Information & Referral
connecting people to
community services
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A New Approach to I&R

The Alliance of Information and Referral Systems (AIRS) has created a new identity for “Information & Referral”. The system includes a visual mark, style guide and tag line defining the value of Information & Referral.

The Alliance of Information and Referral Systems (AIRS) is an association with 1,200 organizational and 200 individual members in the United States, Canada, and overseas. AIRS members improve access to services for all people through quality information and referral (I&R). AIRS provides a professional umbrella for all I&R providers in both public and private organizations. Comprehensive and specialized I&R programs help people in every community and operate as a critical component of the health and human service delivery system.

The system is meant to identify AIRS and the Information & Referral industry as:

- pioneering, forward-thinking
- convener of I&R professionals (bringing specialties together)
- standard-bearer (providing standards to the field, accreditation, credential)
- technologically adept
- down-to-earth, cost-conscious out of respect to members’ means

What is Information & Referral?
The goal of Information and Referral services is to provide current and accurate information and/or provide an appropriate referral in order to assist people in connecting with a service that will meet their needs.
New Brand Language

The new AIRS and I&R language speaks to the broad audience: AIRS members, their funders and clients. It also bridges the gap between consumer and business-to-business appeals while being results-oriented and ‘declarative’, defining the value I&R brings.

Some of what the new language system accomplishes includes:
- presenting the clearest, most direct definition of I&R — steering clear of jargon
- illustrating the inherent value of I&R
- using an active verb that does not under- or oversell I&R services
- addressing ‘people’ as a whole not singling out ‘people in need’
- incorporating the important concept of ‘connecting’
- using the broad umbrella of ‘community services’
AIRS tagline:
Setting the Standards for Information & Referral Services

I&R tagline:
Connecting People to Community Services
I&R Logotype

The new I&R logotype is an innovative rendering of the letters I and R.

The mark should be rendered in the particular blue color or solid black. The tagline should if possible by rendered in black. In the case of one-color printing, either all black or all blue is acceptable.

“I&R” is a recognized mnemonic for “Information and Referral”. Adhering to this convention builds on existing understanding both within and outside of current industry members.

The use of type for the tagline attached to the logotype is simple and conservative, allowing the message to transfer clearly and easily.
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connecting people to community services

Logotype Color:
RGB:
Red: 36
Green: 109
Blue: 188

Pantone:
2925

CMYK:
Cyan: 85
Magenta: 56

Tagline Font:
Century Schoolbook
Italic and Regular
Logotype Considerations

The new I&R logotype is the result of an extensive analysis and exploration.

There are no clear norms to follow while designing for the I&R industry. Common elements that are avoided in AIRS new visual style include telephone iconography, communication waveforms and other generic graphic flourishes.

AIRS’ I&R mark distinguishes itself with its simplicity and witty combination of the predictable letter forms. While simple and direct, the mark evokes values and ideas central to AIRS’ concept of Information and Referral:

- The rendering of the “I” in the logotype reminds us of the familiar information icon commonly seen in all manner of media
- The particular lowercase, italic “i” was chosen to evoke the personal humanity central to I&R activities.
- The use of positive and negative space in the mark refers visually to a puzzle piece, communicating an idea of finding the missing piece to make things whole. The elegant gesture of finding the “i” in the “R” suggests the general idea of finding something hidden in plain site.
Brand Landscape:
The new I&R mark stands out from the visual styles employed by others in the I&R industry.

Information “i”:
Seen here in a google search (left), evoking the personal humanity in Information and Referral (right).

A Curious Formal Property:
The uppercase “R” contains a lowercase “i”.

Hidden in plain sight
Logotype Lockup

The new I&R logotype has been designed for use in a variety of situations.

There is a vertical and horizontal version:

The horizontal lockup with its proportionally larger tagline is appropriate for instances where it will be run smaller.

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Single-color and two-color versions:

The all blue one-color version (far right) is the LEAST desirable execution.

When knocked out of a darker background, the mark should always be rendered as WHITE (never as blue)

Information & Referral connecting people to community services
The mark will be used on letterhead and Web sites:

Bottom Left Corner, When Possible:

The I&R branding will be commonly used on member’s letterhead and Web sites. The preferred position is on the bottom left. Make sure that the mark is surrounded by sufficient white space.

Let it Breath:

Surround the mark with empty space equal to at least half the width of the logomark.

When usage goes below a certain size, the tag line should be left off:

The Mark, Unmodified, Reads at Very Small Sizes:

When used smaller than ¾” tall, do not use the tagline.
Some Specific Uses

The new I&R branding will be used on various documents produced by AIRS.

AIRS Documents Presents Special Cases:

The I&R branding can be used either with or without being connected to the AIRS mark. When used alone, it should be on the lower left.
The new I&R branding will be used on the AIRS Web site (http://www.airs.org).

The AIRS Web Site

Presents a Special Case:

The I&R mark should be introduced and described on the home page.

In most cases, the I&R branding will be on the bottom left of a Web page.
The new system also anticipates use on letterhead and email signatures.
Lockup With AIRS logo

The new I&R logotype will commonly be used alongside the AIRS logo. The typographic style for the tag line is consistent for both brands.

Setting the Standards for Information & Referral Services

Information & Referral connecting people to community services

Tagline Font:
Century Schoolbook
Italic and Regular