IBIA

IBIA Brand identity

Contents

Please contact the IBIA Brand Team for access to the logo versioning.

Brand

Tone of voice
Brand narrative

Logo

Master Logo
Versions
Do/Don’t examples

Colours

Colours
Colour combinations

Fonts

Primary font
Secondary font
Text combinations
Text colour combinations

Contacts

Useful contacts

Brand tone of voice

Inspiring (Progressive)

- Thought-provoking headlines, ‘big thinking’; creative but considered language.
- Persuasive, optimistic and forward-thinking.

Warm (Inclusive)

- Conversational, plain English. Editorial in feel and warm in delivery. Never ‘top down’.
- A listening / consulting style.

Helpful (Informative)

- Informative, practical advice; guidance on issues and how we can help to solve them.
- Commercially minded – we understand the industry’s challenges.

Precise (Professional)

- Straight to the facts. We never make unsubstantiated or unachievable claims or statements. We use evidence to back up what we say.
- We’re all about intelligence, diligence and attention to detail.

Brand narrative

IBIA – The International Bunker Industry Association is the voice of the global marine fuels supply chain, committed to promoting transparency, quality and high standards in the purchase and delivery of marine fuels to vessels.

A changing marine fuels landscape

The shipping industry's bunkering landscape is changing. As shipowners and operators transition to low or zero-carbon fuels such as methanol and ammonia, the bunkering infrastructure and processes to safely deliver quality low or zero-carbon fuels to vessels need to be put in place.

Connecting the dots

IBIA's role in addressing the industry's issues and challenges is two-fold; to connect the dots between fuel production and delivery, working across the industry to ensure that the infrastructure, quality and safe supply of low or zero-carbon fuels is carefully planned and implemented; and to ensure that fuel quality and infrastructure investment for traditional bunker fuels is maintained during the transitional period.

A diverse membership

We can only achieve this through the active participation of the whole marine fuels supply chain. Established in 1993, our membership now spans over 68 countries, and includes ship owners/operators, traditional and alternative marine fuels suppliers, traders, brokers, barging companies, storage companies, surveyors, port authorities, industry associations, credit reporting companies, lawyers, P&I clubs, equipment manufacturers, shipping journalists and marine consultants.

Representing members' voices

At IBIA, we strive to represent all our members' voices. We're uniquely positioned as an independent forum to educate, inform and develop standards across the marine fuels supply chain because of our diverse membership.

Network engagement and education

We do this through a variety of networking events and educational courses, engaging in global and regional working groups, disseminating reliable and accurate information to address misconceptions and offering practical advice on issues such as sustainability and digitalisation.

Advocacy and regulation

IBIA advocates for effective, pragmatic and workable regulations through its consultative status as a non-governmental organisation of the International Maritime Organization (IMO), and is actively involved in its committees to represent our membership.

Welcoming new members

We continue to grow our membership and welcome participation from individuals and organisations across the maritime industry to help achieve our goals for a safer, cleaner, and more sustainable marine fuels future.

Logo

Mark

The ‘Two Vessels’, symbol of bunkering, and the ‘Globe’ Mark is a bold expression of our distinctive and authentic brand. It should only be used in IBIA’s BLUE and GREEN colours for consistency.

Please adhere to the minimal sizes below, and where smaller, use the ‘favicon’.

Please contact the IBIA Brand Team for access to the logo versioning.



Minimum sizes

	**Favicon**	16 x 11 pixels
	**Digital**	24 x 24 pixels
	**Print**	8 x 8 mm

Logo

Horizontal

Our IBIA logo is made up of our distinctive ‘Two Vessels’ and ‘Globe’ Mark and ‘IBIA’ typeface.

It is designed to keep the brand identity consistent across all touchpoints.

The IBIA logo can appear both stacked and horizontal, depending on which better fits the space. We consider this, the horizontal version, to be our primary logo lock-up.



Minimum size



Digital 50 x 18 pixels



Print 25 x 9 mm

Logo

Horizontal Negative

In negative form, where appropriate, we would aim to keep the ‘GREEN’ ship in the logo.

However, for bright colours like light green and coral red, it’s suggested we use the Mono white version for maximum contrast and legibility.







Logo

Horizontal exclusion zone

You'll need to apply the 'Logo' with a minimum clear space around it at the sizes shown here.



Logo

Stacked

Our IBIA logo is made up of our distinctive ‘Two Vessels’ and ‘Globe’ Mark and ‘IBIA’ typeface.

It is designed to keep the brand identity consistent across all touchpoints.

The IBIA logo can appear both stacked, and horizontal, depending on which better fits the space. We consider the horizontal version, to be our primary logo lock-up.



Minimum size



Digital 28 x 32 pixels



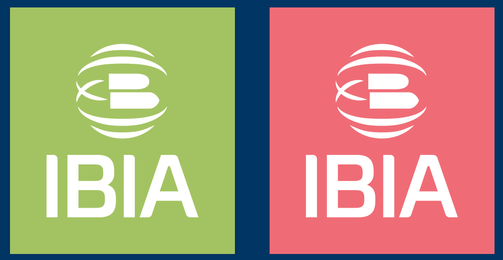
Print 14 x 16 mm

Logo

Stacked Negative

The reproduction of the logotype colour must be reproduced exclusively using the original computer files supplied for this use.

However, for bright colours like light green and coral red, it’s suggested we use the Mono white version for maximum contrast.





IBIA

Logo

Stacked exclusion zone

You'll need to apply the 'Logo' with a minimum clear space around it at the sizes shown here.



Logo – Do/Do not

Do
use designated brand mark logo and colours.



Do not
create modified brand mark logos or colours.



Do
maintain high contrast with brand marks.



Do not
maintain low contrast with brand marks.



Do
place images behind the brand marks.



Do not
place images within the brand marks.



Do
display brand marks straight or at 90 degrees.



Do not
display brand marks at random angles.



Do
scale brand marks at 1:1 scale.



Do not
scale brand marks to appear squashed or stretched.



Colours

Primary Colours

Navy Blue
#013563
R=1 G=53 B=99
C=100 M=81 Y=36 K=24
RAL DESIGN PLUS
280 20 30
Ambassador Blue

Green
#658138
R=101 G=129 B=56
C=64 M=31 Y=91 K=15
RAL DESIGN PLUS
120 50 40
Hedge Green

White
#ffffff
R=255 G=255 B=255
C=0 M=0 Y=0 K=0
RAL CLASSIC
9016
Traffic White

Secondary Colours

80% 60% 40% 20%

Blue Grey
#949fb3
R=148 G=159 B=179
C=47 M=32 Y=20 K=4
RAL DESIGN PLUS
270 60 10
Fantasy Grey

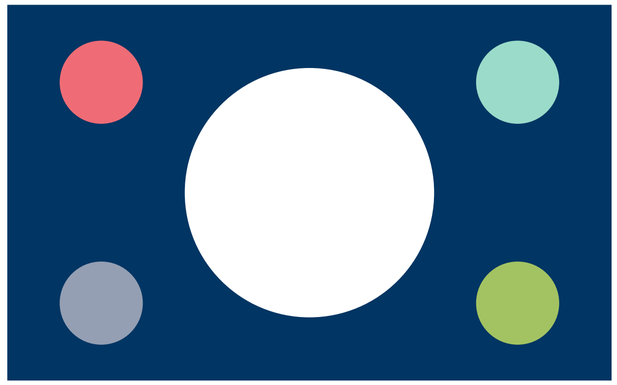
Light Green
#a3c362
R=163 G=195 B=98
C=44 M=5 Y=74 K=0
RAL DESIGN PLUS
120 80 50
Fashion Green

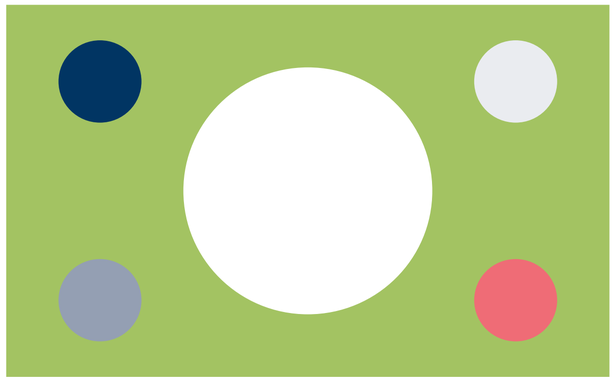
Coral Red
#ef6c76
R=239 G=108 B=118
C=0 M=70 Y=41 K=0
RAL DESIGN PLUS
030 60 50
Calypso Red

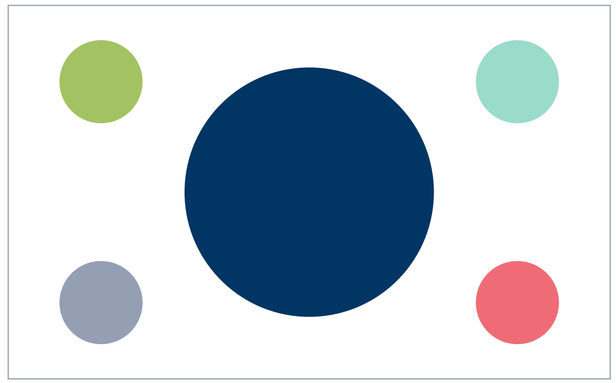
Turquoise
#9adbca
R=154 G=219 B=202
C=43 M=0 Y=28 K=0
RAL DESIGN PLUS
180 80 30
Tender Turquoise

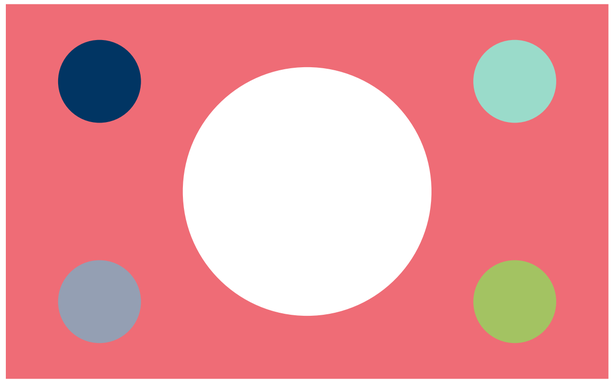
Colours

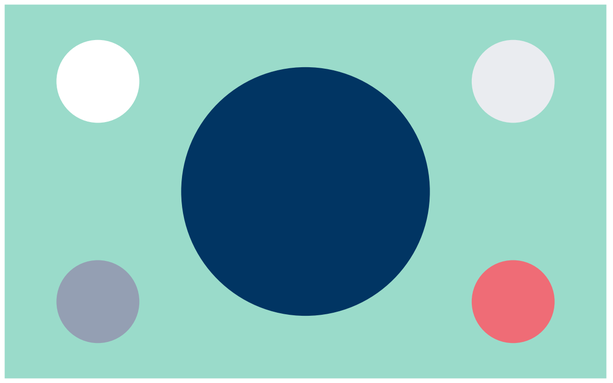
Colour combinations











Typography

Primary font

Aside from headlines, our type is always either **Navy Blue** or **White** to keep it high contrast, clear and legible.

Ubuntu can be downloaded **here**

Ubuntu

Aa

Light
Regular
Medium
Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Typography

Secondary font

Aside from headlines, our type is always either **Navy Blue**, **Black** or **White** to keep it high contrast, clear and legible.

Verdana is a Microsoft font.

Verdana

Aa

Regular
Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Typography

Ubuntu Text combinations

Headline 1	Ubuntu Bold Kerning: Optical Tracking: 0	**Headline**
Headline 2	Ubuntu Medium Kerning: Optical Tracking: 0	**Headline**
Subhead	Ubuntu Medium Kerning: Metric Tracking: 0	**IBIA promotes improved standards, knowledge and understanding in the industry**
Body	Ubuntu Light Kerning: Metric Tracking: 0	IBIA – The International Bunker Industry Association is the voice of the global bunker industry and represents all stakeholders across the industry value chain.
Small print	Ubuntu Regular Kerning: Metric Tracking: 0	Data Protection Policy: We have your contact details as a legitimate result of the services we offer. We will only ever contact you with regards to your affiliation with industry matters and IBIA. We hold our data securely and never sell it to third parties. If you wish to see our Data Protection Policy please visit www.ibia.net and do let us know if you no longer wish us to hold your data for any reason

Typography

Verdana Text combinations

Headline 1	Verdana Bold	**Headline**
Headline 2	Verdana Regular	Headline
Subhead	Verdana Bold	**IBIA promotes improved standards, knowledge and understanding in the industry**
Body	Verdana Regular	IBIA – The International Bunker Industry Association is the voice of the global bunker industry and represents all stakeholders across the industry value chain.
Small print	Verdana Regular	Data Protection Policy: We have your contact details as a legitimate result of the services we offer. We will only ever contact you with regards to your affiliation with industry matters and IBIA. We hold our data securely and never sell it to third parties. If you wish to see our Data Protection Policy please visit www.ibia.net and do let us know if you no longer wish us to hold your data for any reason

Typography

Text colour combinations

Text	Text	Text
Text	Text	Text

Contacts

Useful contacts

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IBIA

ibia.net

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