



The Iowa Academy of Science Publication and Logo Usage Guidelines

The Iowa Academy of Science logo is not just intellectual property to be protected, it is the visual touchstone that our members and the public associate with our organization and all that it stands for. Therefore, our logos must be used appropriately and consistently. The Iowa Academy of Science logo is protected by copyright laws, and those who misappropriate the logo are subject to prosecution under federal laws, not to mention the acquisition of really, really bad karma.

The Iowa Academy of Science Board of Directors grants IAS staff, sections, and committees the rights to use the Iowa Academy of Science logo, titles, names, and abbreviations within these guidelines. The IAS Board of Directors reserves the right to monitor use of the IAS name and logo, including inspecting goods or services on which the name and logo are used, and to withdraw its consent for use or change the guidelines for use at any time. Permission must be obtained, in writing, to use the IAS logo, name, or titles in a way that is inconsistent with these guidelines.

Follow these guidelines when using the Iowa Academy of Science:

1. **The IAS Logo is for official IAS use only.** This includes use in IAS publications and marketing material, use by sections for section events, and use by committees for committee activities. Only the Iowa Academy of Science Board and/or Executive Director can approve the use of the IAS logo to endorse a product, event, or idea.
2. **Never display the logo with parts changed or eliminated.** For example, you can't take the oak leaf, atom, or other symbols out of the logo.
3. **Never overlap the logo with text or another graphic.** For example, don't place the transparent image over a photograph or background image.
4. **Don't alter the logo color scheme.** The IAS logo may be represented in black or navy blue (web color #808080) over a white background or white over a navy or black background.
5. **Don't stretch or deform the logos.** In most applications, to resize the logo, you click and drag one of the selected image handlers with your mouse. Always hold the shift key down on your keyboard when doing so. This will make sure you resize the logo in proportion and not make it wider or taller in the process.
6. **If you are unsure, ask.**

Logo Versions Provided:

Screen Logos (For web and PowerPoint documents)

1. **ias120SQcircle.gif** (9KB)
Black IAS Logo on white background. Double circle.
96dpi 120 x 120 pixels
Use at 50-100%. Do not enlarge.
2. **ias120Dcircle.gif** (9KB)
Black (or navy) IAS logo on a circular white background. Double circle.
96dpi 120 x 120 pixels
Use at 50-100%. Do not enlarge.
3. **iasblack.gif** (96KB)/**iasblue.gif** (145KB)
Black IAS logo on white background. Single circle.
96dpi 861 X 861 pixels
Use at 10-300%.
4. **iasblacktran.gif** (96KB)/**iasbluetran.gif** (154KB)
Black (or navy) IAS logo on transparent background. Single circle.
96dpi 861 X 861 pixels
Use at 10-300%.

Printable Logos

1. **IASBlack.tif** (81KB)
Black Logo on white background. Single circle.
199dpi 339 x 339 pixels
Print at 30-200%.
2. **IASBlue.tif** (539KB)
Navy logo on white background. Single circle.
200dpi 861 x 861 pixels
Print at 10-200%.

Publication Guidelines

Mission Statement

Each Iowa Academy of Science publication shall contain the mission of the Iowa Academy of Science:

To further scientific research and its dissemination, education in the sciences, public understanding of science, and recognition of excellence in these endeavors.

Use of Iowa Academy of Science Names and Titles

First use in a publication:

The Iowa Academy of Science

The Iowa Science Teachers Section of the Iowa Academy of Science

Iowa Academy of Science Annual Meeting

ISTS Fall Conference

Iowa Junior Academy of Science

Journal of the Iowa Academy of Science

Excellence in Science Teaching Awards

Science Teachers And Research Students Manual

Iowa Academy of Science Board of Directors

Iowa Academy of Science Executive Director

The IAS Distinguished Fellow, Service, Science Teacher, & Scientist awards may collectively be called the IAS Distinguished Awards.

Optional following mentions:

IAS, the Academy

ISTS

IAS Annual Meeting

-None-

IJAS

JIAS

ESTA, ESTAs

STARS Manual

IAS Board of Directors

IAS Executive Director