A BRIEF GUIDE TO USING THE IEF BRAND IDENTITY

This document illustrates how the IEF brand must be presented at all times to ensure consistency across all mediums, applications and global regions. If you have any questions about using the brand, in the first instance, please contact Simon Stoddart, Chief of Staff (simon.stoddart@ief.org), or Steffan Cole, Creative Director at Ouch Design (steff@ouchdesign.com).
The IEF Master Logo is the primary logo and should be considered for most applications as a first option.

This logo is only ever to be used on a white background.

In print, this logo (with title strap) is not to be used at a width less than 45mm wide. Please seek to use File IEF002 logo if width less than 45mm.

On screen, the logo with strapline is not to be used at widths less than 200 pixels.

No IEF logo should ever be presented at less than 20mm in width.
2. **IEF LOGO REVERSE**

If logo is to be presented on a coloured background, please ensure it is the reverse version at all times. Please limit the colours to the official IEF color palette.

If logo is to be presented **less than 45mm** in width, please use version without the strapline.

Avoid using the IEF logo at widths less than 20mm.
3. IEF HOUSE FONTS
How to consistently present the IEF (in print, online and on screen).

The IEF uses 3 font families in print.

Proxima Nova
Used to present headlines, sub headings and the majority of larger, bolder textual requirements within printed documents.

Proxima Nova Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£$%^&*()_+[]{};":",./<>?

Proxima Nova Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£$%^&*()_+[]{};":",./<>?

Proxima Nova Extrabold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@£$%^&*()_+[]{};":",./<>?
4. TYPOGRAPHY
How to consistently present IEF headlines and body copy.

HEADLINE SET IN PROXIMA NOVA EXTRABOLD (PMS 295 CMYK)
PRESSURE ENSURE THAT HEADLINE TEXT IS UPPERCASE AT ALL TIMES
SUB HEADINGS SET IN PROXIMA NOVA EXTRABOLD (PMS 298 CMYK)

Body copy to be set in Proxima Nova Light.

The International Energy Forum (IEF) is the world’s largest gathering of Energy Ministers. IEF
Countries account for more than 90% of global oil and gas supply and demand. In addition to IEA
and OPEC countries, transit states and key energy players, including Brazil, China, India, Mexico,
Russia and South Africa, participate in the Forum. The magnitude and diversity of this engagement
is a testament to the IEF’s position as a neutral facilitator. Through the Forum and its associated
events, IEF Ministers, their officials, energy industry executives, and other experts engage in a
dialogue of increasing importance to global energy security. The IEF and the global energy
dialogue are promoted by a permanent Secretariat of international staff based in the Diplomatic
Quarter of Riyadh, Saudi Arabia.
5. IEF COLOUR PALETTE

The IEF brand consists of 4 primary colours. All print work is printed 4 colour process unless otherwise stated. No Colour Profiling is used.

If spot colour printing is required please follow the PMS references.

Instances where a flood of colour is required (such as banners, roller panels) please follow the Gradient 2 outlined on this page.

---

Text presented over an IEF colour...