

**IADWP**  
International Association of  
Destination Wedding Professionals



IADWP.COM  
Calle 61 #268 x 46 y 48,  
Ampliación Revolución-Cordemex,  
C.P. 97110 Mérida, Yucatán, México.

Regulations for members on the proper use of  
the International Association of Destination  
Wedding Professionals (IADWP) Logo

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## Regulations for Members on the correct use of the IADWP Logo

This document sets forth the regulations for the application of the International Association of Destination Wedding Professionals (IADWP) logo by its members. The use of the logo is subject to certain restrictions to ensure a consistent and positive representation of the brand. When applying the logo, the following guidelines should be respected:

### Typography:

- The selection of the typographic font is fundamental for the creation of the brand.
- The typography chosen for our communications is an essential part of the corporate identity, reinforcing and making identifiable the contents of the company. This being: Abel and Karla
- To protect the integrity of the brand, the typography should never be altered or replaced.

### Color Palette:

- Color, properly applied, is an integral part of the brand's personality and provides a strong visual link to the identity.
- The colors proposed in this manual have been selected to maintain a visual balance in the design, based on the importance of the elements that make up the identity.
- The colors are specified using Pantone inks, and their use is recommended whenever possible for printing.



- The logo can only be applied in 100% black or 100% white.



sales@IADWP.com  
www.IADWP.com



International Destination  
Wedding Planner Certification

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## Size and proportions:

- It is crucial that all parts of the identity are easily readable and identifiable in all applications.
- The logo must not be reproduced in a smaller size than specified. There are no restrictions on the maximum size, as long as the proportions and spacing are respected.

### GRAPHIC IDENTITY / LOGOTYPE / MINIMUM SIZES / IADWP



[sales@IADWP.com](mailto:sales@IADWP.com)

[www.IADWP.com](http://www.IADWP.com)



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## Restrictions on Use:

- This manual establishes usage restrictions to ensure the correct application of the company's graphic identity and avoid negative impacts on the association's image.
- Examples of errors to be avoided in the application of the logo are presented and are considered inappropriate for official use.
- Other designs that resemble the examples presented or that do not comply with the official design specifications are also considered inappropriate for use.

### USE RESTRICTIONS / IADWP



Do not disproportionate the elements.



Does not apply to contours



Do not apply in low quality



Do not deform in height or width

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Restrictions on use / IADWP

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Do not apply a drop shadow effect

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Do not apply color gradients or transparencies

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Do not use colors other than institutional colors

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CONGRESO  
DE BODAS LAT

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## Specific Terms of Use for Members:

- IADWP members may use the logo only in their email signatures, personal and agency or business websites, as well as on personal or business social networks.
- Under no circumstances is it allowed to use the logo in situations that may generate a bad image for IADWP or link the association to legal accusations or legal proceedings against third parties.

## Signing of Commitment:

By applying the IADWP logo, the member acknowledges and accepts the regulations set forth in this document. Any violation of these regulations may result in revocation of logo usage privileges and/or membership.



C. Kitzia Morales Torres  
IADWP President

Member's name and  
signature  
Date:

sales@IADWP.com  
www.IADWP.com