

# IBA Brand Guide

IMPACT

BUSINESS

ASSOCIATION



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## IBA

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Impact Business Association

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## Symbol

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IBA의 Symbol은 방향을 뜻하는 나침반을 형상화하여 ‘사회적 가치의 방향성을 제시’한다는 재단의 의미를 담아 상징적으로 표현하였습니다.



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**IBA**

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## Primary Typeface

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IMPACT BUSINESS ASSOCIATION의 기본 영문 서체는 CI Type에 사용한다.

- Robbot Medium

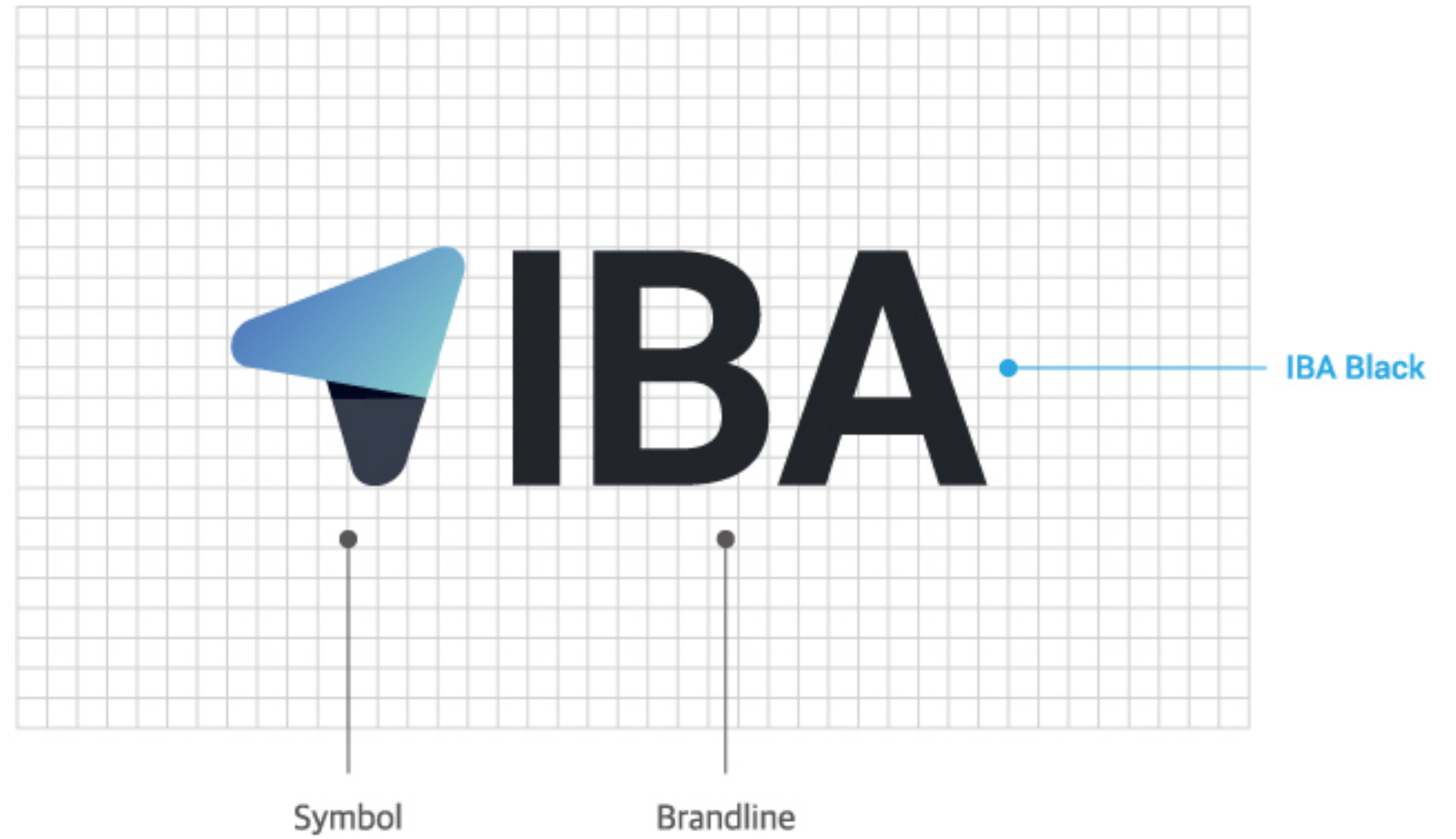
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**IBA**

● — IBA Black

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# IBA

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## CI Guide

### Primary Signature

베이직 시그니처 / 프라이머리 시그니처

### Secondary Signature

프리미엄 시그니처 / 세컨더리 시그니처



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**CI Guide**

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Signature1

Signature2



## Colour Guide

### Primary Colours



IBA Black

Spot Colour  
Pantone

Process Colour

C: 84 M: 78 Y: 72 K: 54  
R: 35 G: 38 B: 43



IBA Dark gray

Spot Colour  
Pantone

Process Colour

C: 83 M: 76 Y: 59 K: 28  
R: 55 G: 60 B: 75



IBA Blue

Spot Colour  
Pantone

Process Colour

C: 81 M: 56 Y: 0 K: 0  
R: 52 G: 104 B: 178



IBA Mint

Spot Colour  
Pantone

Process Colour

C: 48 M: 0 Y: 22 K: 0  
R: 138 G: 206 B: 206

### Colour Application



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**Colour Guide**

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## Hello, world!

A wonderful serenity has taken possession of my entire soul, like these sweet mornings of spring which I enjoy with my whole heart. I am alone, and feel the charm of existence in this spot, which was created for the bliss of souls like mine. I am so happy, my dear friend, so absorbed in the exquisite sense of mere tranquil existence, that I neglect my talents. I should be incapable of drawing a single stroke at the present moment; and yet I feel that I never was a greater artist.

While the lovely valley teems with vapour around me, and the meridian sun strikes the upper surface of the impenetrable foliage of my trees, and but a few stray gleams steal into the inner sanctuary, I throw myself down among the tall grass by the trickling stream; and, as I lie close to the earth, a thousand unknown plants are noticed by me; when I hear the buzz of the little world among the stalks, and grow familiar with the countless indescribable forms of the insects and flies, then I feel the presence of the Almighty, who formed us in his own image, and the breath.

I am alone, and feel the charm of existence in this spot, which was created for the bliss of souls like mine. I am so happy, my dear friend, so absorbed in the exquisite sense of mere tranquil existence, that I neglect my talents. I should be incapable of drawing a single stroke at the present moment; and yet I feel that I never was a greater artist.

Nick Frost, co-founder

