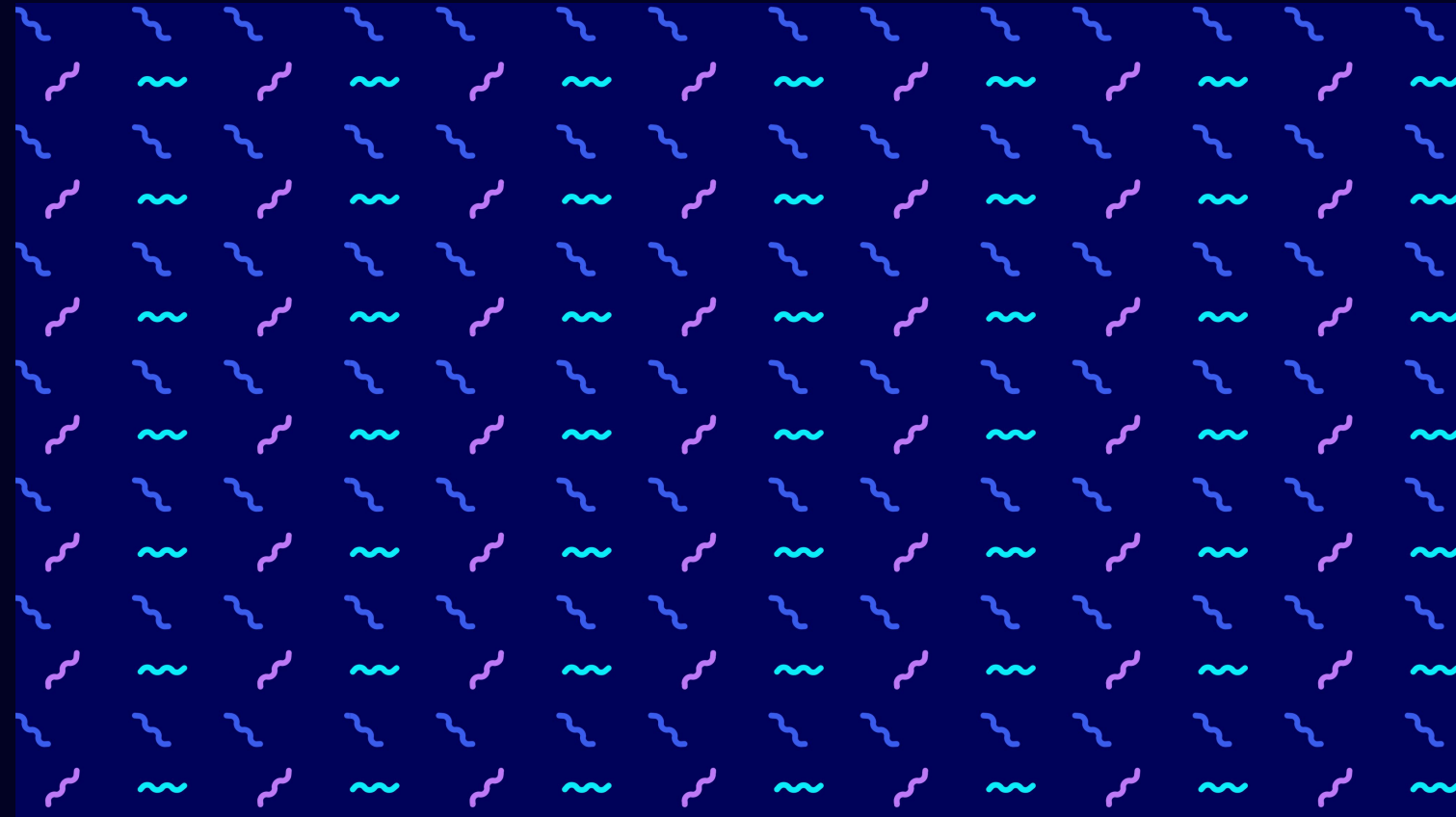


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# SQUIGGLE PATTERNS





# Examples



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# Celebrating Inclusivity: Transforming Aquatic Communities.

[Learn More](#)



Discovery / v1.0  
Client / Hard House  
Brandt Creative Co.  
Contact / Mackenzie Ludwig / design@brandtcreativeco.com  
2/13/2024  
Confidential Deck

### Secondary Colors

The secondary colors in the IGLA+ palette enrich the visual experience, enhance adaptability, and cater to diverse tastes within the LGBT+ aquatic community while reinforcing the brand's commitment to inclusivity and individual expression.



# IGLA+

IGLA+

# Brand Guidelines

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*"The University is a membership that combines the powers"*

- Byline

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