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OVERVIEW

The IAC Corporate logo and sector/segment logos are core components of the IAC brand. This document explains and outlines their proper use.
STRUCTURE, SPACING AND SCALE

IAC CORPORATE LOGO | Structure

The I, A and C in the IAC mark are always uppercase.
The IAC corporate logo should have a **margin of clear space on all sides** around it equal to the cap height of the IAC font (shown as h).

No objects (text, images, or other logos) can appear inside of this area.
STRUCTURE, SPACING AND SCALE [CONTINUED]

IAC CORPORATE LOGO | Scale

For logos needed at 2" width and larger, use the logo file labeled “IAC_Logo-33_Large”

For logos needed at smaller than 2" width, use the logo file labeled “IAC_Logo-33_Small”

For logos needed at 2" width and larger, use the logo file labeled “IAC_Logo-33_Grayscale_Large”

For logos needed at smaller than 2" width, use the logo file labeled “IAC_Logo-33_Grayscale_Small”
COLORS: PRINT AND ONLINE

Use the appropriate version of each logo according to the type of application.

PRINT: PROCESS
For four-color process (CMYK) print jobs, use the appropriate version of the logo with the color values below.

DARK BLUE: 98C 83M 24Y 10K
RED: 12C 100M 100Y 3K

PRINT: SPOT
For spot color print jobs, use the appropriate version of the logo with the color values below.

DARK BLUE: Pantone 287 C
RED: Pantone 199 C

ONLINE
For any online or screen applications, use the version of the logo with the color values below.

DARK BLUE: RGB: 35 / 66 / 122
Hex Code: 23427a
RED: RGB: 208 / 0 / 0
Hex Code: d00000
**COLOR: GRAYSCALE**

For high resolution black and white printing, use the appropriate version of the logo with the color substitution values below.

Primary - 100% Black  
Secondary - 30% Black

CMYK / For Printed Materials

GRAYSCALE:
100% BLACK  
30% BLACK
COLORS: ONE-COLOR

For spot color print jobs or low resolution applications, use the appropriate version of the logo set entirely in black.
COLORS: BACKGROUND

LOGO ON A DARK BACKGROUND
A one-color, all-white version of the logo is used on dark backgrounds. A colored version of the logo must not be used because the contrast of the blue and red against the dark background is too subtle.

LOGO ON A LIGHT BACKGROUND
A colored version of the logo can be used over light backgrounds with low color saturation.

If used over a non-solid background (like a photograph or shaded field of color such as a gradient), special care must be given to placement. The logo must not be placed over areas of high relative contrast.
WEBSITE USAGE

Learn more about LIFE AT IAC

About Us
IAC is a leading media and Internet company with more than 150 brands and products serving loyal consumer audiences.

Learn more →

Careers
We're always looking for people with strong business sense and leadership abilities. Search our job openings and find the right fit for you.

Search Jobs →

Investors

<table>
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<th>Symbol</th>
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INVESTOR RELATIONS →
**FONT**

Didot Regular
Sheared manually 20°

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
**IMPROPER USES (DO’S AND DON’TS)**

- **DO NOT** change the logo colors
- **DO NOT** distort the logo by skewing or stretching horizontally or vertically
- **DO NOT** rotate the logo
- **DO NOT** scale beyond a reasonable size
- **DO NOT** remove any elements of the logo
- **DO NOT** outline the logo
IMPROPER USES (DO’S AND DON’TS) (CONTINUED)

DO NOT place text after the IAC logo

DO NOT create your own language when using the IAC logo as a sub-brand.

PROPER USE:
When using the IAC logo as a sub-brand, always use this treatment.