

# WELCOME TO THE IOA OF TOMORROW

- ☑ OMBUDS PRACTICE SURVEY
- ☑ MESSAGING SURVEY & INTERVIEWS
- ☑ BRAND DISCOVERY EXERCISE
- ☑ POST-VIDEO MEMBER FEEDBACK
- ☑ BRAND PERSONALITY EXERCISE
- ☑ COMM COMM COLLABORATION
- ☑ EXECUTIVE COMMITTEE FEEDBACK
- ☑ MEMBER FEEDBACK
- ☑ FINAL EXECUTIVE COMMITTEE REVIEW
- ☑ FINAL IOA LOGO

## 01. Logo



INTERNATIONAL  
OMBUDS  
ASSOCIATION



## 02. Tagline

Empowering people and organizations to reach their full potential.

## 03. Color Palette



## 04. Typography

**Primary Font**  
**Bicylette**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890%#?!

**Secondary Font**  
**Futura PT**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890%#?!



## 05. Brand Usage



## 06. Messaging



### 01.

**TRUSTED NAVIGATORS**

Our members  
Trusted navigators at a time of accelerated change.

### 02.

**A SOURCE OF EMPOWERMENT**

The modern ombuds  
Empowering people and organizations to reach their full potential.

### 03.

**LEADING THE WAY**

Today's IOA  
Leading the way toward more just, fair, equitable & inclusive organizations.

## 07. Brand Attributes

*ESTABLISHED* *NUANCED*

*FRIENDLY* *COLLABORATIVE*

*RESPONSIVE* *INSPIRING*



## 08. Iconography

