



# IGLC Standard

## Conference Name and Logo

### 1 Introduction

This document outlines the standards and guidelines for the naming and visual representation of the Annual Conference of the International Group for Lean Construction (IGLC). It serves as a reference for consistency in the use of the conference name, logo design, and related branding elements across various media and communications.

### 2 Conference Name

#### 2.1 Official Name

The conference's official title shall be "The [nn] Annual Conference of the International Group for Lean Construction", with [nn] indicating the conference's sequence (e.g., 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup>, etc.). Use of this title in English is mandatory in all official materials, such as the conference website, brochures, formal communications, and legal documents, for uniformity and professionalism.

#### 2.2 Short Name

For informal or limited-space scenarios, the conference's short name, "IGLC[nn]", is acceptable. Here, [nn] denotes the conference number. Note that there is no space between IGLC and [nn]. It should be, for example, "IGLC32". This abbreviated title is suitable for social media, promotional material, and internal documents, provided the context clearly relates to the conference.

#### 2.3 Consistency in Use

Consistent use of the official and short names is critical. Ensure uniform application across all media, e.g., maintain a single naming style on all website pages.

#### 2.4 Visual Representation

Any graphical depiction of the conference name (logos, banners) must align with the established branding guidelines, including consistent font, color scheme, and style, to preserve a cohesive and professional image.

#### 2.5 Language Variations

In regions where English is not the primary language, the conference name may be translated. Nevertheless, the English name should always appear first (and the translation will accompany it) to ensure global recognition and maintain consistency.

### 3 Enhanced Conference Logo

**Design Flexibility:** Conference organizers have the liberty to choose colors and designs for the logo, subject to certain guidelines and requirements that follow.

**Incorporation of Short Name:** The logo must prominently feature the conference's short name, "IGLC[nn]".

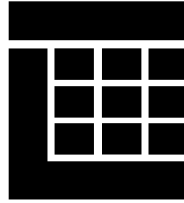


**IGLC Standard: Conference Name and Logo**

Authored by: Frode Drevland and Iris D. Tommelein  
Date authored: 2023-11-21

Approved by: IGLC Standardization Committee  
Date approved: 2024-12-04

**Inclusion of IGLC Logotype:** The IGLC logotype must be incorporated into the conference logo. While subtle design elements are permissible (e.g., a landmark like the Eiffel Tower used for IGLC31), the logotype must remain legible and recognizable.



Figur 1 IGLC logotype

**Visibility and Scalability:** The logo must be designed for high visibility and legibility across various sizes and media. It should remain clear and distinct whether displayed on large banners or as a small digital icon.

**Conference Year:** The logo shall clearly display the year the conference is held, e.g., 2024.

**Legal Compliance:** The logo design must adhere to copyright and trademark laws and should be compliant with legal standards for logo use in various regions to avoid legal complications.

**Examples of Conference Logos:**

Table 1 Logos from previous conferences

Conference Logo	Comments
	Note: The logo does not fully comply with the requirement to use "IGLC29"