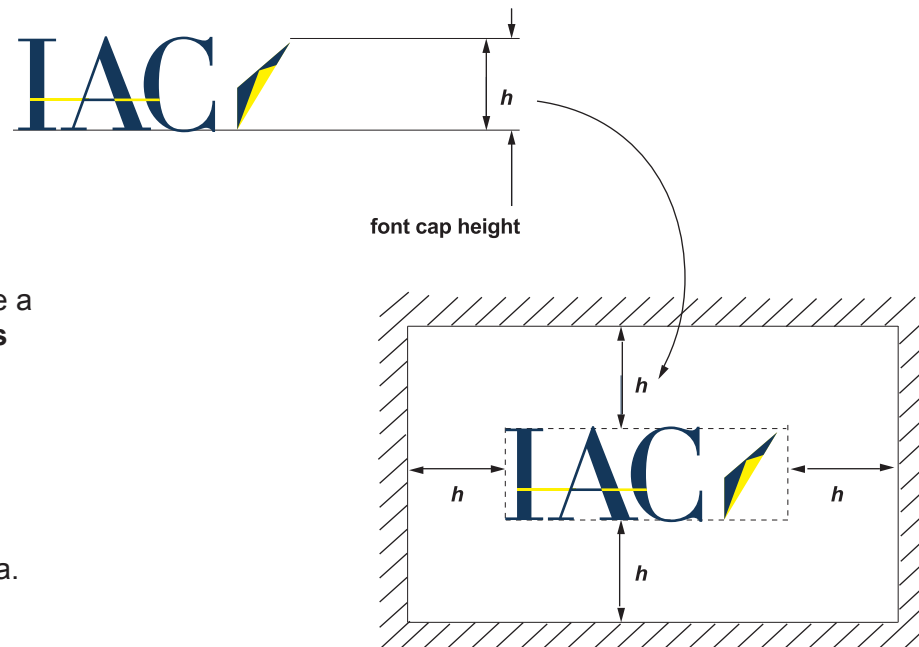# Logo Usage Guide

October 2013

Contents

Overview

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

Scale, Structure and Spacing

Spacing
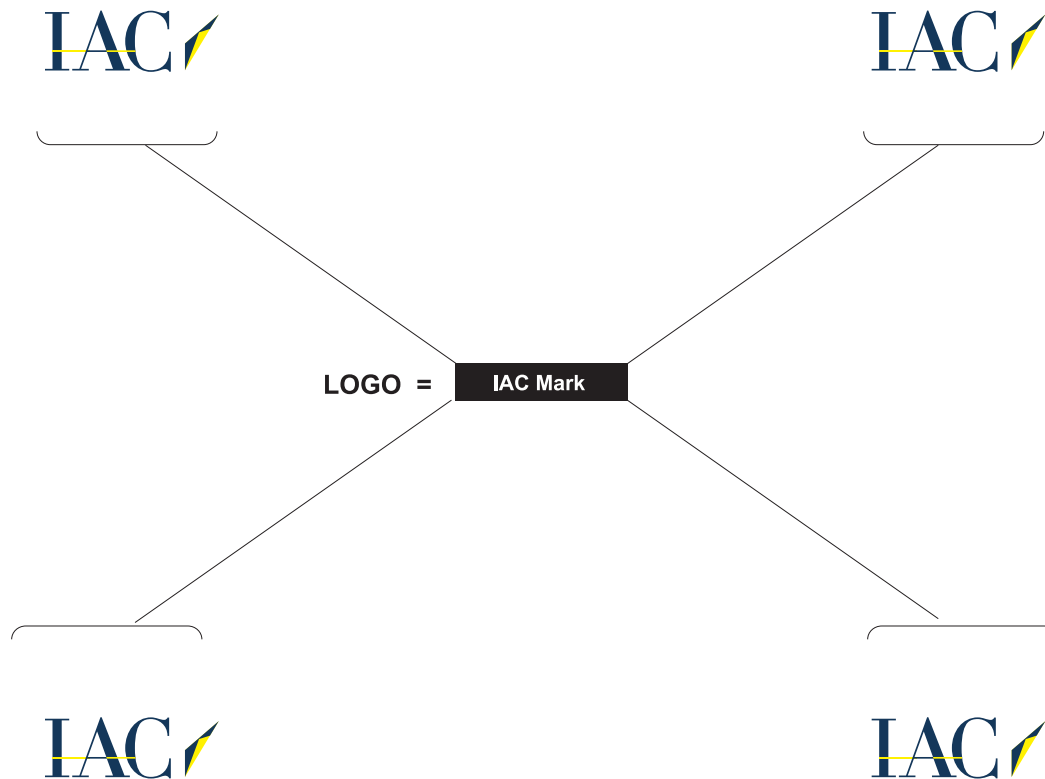*IAC Corporate Logo*

font cap height

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.

Scale, Structure and Spacing [continued]

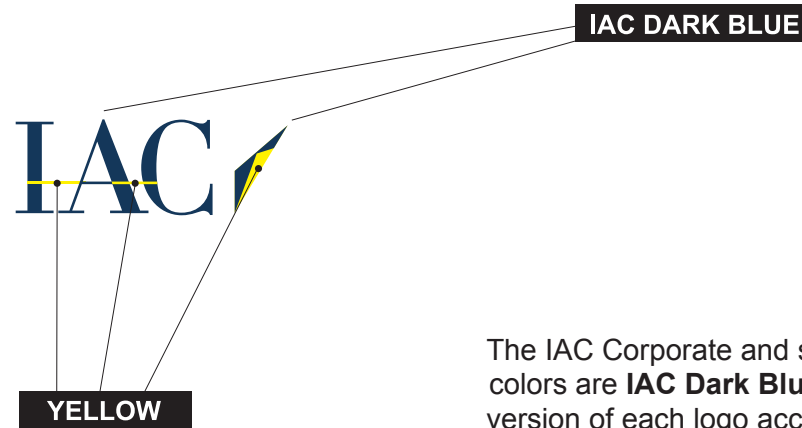The IAC Corporate logo is composed of the IAC Mark.

LOGO = IAC Mark

Scale, Structure and Spacing [continued]

IAC Corporate Logo
The I, A and C in the IAC Mark are always uppercase.

Colors: Offline and Online

IAC DARK BLUE

YELLOW

The IAC Corporate and sector/segment brand logo colors are **IAC Dark Blue** and **Yellow**. 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.

IAC DARK BLUE	CMYK **100, 64, 0, 60**
YELLOW	CMYK **0, 0, 100, 0**

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

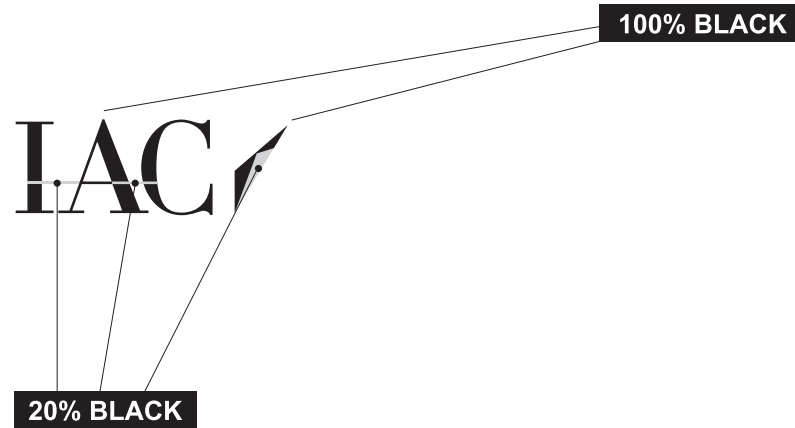|	
IAC DARK BLUE	PMS **289 BLUE**
YELLOW	PMS **PANTONE YELLOW**

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

IAC DARK BLUE	RGB **0, 0, 51** HEX **000033**
YELLOW	RGB **255, 255, 0** HEX **FFFF00**

Colors: Grayscale

100% BLACK

20% BLACK

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

IAC DARK BLUE	**100% BLACK**
YELLOW	**20% BLACK**

Colors: One-color

IAC

Print: One-color
For spot color print jobs or low
resolution applications such as use in
fax forms, 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 yellow against white text 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.

Fonts

IAC Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
& abcdefghijklmnopqrstuvwxyz

Improper Uses (Do's and Don'ts)

DO NOT change the logo element colors

DO NOT scale beyond a reasonable size

Improper Uses (Do's and Don'ts) [continued]

an IAC Company

DO NOT place text after the IAC logo

match.com
an IAC Company

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.

match.com
an operating business of IAC