



IANA

INTERMODAL ASSOCIATION
OF NORTH AMERICA

BRAND GUIDELINES

SEPTEMBER 2016

Contents

3	Service Description	23	Brand Story
5	Brand Pillars	25	Tagline
10	Brand Promises	27	Implementation
12	Brand Persona	31	Logo
17	Brand Values	43	Typography
21	Value Proposition	47	Color Palette

Service Description

How do we describe the IANA experience?

IANA is the face—and voice—of the intermodal freight community.

IANA consistently supports the shared needs, interests, and goals of its diverse members—regardless of mode or function—with business solutions, education, and networking opportunities.

IANA's roster of more than 1,000 corporate members includes railroads, ocean carriers, ports, intermodal truckers and over-the-road highway carriers, intermodal marketing and logistic companies, and suppliers to the industry. This roster gives IANA a unique position within the intermodal community, one which is authoritative, holistic and able to affect change that benefits everyone.

The internal service description frames the essential components of what the association uniquely delivers. As a central baseline for the brand experience, the service description is the foundation of IANA's comprehensive brand strategy. It can serve as both an internal mantra to keep the IANA staff focused toward the same goals, and also as external boiler plate language for outside audiences to simply understand what IANA does day to day.

Brand Pillars

Who is IANA?

Leadership.
Innovation.
Collaboration.

Who is IANA?

Leadership.

WHAT THIS MEANS:

IANA is trusted to confront the intermodal freight community's most pressing challenges with confidence and expert insight for the benefit the entire industry. IANA delivers unbiased, relevant information and recommended industry practices to expand members' horizons of knowledge, advancing business efficiencies and supporting professional readiness.

Brand pillars set the stage for what members and other stakeholders should expect as a return on their investment with IANA. They are the building blocks for internal staff to be able to craft tailored messaging and outreach materials for different audience groups that all establish a singular consistent IANA brand experience.

Who is IANA?

Innovation.

WHAT THIS MEANS:

IANA offers an array of unique, essential services and programs designed to help push the industry forward. We want to use innovation to improve the industry's day-to-day operations and promote comprehension, unity, and integration. The association provides a robust and open environment in which to help members successfully achieve their business objectives.

Brand pillars set the stage for what members and other stakeholders should expect as a return on their investment with IANA. They are the building blocks for internal staff to be able to craft tailored messaging and outreach materials for different audience groups that all establish a singular consistent IANA brand experience.

Who is IANA?

Collaboration.

WHAT THIS MEANS:

IANA brings together industry members to advocate all modes of intermodal transportation—encouraging harmony and collaboration in support of the shared goals of industry-wide improvements. IANA creates opportunities for members to build business relationships.

Brand pillars set the stage for what members and other stakeholders should expect as a return on their investment with IANA. They are the building blocks for internal staff to be able to craft tailored messaging and outreach materials for different audience groups that all establish a singular consistent IANA brand experience.

Brand Promise

What is our promise?

IANA connects members of the intermodal freight community
with the resources and opportunities they need to stay informed, aligned and on the path to success.

*The brand promise is a positioning statement celebrates the most impactful elements of the brand's offerings.
This statement clearly depicts the means by which IANA delivers value, establishing a rallying cry for all internal
members of IANA's inner circle to work toward.*

Brand Persona

What does IANA sound like?

Smart.

IANA is a voice of authority and expertise in the intermodal freight community. We are known and respected for our mode neutrality, our comprehensive products and services, and our broad reach and influence. The information we provide is based on our insight and knowledge. In all that we do, we strive for the utmost in transparency, honesty, and professionalism. IANA is smart.

WHAT THIS MEANS:

Ensure that IANA continues to be recognized as the go-to organization for all those involved at every touchpoint of the intermodal freight community.

Brand continuity is an essential element for brand understanding and recall. Establishing IANA's tone of voice will provide guidance for maintaining a singular dynamic and engaging personality for all brand communications across all brand channels.

What does IANA sound like?

Personal.

IANA recognizes that we are here to support the individuals and companies that power the global intermodal freight community, regardless of the role they play or service they provide. By facilitating thoughtful interaction and collaboration between individuals with shared goals and interests, we underscore the humanity at the heart of our business. IANA is personal.

WHAT THIS MEANS:

Ensure that IANA members and stakeholders are treated warmly and professionally, with a focus on authentic, personalized service.

Brand continuity is an essential element for brand understanding and recall. Establishing IANA's tone of voice will provide guidance for maintaining a singular dynamic and engaging personality for all brand communications across all brand channels.

What does IANA sound like?

Empowering.

IANA's comprehensive, timely, and relevant support and information ensures that the businesses in our industry are given the tools they need to get the job done, to develop industry best practices, and to comply with industry regulations. Our approach to information dissemination and connectivity is grounded in innovation and efficiency—with the end goal of productivity and achievement. IANA is empowering.

WHAT THIS MEANS:

Ensure that all industry players have a seat at the table, equal access to IANA resources, and the opportunity to achieve their business goals.

Brand continuity is an essential element for brand understanding and recall. Establishing IANA's tone of voice will provide guidance for maintaining a singular dynamic and engaging personality for all brand communications across all brand channels.

What does IANA sound like?

Concise.

IANA communicates in clear, concise language designed to inform and educate, rather than complicate and confuse. Our growth-focused mission understands that complex information requires straightforward delivery. Our success and that of our members and stakeholders demands an approach that brings people together and speaks honestly and openly to their needs. IANA is concise.

WHAT THIS MEANS:

Ensure that IANA's programs and services are presented in a way that is easily understood yet thorough and precise.

Brand continuity is an essential element for brand understanding and recall. Establishing IANA's tone of voice will provide guidance for maintaining a singular dynamic and engaging personality for all brand communications across all brand channels.

Brand Values

A large, dark blue abstract shape that starts as a thin line on the left and curves upwards to the right, filling the bottom right portion of the slide.

Delivering Actionable Knowledge

We educate, inform, and empower—laying the foundations of tomorrow's success today.

Supporting the professional readiness of our membership is fundamental. We are committed to providing valuable engagement opportunities and educational resources that are data-driven, actionable, and inspiring.

The brand values define who IANA is as an organization—at its core—and what the association believes in above all else. These values should be ingrained into the culture of the organization, at every level, inspiring each touchpoint of communication or interaction with target audiences. When properly aligned, these values begin to create an authentic, grounded personality for the brand that leaves a lasting impression with external audiences.

Building a Unified Community

There is strength in unity. Together, we advance our industry.

By offering multiple forums for industry-wide collaboration, we break down barriers, maintain focus on the collective interest, and build consensus on shared objectives.

The brand values define who IANA is as an organization—at its core—and what the association believes in above all else. These values should be ingrained into the culture of the organization, at every level, inspiring each touchpoint of communication or interaction with target audiences. When properly aligned, these values begin to create an authentic, grounded personality for the brand that leaves a lasting impression with external audiences.

Driving Industry Success

We have challenged the industry and pushed it forward—with power and with purpose.

IANA has long been recognized for an unwavering commitment to the interests of our members and stakeholders. Our unique expertise provides the opportunity to continue influencing and improving industry operations into the future.

The brand values define who IANA is as an organization—at its core—and what the association believes in above all else. These values should be ingrained into the culture of the organization, at every level, inspiring each touchpoint of communication or interaction with target audiences. When properly aligned, these values begin to create an authentic, grounded personality for the brand that leaves a lasting impression with external audiences.

Value Proposition

What sets IANA apart?

Connecting the intermodal freight industry.

When the value proposition appears over imagery, the image must be a mode-neutral, not focusing on a particular mode but highlighting the interconnectivity of the intermodal freight world.

The value proposition is a simple description regarding what the brand is ultimately delivering to its audience/s. It is used as a hook to appeal to the emotional triggers of target audiences and motivate them to want to learn more.

Brand Story

IANA has a singular purpose.

We exist to keep intermodal freight transportation constantly moving forward.

We are educators, providing you with resources and data that make our industry more efficient.

We are facilitators, actively encouraging information sharing and cross-mode collaboration and giving you the tools you need to make your business successful.

We are mode agnostic, believing that everyone has an equal voice.

We are leading the way for the intermodal community.

The brand story is a culminating narrative that highlights the most compelling context for why the IANA brand matters to members, stakeholders and the industry-at-large. The story shares the central 'reasons to believe' that will keep audiences invested in the association, emotionally and tangibly, for years to come.

Tagline

IANA. The Connecting Force Behind Freight.

When the tagline appears over imagery, the image must be a mode-neutral, not focusing on a particular mode but highlighting the interconnectivity of the intermodal freight world.

A tagline doesn't necessarily need to be clever or cute to be effective, just memorable. A good tagline should explain the unique value that your organization offers as clearly as possible.

Implementation

Recommendations

Brand Persona

The brand architecture we have developed allows us to develop binaries that we can apply to help us look at any creative messaging we are developing and litmus test the language, tone and character for any communication.

WE ARE:

- Smart
- Personal
- Empowering
- Concise

WE ARE NOT:

- Arrogant
- Unprofessional
- Dismissive
- Ambiguous

Recommendations

Where / How to integrate the messaging

Central messaging elements are established to resonate with internal staff members of IANA and should be applied across communications touchpoints for these groups, as well as integrated into the brand culture:

- **Service Description**
- **Brand Pillars**
- Job Descriptions
- Interview Guides
- Workforce Orientation Events
- Employee Manual
- Training Programs
- Mentorship / Shadowing Opportunities
- Workforce Retreats

Recommendations

Where / How to integrate the messaging

Marketing messaging elements are crafted to appeal to all target audiences of IANA and should be applied to relevant marketing and communications touchpoints for these groups in order to establish a singular connective brand experience.

- **Value Proposition**
- **Tagline**
- **Vision Statement**
- **Mission Statement**
- **Brand Story**
- Recruitment Materials
- Marketing Materials
- Press Kit
- Website Copy
- Social Media / Digital Content
- Case Studies
- Networking Events
- Experiential Marketing
- Executive Speaking Opportunities

Logo

Primary Logo and Logotype



IANA

INTERMODAL ASSOCIATION
OF NORTH AMERICA

Primary Logo and Logotype



The IANA logo champions the organization's goal to connect a dynamic membership base of the intermodal freight community. The overall design was created mode-neutral with a nod to the global reach and influence of IANA and its membership.

The IANA logo is the signature of the IANA brand, empowering its community through business solutions, education and networking opportunities.

Vector Logo and Logotype



The combined logo and type is the primary signature that should be used as the default for all communications. The logo should not deviate from the primary logo displayed. This includes adjustments made with cropping, type changes and tuning in any other way to the logo.

Primary Logomark



Vector Logomark



Primary Logotype

IANA

Extended Logotype

IANA
INTERMODAL ASSOCIATION
OF NORTH AMERICA

Primary Logotype Reversed

If we ever need to apply the main logo to a dark or blue background, we will use the color sphere and white typography.



Vector Logotype Reversed

If we ever need to apply the logo to a dark or blue background, we will use the inverse / white version of the logo.



Logo Safety Area

In order to preserve the integrity of the logotype, it is important that no other logos, type or other graphic elements infringe on its space. The minimum clearspace around the logotype is equivalent to the height of the width of the bottom of the I portion of the bridge.



Incorrect Logo Usage

To make sure our logotype appears as consistently as possible throughout our communications, we've identified a few ways we don't want our logotype to appear.



Only use the approved logo lock up



Do not stretch or change proportions



Do not rotate or skew the logotype



Avoid using any stylized effects



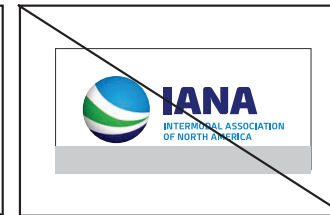
Only use specified colors



Don't use on top of a medium to dark blue background



Do not apply a stroke



Respect the clear space guidelines

Information Services Primary Logo and Logotype



The Information Services logo is the umbrella logo for all the products and services IANA offers its members and the wider intermodal community.

This logo should be used on collateral that is referring holistically to all the goods and services. This logo can be used with the primary logo on any piece of collateral.

Information Services Vector Logo and Logotype



Information Services Sub-brand Logos

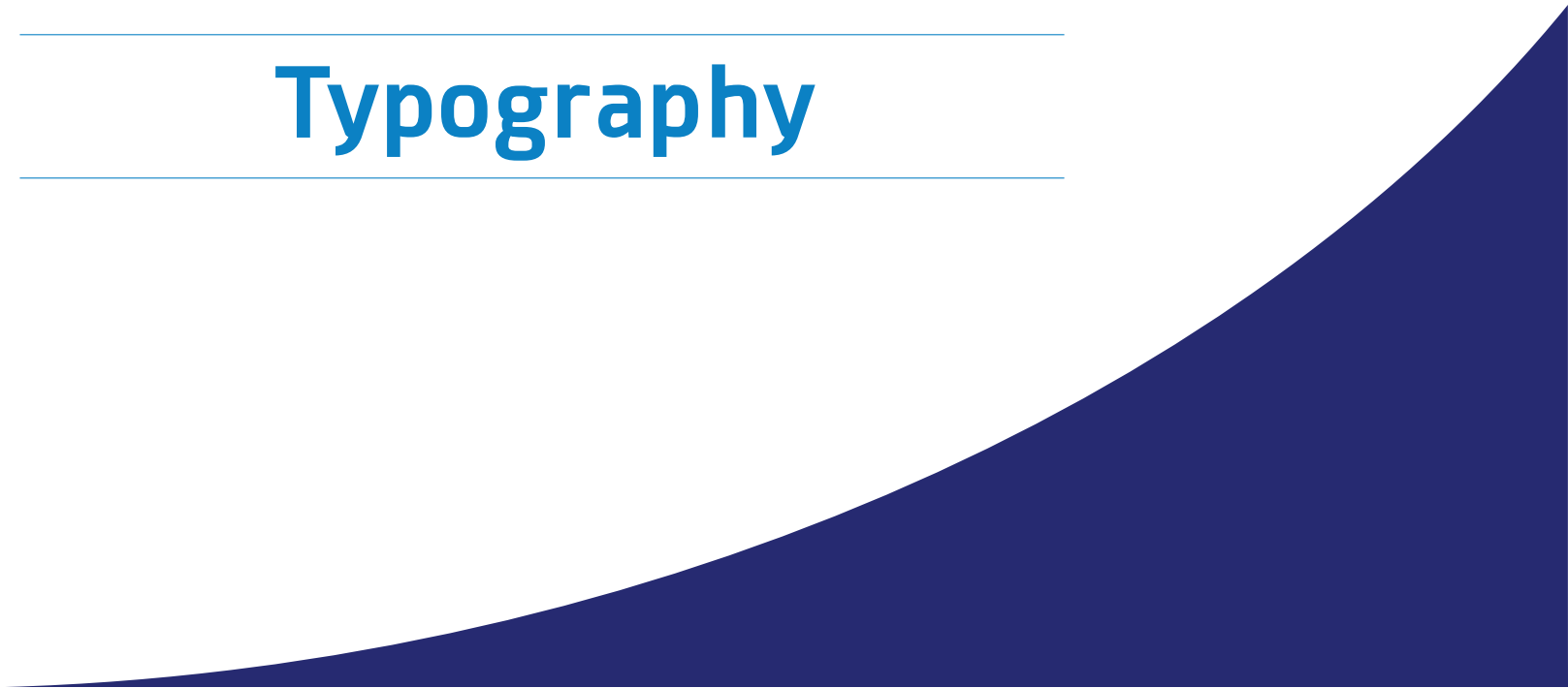
Each product offered by IANA Information services has its own sub-brand logo. These logos can be used either on their own or with the primary logo on any piece of collateral, however, they cannot be used in the same space as the main IS logo.



Information Services Sub-brand Vector Logos



Typography



Typefaces

Primary Font - Exo 2

Used for logotype, Publication Titles, and Future Branding Key messages - advertising (i.e. web banners, signage, outdoor etc.)

Exo 2

**ABCDEFGHI
JKLMNOPQRS
TUVWXYZ
abcdefghijkl
mnopqrstu
vwxyz
01234567
89!#\$%^&*()**

Secondary Font - Esphimere

Used for all complete business names, communications— business cards, website, proposals, presentations, etc.

Esphimere Light

ABCDEFGHI
JKLMNOPQRS
TUVWXYZ
abcdefghi
jklmnoprs
tuvwxyz
012345678
9!#\$%^&*()

Esphimere Bold

**ABCDEFGHI
JKLMNOPQRS
TUVWXYZ
abcdefghi
jklmnoprs
tuvwxyz
012345678
9!#\$%^&*()**

Content Font - Roboto Light

Used for all body text on publications, websites and long texts.

Roboto Light

ABCDEFGHI
JKLMNOPQRS
TUVWXYZ
abcdefghi
jklmnoprs
tuvwxyz
012345678
9!#\$%^&*()

All fonts are Google fonts, they are free, and can be downloaded at <https://fonts.google.com/>.

Headers

Esphimere bold/0 Tracking/sentence case

**Use sentence-
case for headers.
make sure the
type is nice
and large.**

Subheads

Esphimere bold/0 Tracking/sentence case

**Subheaders should read like
a normal sentence.**

Body

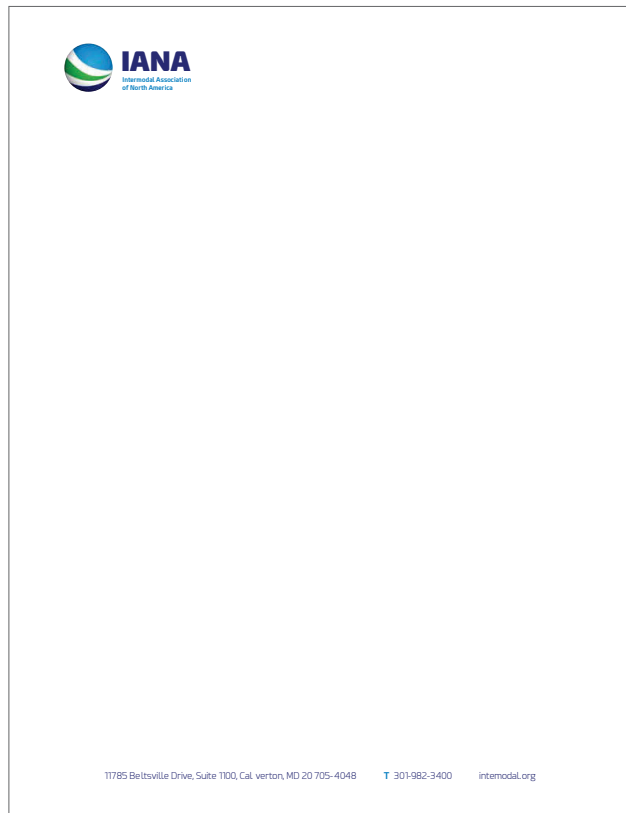
Roboto Light and Bold/1.5x Leading (i.e. 24/36)

**Use Roboto Bold if you need to emphasize
information inside the body copy. Use sparingly.**

Roboto Light is your go to typeface for large amounts of text. It is easy to read and contrasts nicely with the large header. Keep your leading nice and open, it makes it easier for readers to move their eyes from the end of one line to the beginning of the next.

Stationery

Letterhead



Business Cards

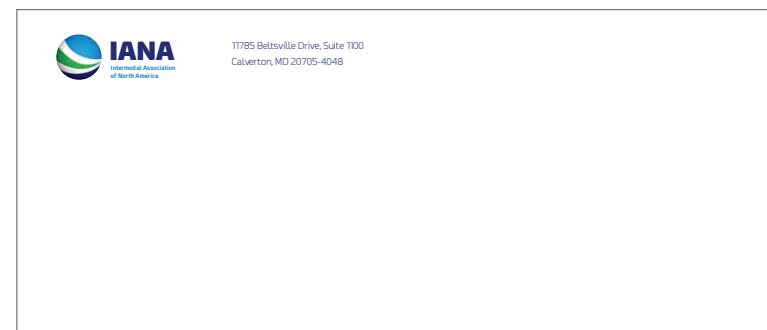
BACK



FRONT



Envelope #10

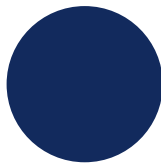


Color Palette



Color Palette

PRIMARY COLORS

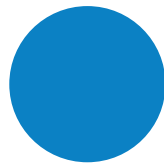


navy blue

R 0
G 45
B 114

C 100
M 80
Y 06
K 32

#002d72

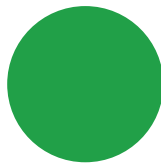


light blue

R 15
G 135
B 201

C 81
M 37
Y 0
K 0

#0e87c9

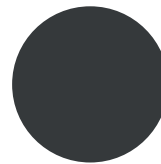


green

R 54
G 164
B 72

C 78
M 10
Y 100
K 01

#35a348

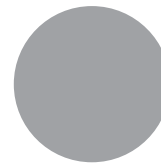


dark grey

R 68
G 70
B 72

C 38
M 30
Y 29
K 70

#444648

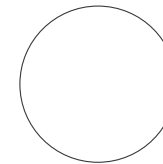


light grey

R 163
G 165
B 168

C 38
M 30
Y 29
K 0

#a2a5a7

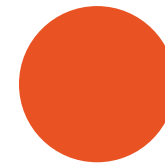


white

R 255
G 255
B 255

C 0
M 0
Y 0
K 0

#ffffff



orange

R 233
G 90
B 39

C 3
M 80
Y 98
K 0

#e95a27



intermodal.org

FOR MORE INFORMATION PLEASE CONTACT:

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