

IAPS Guidelines for Promotion

Design

IAPS Blue

IAPS Blue is the colour of IAPS and the standard colour of the IAPS logo.



The RGB values are: R=2; G=87; B=168 (used for everything on screens)

The CMYK values are: C=99; M=48; Y=0; K=34 (used for printing)

The hex code is: #0257A8

IAPS Font

The official font of IAPS is Gill Sans MT which is a free font. Every official document should be typeset in our official font.

The IAPS logo

The standard IAPS logo exists in two colour combinations of plain white (hex code: #ffffff) and IAPS Blue (hex code: #0257A8). Depending on the use, greyscales may be utilised.



The IAPS logo is available on the Own Cloud as an SVG such that it can be scaled to any publication.
Link: <http://own.iaps.info/index.php/s/E84EkHKKmgbsfF0>

IAPS Slogan

Our official slogan is “*by physics students for physics students*” and can be used on every promotional material.

Publications

Use of the IAPS logo:

Any publication, be it analogue or digital, owned or sponsored by IAPS must include the IAPS logo. A publication owned by IAPS must not show IAPS as a sponsor.

Events

PR material:

Any event organised or sponsored by IAPS must include the IAPS logo on all publications.
An event organised by IAPS must clearly show IAPS as an organiser. As an example, this means that the IAPS logo must not be placed alongside sponsors.
In contrast, an event only sponsored by IAPS may place the IAPS logo among other sponsors.

During the event:

Any event organised or sponsored by IAPS must include a presentation on IAPS during the event.

After the event:

The organisers of any event, be it organised or sponsored by IAPS, must make sure that an article on the event is written for jIAPS. The choice of angle and author of the article is not regulated.
Additional, you must send in a general report, which includes your budget and sponsors.

If there are any questions concerning promotion send a mail to pr@iaps.info. As well, the PR manager can help you typesetting your promotion things if you don't have access to the official font.