

**IFLA  
WLIC  
2022**  
**DUBLIN**



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**Inspire, Engage, Enable, Connect**

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87th World Library and Information Congress  
26-29 July 2022, Dublin, Ireland

**BRAND BOOK**

# BRAND GUIDELINES

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The document outlines the brand guidelines for the IFLA WLIC 2022, Dublin logo.

These guidelines must be strictly adhered to in all publications & online in order to keep the strong brand identity.

This document is A5 and at this size the text within the logo is 8pt. Where it is possible this should be the smallest the logo should be displayed. There are options outlined on the following page to deal with spacing issues.

Font used: Lato

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Main logo version -  
suitable for all basic uses



Additional version  
of logo with text



87th World Library and Information Congress  
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# BRAND GUIDELINES

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Simplified version of logo -  
suitable for use below 2cm (print)  
and 100 pixels (internet)

**IFLA**  
**WLIC**  
**2020**  
**DUBLIN**

Additional version -  
Including additional text & tagline



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# BRAND GUIDLEINES

protective field



# BRAND GUIDLEINES

protective field



# BRAND GUIDELINES

backgrounds



When using the logo in conjunction with photo backgrounds the logo must be either contained within a solid white frame or alternatively it is acceptable to use a solid white version of the logo.

# BRAND GUIDELINES

backgrounds



When used in presentations it is advised to use the logo in its large scale format at the beginning and end. Any variation of the logo can be used in this instance.

# BRAND GUIDELINES

unacceptable brand forms



Brand modification is not acceptable.

One cannot change or add colour to brand or adjust the brand or its elements.

It's not acceptable to use effects as gradient, shadows, as well as changing placement of symbol towards the logo, size or perspective of the brand.





