



# IFRA Brand Guide

This brand guide provides all of the necessary brand information for IFRA staff, IFRA members and external contractors working on behalf of the International Fragrance Association (IFRA) to deliver consistent, high quality visual material. It contains information on how to use our colors, design elements, logos and brand devices. It is not a guide to IFRA written style.

If you have any questions about the IFRA brand guide, please write to:  
**info [at] ifrafragrance.org**



The International  
Fragrance Association

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## Color Palette

The IFRA colors are to be used in IFRA material. These represent the various fields IFRA works on, though in use they can be used freely - in reference to the fact that IFRA's focus areas intersect and are all closely related. The range of colors also reflects the wide diversity of ingredients and sources of fragrance materials, sourced from around the world. Each color range also has pastel and super pastel colours, to lend variety and flexibility to the color palette when in use.

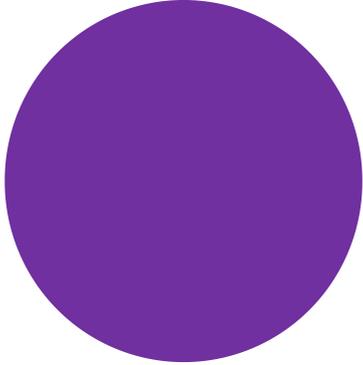
### *General use colors*

IFRA's main colors are IFRA purple and IFRA dark blue, as these represent our vision and mission. You can use one or both of these colors in your designs. Each color has its pastel declinations (pastel; super pastel) for use in backgrounds and decorative objects. Black, white and shades of grey can also be freely used.

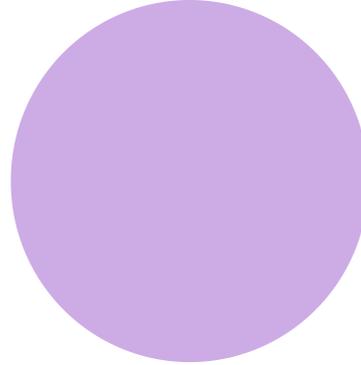
*IFRA Purple*

*IFRA purple pastel*

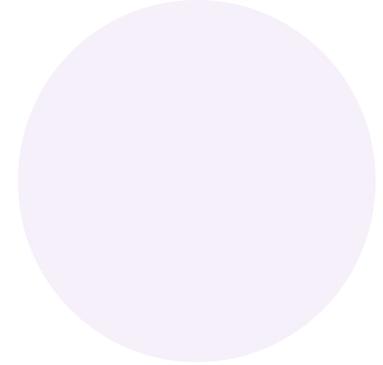
*IFRA purple super pastel*



HEX #7030A0  
RGB 112, 48, 160  
CMYK 30, 70, 0, 37

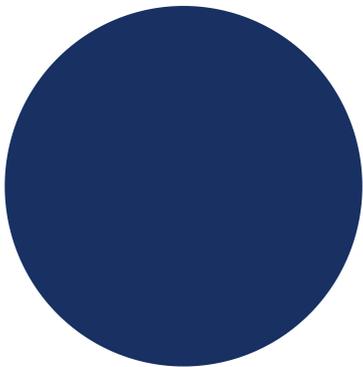


HEX #CDACE6  
RGB 205, 172, 230  
CMYK 11, 25, 0, 10



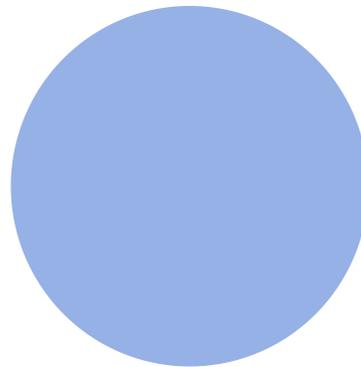
HEX #F6F0FA  
RGB 246, 240, 250  
CMYK 2, 4, 0, 2

*IFRA Dark Blue*



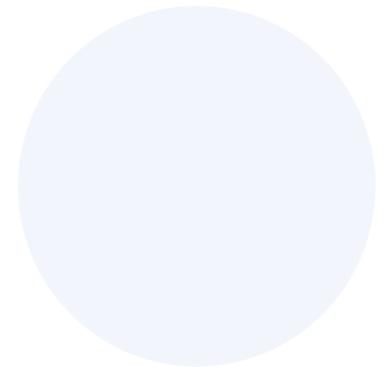
HEX #183162  
RGB 24, 49, 98  
CMYK 76, 50, 0, 62

*IFRA DBlue pastel*



HEX #96B1E6  
RGB 150, 177, 230  
CMYK 35, 23, 0, 10

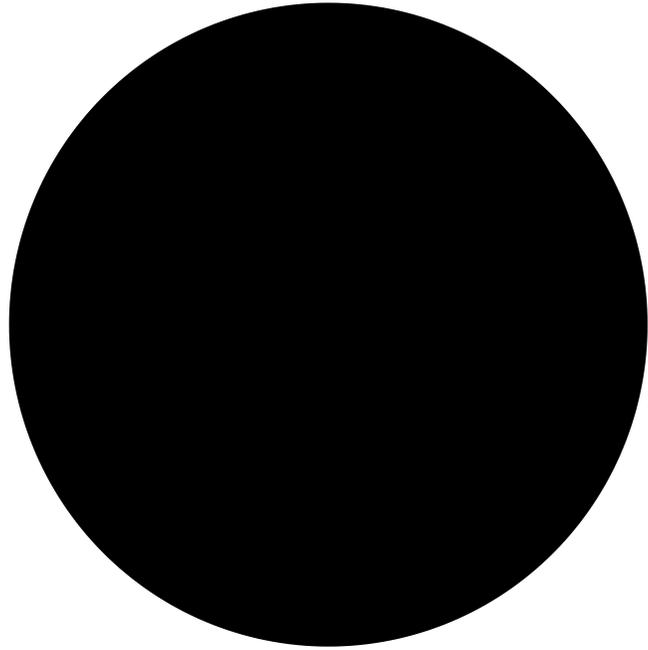
*IFRA DBlue super pastel*



HEX #F2F6FC  
RGB 242, 246, 252  
CMYK 4, 2, 0, 1

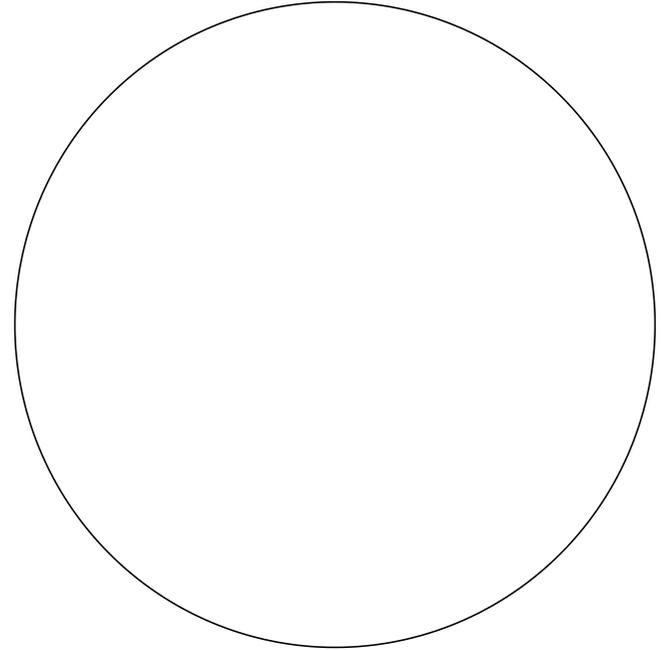


*Black*



HEX #000000  
RGB 0, 0, 0  
CMYK 60, 50, 50, 100

*White*

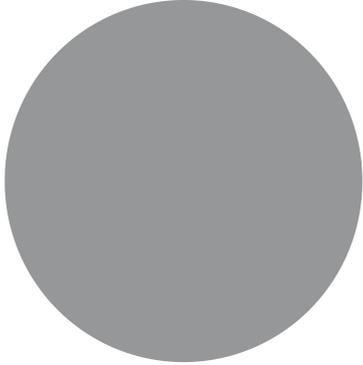


HEX #FFFFFF  
RGB 255, 255, 255  
CMYK 0, 0, 0, 0

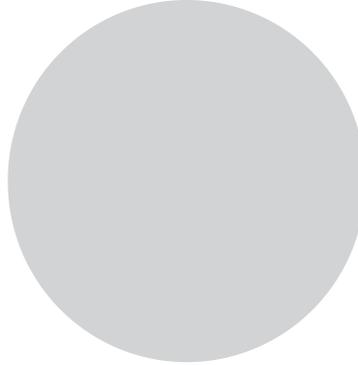
*Dark grey*

*Light grey*

*Super light grey*



HEX #959798  
RGB 149, 151, 152  
CMYK 2, 1, 0, 40



HEX #D2D3D4  
RGB 210, 211, 212  
CMYK 1, 0, 0, 17



HEX #F7F7F7  
RGB 247, 247, 247  
CMYK 0, 0, 0, 3

### *IFRA topical colors*

These colors represent IFRA's six topical work areas, but can be used in designs to create appealing visual material. However, if a specific topic is being worked on, the designer is encouraged to choose the color spectrum appropriate to that topic.

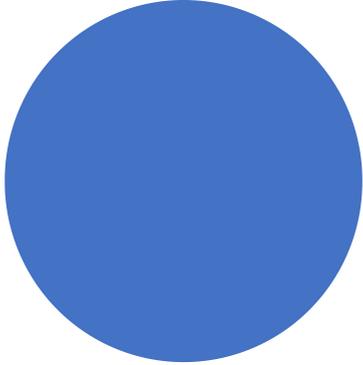
Below the six topical colors are presented on in the left hand column. The pastel and super pastel colors in the centre and right hand column can be used for graphical devices and backgrounds.

These six topical colors are reflected in the IFRA logo, below.

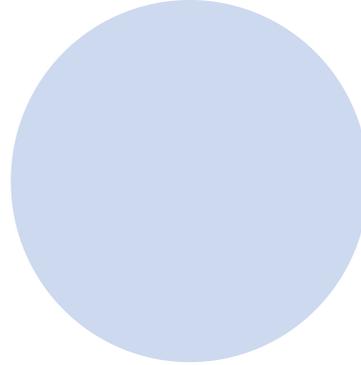
*Self regulation*

*Self reg pastel*

*Self reg super pastel*



HEX #4472C4  
RGB 68, 114, 196  
CMYK 65, 42, 0, 23

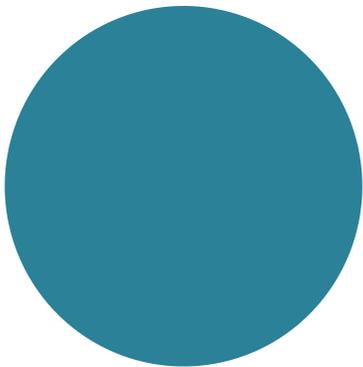


HEX #CDD9EF  
RGB 205, 217, 239  
CMYK 14, 9, 0, 6



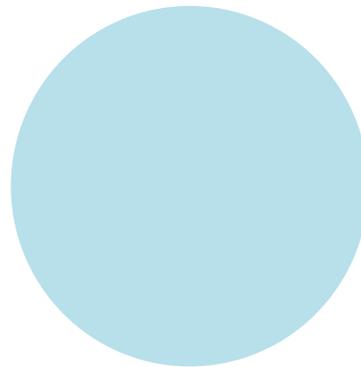
HEX #F0F4FA  
RGB 240, 244, 250  
CMYK 4, 2, 0, 2

*Collaboration*



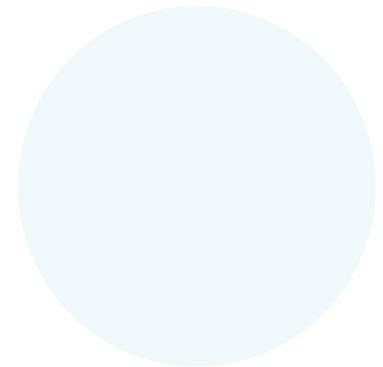
HEX #2B8198  
RGB 43, 129, 152  
CMYK 72, 15, 0, 40

*Collab pastel*



HEX #B7E0EB  
RGB 183, 224, 235  
CMYK 22, 5, 0, 8

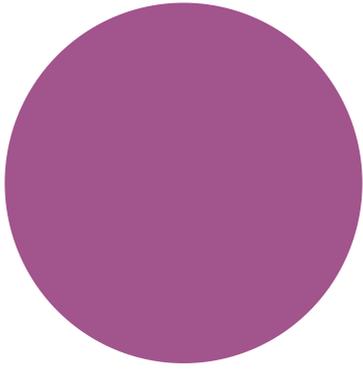
*Collab super pastel*



HEX #EFF8FB  
RGB 239, 248, 251  
CMYK 5, 1, 0, 2

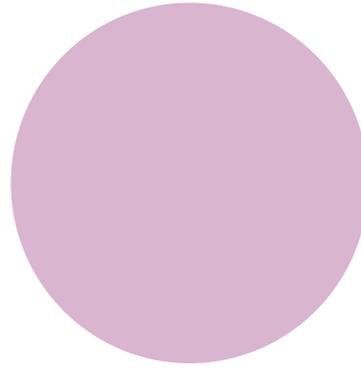


*Essentiality*



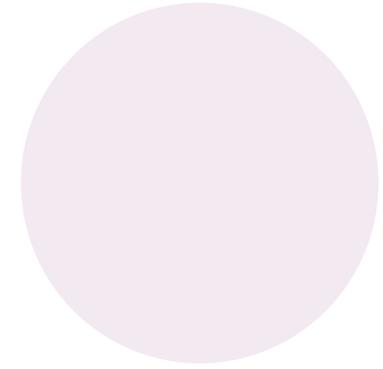
HEX #A2548C  
RGB 162, 84, 140  
CMYK 0, 48, 14, 36

*Essentiality pastel*



HEX #D9B5CF  
RGB 217, 181, 207  
CMYK 0, 17, 5, 15

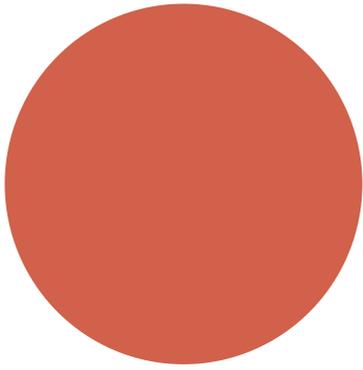
*Essent super pastel*



HEX #F3E9F0  
RGB 243, 233, 240  
CMYK 0, 4, 1, 5

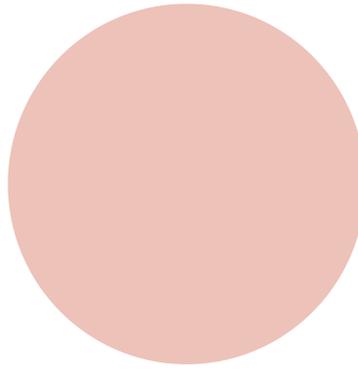


*Innovation*



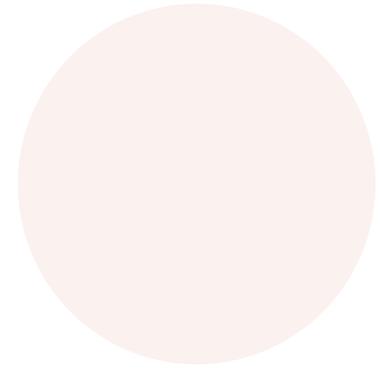
HEX #D1614A  
RGB 209, 97, 74  
CMYK 0, 54, 65, 18

*Innovation pastel*



HEX #EDC2B9  
RGB 237, 194, 185  
CMYK 0, 18, 22, 7

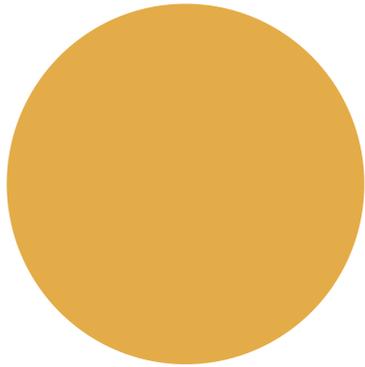
*Innov super pastel*



HEX #FBF1EF  
RGB 251, 241, 239  
CMYK 0, 4, 5, 2

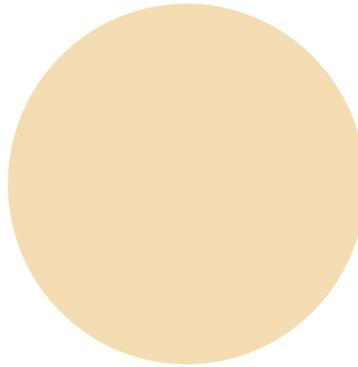


*Science basis*



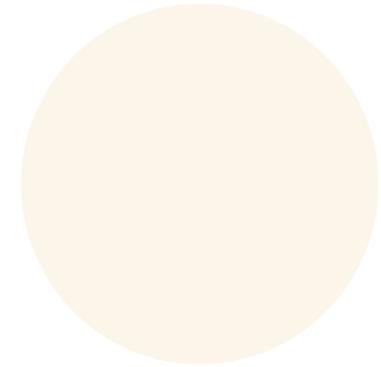
HEX #E4AC48  
RGB 228, 172, 72  
CMYK 0, 25, 68, 11

*Science basis pastel*



HEX #F4DCB2  
RGB 244, 220, 178  
CMYK 0, 10, 27, 4

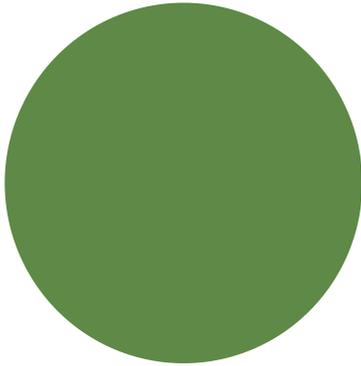
*Science super pastel*



HEX #FCF6EA  
RGB 252, 246, 234  
CMYK 0, 2, 7, 1

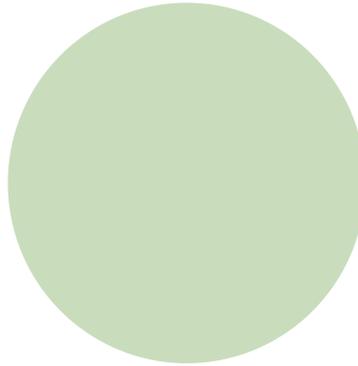


## *Sustainability*



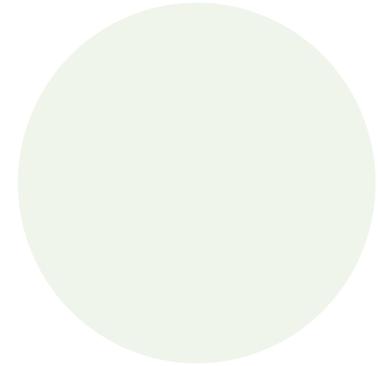
HEX #5F8946  
RGB 95, 137, 70  
CMYK 31, 0, 49, 46

## *Sustain pastel*



HEX #C9DDBD  
RGB 201, 221, 189  
CMYK 9, 0, 14, 13

## *Sustain super pastel*



HEX #EFF5EB  
RGB 239, 245, 235  
CMYK 2, 0, 4, 4

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## Typography

To maintain simplicity and consistency, IFRA uses two fonts: **Georgia** and **Verdana**. These are both 'websafe' fonts that are installed by default on all computers, meaning the risk of display errors is minimized.

*In previous years, IFRA used **Unna** and **Mulish**, both Google Fonts. These do not display automatically on PCs that do not have these fonts installed. Designers are encouraged to move to the new font selection.*

# Georgia



# The quick brown fox jumped over the lazy dog

**Georgia** should be used for **titles and headings** only. It should never be used for body text.

## *Notes on Georgia*

Georgia is a serif font, communicating elegance and authority. Its use in titles and headings provides for differentiation between different levels of text.

- Font color is not set. You can use a color as required.
- It should only be used for **titles** and **headings** at all levels.
- It can be used in **bold (700 weight)** and in regular (400 weight), and in *italics*, depending on the heading level.
- It should **never be used smaller than size 12**.
- It should only be used in **Sentence case**, NEVER IN ALL CAPS.

# Verdana

The quick brown fox jumped over the lazy dog (again!)

**Verdana** can be used for **body text** and for **headers** (where appropriate).

## **Notes on Verdana**

Verdana is a simple, no-nonsense sans-serif font which is clear and transparent.

- Font color is not set. You can use a color as required.
- It should be used primarily for body text.
- It can be used in **bold (700 weight)** and in regular (400 weight), in *italics*, and underlined.
- The size depends on the use case. In standard Word documents, this size is 9.

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## IFRA logo and logo usage



## *Download the IFRA logo*

For those with authorized access to the IFRA sharepoint, the logo can be downloaded [here](#). Please use these logos in line with the IFRA logo use policy outlined below.

## *About the IFRA icon*

The 'classic' IFRA icon consists of a 270° circular device encapsulating the acronym "IFRA" in lowercase. This is a trademarked device registered to IFRA.

'New' IFRA icon: A 360° colored circle device encapsulates the classic IFRA icon. This combination is the official IFRA icon for general use. The circling colors highlight the global nature of our association, the sustainability of fragrance supply chains, and the commitment of the whole sector to the safe use of fragrance.

The 'new' IFRA icon is the official logo of the association and is to be used on all IFRA materials.

The right to use the IFRA icon, device, colors, segments or other intellectual property is requires the written permission from IFRA. See more information on [permissions](#) below.

## *Versions of the IFRA logo*

The IFRA logo comes in three different versions and in color, white and black variants.

These logos can be found on the [IFRA sharepoint](#) (staff member and IFRA member access only - if you require the IFRA logos please write to info [a] ifrafragrance.org)

### Versions and color variants

There is an '**icon only**' version, which can be used in places where a text logo would either be too small or too crowded.

A '**right logo**' with text on the right hand side of the icon, for use in tight horizontal spaces.

A '**stacked logo**' with text below the icon, for use in situations where a more square format is required.



## *Correct use of the IFRA logo*

The IFRA logo is our key identifying mark and must be used only according to set rules:

- Do not use old logos (IFRA has had a number of iterations of its logo in a range of colors). Please delete any older versions.
- Do not recolor the logo into any other color variants. Do not recolor the circular device.
- Do not distort the logo or change the proportions.
- Do not change the logo, or present it with things in front or behind it.
- Do not crowd the logo. Nothing else should be within a distance equal to the radius of the outer circle.
- Do not place the white logo on a light background or the black on a dark background. Choose the logo and background with the greatest difference (i.e color logo on a white background only, black logo on a white or pale background, white version on a dark or black background).

## *Permission for the use of the IFRA logo*

1. The IFRA logo is the property of The International Fragrance Association (IFRA). IFRA owns all rights to the use of its logo.
2. The IFRA logo may not be used or reproduced without prior written permission from IFRA.
3. The IFRA logo may not be used or reproduced for commercial or personal financial gain.



4. The IFRA logo may not be used on finished consumer products in the marketplace as a means of implying endorsement by IFRA or compliance with the IFRA Standards or the IFRA Code of Practice.

## Regional logos

The practice of using regional logos for deployment in global regions in which IFRA operates has been phased out. Please delete and refrain from using the older versions of logos which have regional indications.

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## About IFRA

### Vision

Fragrance is a safe and essential part of life

### Values

- Science is our foundation.
- We advocate with integrity.
- We are committed to collaboration.

### Mission

To promote the safe use of fragrance ingredients and mixtures for everyone's enjoyment.



### About IFRA - Official description

The International Fragrance Association, founded in 1973, represents the interests of the fragrance industry worldwide. IFRA comprises seven multinational Regular Members and 23 national associations in four global regions representing hundreds of small and medium-sized fragrance ingredient manufacturers, as well as supporting members. Its mission is to promote the safe use of fragrance for everyone's enjoyment.

Fragrances are a key platform technology used by consumer goods companies – for fine fragrances, personal care products, household care and more.



IFRA's flagship safe use program, the IFRA Standards, applies safety management measures based on scientific assessment and the evaluations of an independent Expert Panel. The program is at the heart of the IFRA Code of Practice, which applies to all IFRA members globally, including members of IFRA's national associations. The Code also requires members to abide by local, national and international regulation, and to apply good manufacturing practices.

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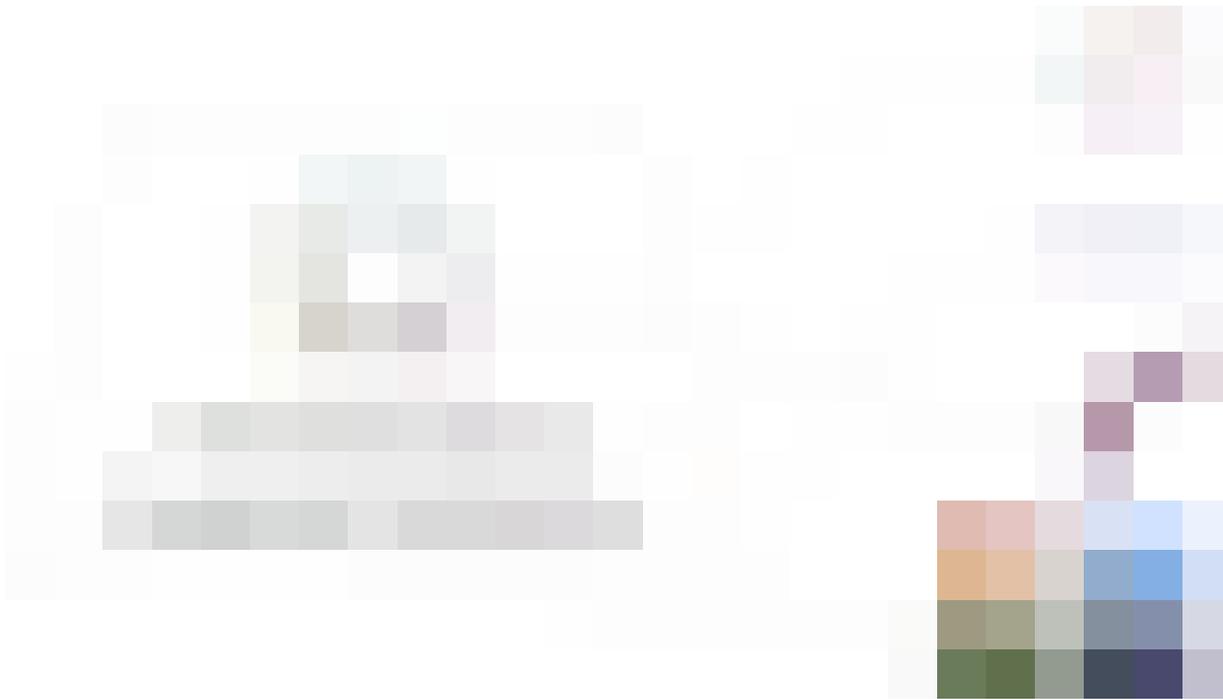
## Visual devices and elements

Circle/sphere. Reflects global work, sustainability, whole commitment to safety

Bars, representing the horizontal work IFRA undertakes – and symbolic of perfumery touch papers

Curved elements highlight the various focus areas IFRA concentrates on

Our photo material focuses on the interplay of people, places and scented items – concepts that can be carried over into a new design





These elements, inspired by our identity, have spurred the development of visually appealing approaches to document creation.

The intention is for IFRA templates to be easy to use whilst allowing enough visual diversity to make presentations appear less monotonous.

