



Volunteer Orientation for Communicators

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Introduction to IPPA ippanetwork.org

Positive psychology is an exciting subfield of psychology that focuses on the study of the positive emotions, strengths, and virtues that make individuals and groups thrive. The scientific findings of positive psychology have been applied in clinical therapy, business, education, coaching and many other settings. Since its inception in 1998, the field has seen an investment of tens of millions of dollars in research funding, the founding of several scientific journals, the development of masters and Ph.D. programs in key universities, and reports in major news outlets. The International Positive Psychology Association (IPPA) was founded in 2007 to support the long-term growth of this field and to bring together the global community of scholars, practitioners, and students who share in its mission.

Mission

IPPA has several related missions:

- *To promote the **science** of positive psychology and its **research-based applications**.*
- *To facilitate collaboration among **researchers, teachers, students, and practitioners** of positive psychology **around the world and across academic disciplines**.*
- *To share the findings of positive psychology with the **broadest possible audience**.*

Values

IPPA values collaboration, connection, diversity (in race, class, gender, expertise and cultural perspective), and ensuring the highest-quality scientific research and research-based applications. In all of our communications, we strive to exemplify our values and uphold our reputation as a trusted, respected source.

International Leader

IPPA is the international leader in advancing the field of positive psychology, and a trusted, respected resource for people engaged in the highest quality scientific study and research-based applications of positive psychology. IPPA integrates the positive psychology activities around the world - working with more than [20 national and regional organizations](#) so that there is coordination of our activities.

Global Convener

As the international positive psychology umbrella organization, IPPA connects researchers with practitioners, students with mentors, and regional groups with an international network, through virtual and in-person programs such as the Positive Psychology Leader Series, the Monthly News Round-up, our Divisions and the World Congress.

Highest Scientific Standards

Positive psychology is the scientific study of what enables individuals and communities to thrive. IPPA holds high scientific standards for the research it recognizes, endorses, and



promotes. Typically, research - be it innovative theoretical approaches, tested intervention models or basic research - must be published in a peer-reviewed journal.

Research-Informed Applications

Research-informed applications are interventions that were designed based on research findings derived through rigorous scientific inquiry. These interventions are then tested outside of a laboratory setting for the purpose of increasing individual, social, organizational, and global flourishing. Positive psychology applications should be accompanied by references to the science upon which it is based as well as evidence of its effectiveness.

Bridging Scholarship and Practice

IPPA programming seeks to connect researchers and practitioners in constructive dialogue and collaborations that will enhance the work of both groups. Through these conversations and connections, IPPA hopes to develop best practices for how scholarship can inform practice and vice versa.

Our Community and Membership

IPPA serves a thriving international community that includes researchers, teachers, students, and practitioners who are interested in advancing the scientific study and ethical application of positive psychology.

IPPA membership is multidisciplinary, consisting of a large contingent of psychology scholars and researchers, as well as “practitioners” who apply positive psychology research to professional realms such as clinical therapy, coaching, education, healthcare, business, entrepreneurship, wellness and the humanities. Additionally, IPPA welcomes academics and practitioners from related fields such as behavioral economics, sociology, and others.

We strive to create an environment that welcomes, values, serves, and effectively utilizes the diverse experience, perspectives and voluntary contributions of our members.

By joining IPPA, members invest in the future of positive psychology. IPPA membership dues help us to advance the science and application of positive psychology around the globe, through educational programs, scholarships and awards, positive psychology conferences, and more. For more information, visit <http://www.ippanetwork.org/join>

Programs

IPPA membership supports a wide range of programs that have been designed to help support the growth of our field. Below are brief summaries of our most significant programs to date:

World Congress on Positive Psychology

Every other year, IPPA hosts the largest gathering of positive psychology researchers, practitioners and students in the world. These events include three days of keynote



addresses, symposia, workshops, poster sessions, and countless opportunities to meet fellow professionals from this growing field.

One goal of the World Congress on Positive Psychology is to offer an opportunity to learn from the founders and pioneers in the field, and indeed our programs have included such notable researchers as: Martin Seligman, Mihaly Csikszentmihalyi, Ed Diener, Christopher Peterson, Barbara Fredrickson, Roy Baumeister, Sonja Lyubomirsky, Robert Vallerand, Kim Cameron, Antonella Delle Fave, James Pawelski, and many others. The Congress further offers opportunities for leading practitioners and upcoming scholars to present compelling new work in the field through our call for proposals. Additionally, IPPA's five Divisions each plan topic-specific programming and networking events at Congress.

The 6th World Congress on Positive Psychology will be held July 18-21, 2019 in Melbourne Australia.

Positive Psychology Leader Series (member-only)

Whereas the World Congress offers an intensive educational experience, the *Positive Psychology Leader Series* offers IPPA members an opportunity to learn from those leading scholars and practitioners in the field throughout the year. Each hour-long webinar offers an introduction to the presenter's work, the latest updates from the lab or field, and time for questions from the online audience. Each call is recorded and posted for later viewing in an [online archive](#). Some of the more than 40 presenters the Positive Psychology Leader Series has welcomed include Shane Lopez, Richard Davidson, Jonathan Haidt, Adam Grant, Dianne Vella-Brodrick, Stephen Post, Anthony Grant, and many others.

Awards Program and Student Scholarships

IPPA's awards program was begun in 2011 to recognize outstanding contributions to our field. In 2017 IPPA gave six awards:

- The *Christopher Peterson Gold Medal* represents the most important honor IPPA bestows. It should be conferred on the member whose career exemplifies the best of positive psychology – at the personal, professional, and academic levels.
- The *IPPA Fellows Program* confers the title of Fellow on IPPA members who have contributed most significantly to the development of the association and to the scientific advancement of knowledge in their specific field of research or practice within the domain of positive psychology.
- The *Outstanding Practitioner Award* honors an IPPA practitioner who has shown the most outstanding excellence and impact in advancing the practice of positive psychology in ethical and evidence-based ways.
- The *Raymond D. Fowler Service Award* honors an IPPA member who has gone above and beyond to give his or her time in the service of advancing the field of positive psychology.
- The *Early Career Researcher Award* honors an IPPA member who, within the first ten years of completing their Ph.D., has contributed most significantly to the scientific advancement of knowledge in positive psychology.



- The *IPPA Dissertation Award* is conferred on the author of a recent Ph.D. dissertation that advances the science or application of positive psychology.
- *Positive Educator Impact Award*, offered by the Education Division. This award recognizes individuals (educators, students, coaches, consultants, administrators, parents, academics) that are having a positive impact in educational and academic setting by implanting the principles, practices and applications of Positive Education.
- *Contributions in Positive Health Award*, offered by the Positive Health and Wellness Division, recognizes individuals with long and distinguished careers who have made a notable impact on the field of positive health. Nominees can be any professional involved in positive health (academics, researchers, clinicians, organizations, practitioners, consultants, coaches), who uses positive psychology to advance human longevity, quality of life, and physiological and psychological wellbeing (including decreased morbidity).
- *The Valliant Award for Contributions in Positive Clinical Psychology* is offered by the Positive Clinical Psychology Division. Named in recognition of Dr. George Vaillant's seminal contributions to the field of Positive Clinical Psychology, this award recognizes distinguished contributions of the application of positive psychology in the clinical realm, including but not limited to endeavors such as designing, delivery, training and evaluation of positive assessment and interventions.
- *Exemplary Research to Practice Award*, offered by the Work and Organizations Division is presented to a member of the Work and Organizations Division who has advanced the application of evidence-based science in the field of positive work and organizations (PWO). Their work serves as a stand-alone exemplar of a cumulative contribution to PWO through applying theory and research in practical applications and/or field application of scientific findings. The quality of their work demonstrates potential of our members to contribute to PWO theory, research, and/or practice, and should be considered a standard for us all, researchers and practitioners alike, to aspire to as we work to positively transform the way the world works.
- *Inspiring Mentor Award*, offered by IPPA's Student Division, SIPPA, recognizes one outstanding mentor in the field of positive psychology who provides continued commitment and support to students that foster professional and academic development.

IPPA's Student Scholarship Program helps students who would otherwise not be able to attend the Fifth World Congress on Positive Psychology take advantage of this unique career and learning opportunity. IPPA has awarded student scholarships to each of the World Congresses to date thanks to the generous support of our membership.

International Conference Support

To support and extend our global reach, IPPA has supported many international conferences. IPPA has provided speakers, planning guidance, logistical support, and in some cases sponsorship to positive psychology events in Brazil, Spain, Russia, South



Korea, China, Poland, Czech Republic, Philippines, New Zealand, South Africa and elsewhere.

Basic Research Support

To further support scholarly study and the development of new research, IPPA began offering financial support in 2014 to events specifically designed to foster basic research on topics core to positive psychology. The first of these was the inaugural *Pre-Conference on Positive Emotions* held April 24, 2014, before the Society for Affective Science (SAS) conference. This event featured two keynotes, two symposia, a data blitz, and opportunities for intergenerational conversations about positive emotions research. The meeting drew 40 participants – 19 doctoral students, four post-doctoral trainees, and 17 faculty members. IPPA has continued its financial support of this event each year thereafter. Also since 2015, IPPA has offered its support to the *Happiness and Well-Being Pre-Conference* at the Society for Personality and Social Psychology meeting.

Virtual Learning Library

The IPPA Learning Library is an online resource comprising five collections that hold more than 200 presentations on positive psychology. Leading experts, academics, and practitioners shared the latest positive psychology research and applications at our World Congress events and in our Positive Psychology Leader Series, and the IPPA Learning Library extends the life of those presentations by making them available continuously online for anyone with an IPPA membership. We expect this learning library will dramatically improve access to low-cost educational materials from leading positive psychology scholars, no matter where you are in the world.

Student and Professional Divisions

IPPA's professional and student divisions are micro-communities within our organization of individuals passionate about particular topics. IPPA is currently home to five divisions:

- **Students** – Our student division, SIPPA, connects graduate and undergraduate students with interest in positive psychology to each other, as well as to learning and mentorship opportunities.



- **Work & Organizations** – A member-driven, international forum for academics, researchers, practitioners, and organizations to communicate and collaborate on positive psychology research and application in the organizational and institutional context.
- **Positive Health & Wellness** - A member-driven, international forum for researchers, clinicians, policy makers and others to advance the science and practice concerning optimal human health and the positive and protective bio-psycho-social factors linked to it.
- **Positive Clinical Psychology** - A member-driven, international forum for clinicians, academics, researchers, and students to support and advance the professional, ethical, effective, evidence-based and culturally responsive practice of positive psychology principles in clinical settings.
- **Positive Education (IPPAEd)** - A member-driven, international forum for academics, researchers, students, practitioners, and educators from around the world dedicated to bringing out the best in educational communities through the intersection of the science of positive psychology and best learning educational practice.

Monthly News Round-up

This member-only resource compiles news from IPPA and the global positive psychology community into a succinct digest that is emailed to members mid-month. IPPA members are invited to submit content for consideration by the 1st of the month using [this form](#). Content might include upcoming conferences, calls for proposals, new educational programs and resources, job or funding opportunities and more. Members can find current and recent news on ippanetwork.org/news.

IPPA Engage Member Community!

Launched in late 2018, IPPA Engage is an online members-only community that allows IPPA members to learn, connect and collaborate at anytime from anyplace in the world. IPPA members can access all of IPPA's programming and member benefits through this platform. Division leaders are asked to visit the platform weekly to start discussions, answer member questions and promote opportunities. Within the platform, members can also share their work and discuss the latest research and applications with leaders in the field in the discussion forms, introduce themselves by filling out a member profile, search a directory of members and connect privately, participate in scheduled chats, register for free virtual events and webinars, and access a library of more than 200 educational resources. Free training videos are provided. Visit: <https://engage.ippanetwork.org>



Communication Goals

The International Positive Psychology Association communicates regularly with multiple internal and external audiences with the following goals:

1. Increase public awareness of IPPA and our mission to recruit members.
2. Position IPPA as the international thought-leader and global convener of positive psychology scholars, researchers, students, and practitioners.
3. Create a thriving environment that attracts, welcomes, values, serves and engages members.
4. Advance the highest-quality science and application of the science by sharing the findings of positive psychology research and connecting members in educational programs and collaboration.
5. Increase member engagement by offering timely information about organization-wide initiatives, program updates, new resources, activities and opportunities to get involved, and create opportunities for group discussion and two-way communications that generate feedback.
6. Recruit new members and increase member retention by promoting a strong and complete member value proposition.
7. Keep abreast of the latest needs, concerns, ideas, offerings, and opportunities from the broader positive psychology community (specifically through social media and other two-way communication channels).
8. Educate scholars, students, practitioners and members of the public about the field of positive psychology. Dispel misconceptions about the field (e.g., it's just positive thinking/ self-help, it's only about happiness, etc.)
9. Provide exceptional customer service.



Sample Messages

IPPA communications should promote our value proposition and highlight our values of scientific rigor, ethical, evidence-based application, connection, collaboration, and diversity (in race, class, gender, expertise and cultural perspective).

1. Positive psychology is the scientific study of what enables individuals and communities to thrive.
2. The International Positive Psychology Association (IPPA) is the global leader in promoting the science of positive psychology and its research-based applications, and connecting the global community of scholars, practitioners and students who move the field of positive psychology forward.
3. By joining the International Positive Psychology Association, you are investing in the future of our field. You will become part of a vibrant community of scholars and practitioners working to deliver our mission.
4. By joining IPPA, you can contribute to the positive psychology commons and play a role in advancing the field.
5. IPPA members enjoy exclusive, year-round opportunities to learn, access resources, connect with colleagues, and collaborate on important initiatives to advance positive psychology science and evidence-based application.

Communication Guidelines and Best Practices

Anyone communicating on behalf of IPPA should adhere to the following guidelines.

Division Communicators MUST:

- Follow IPPA branding standards and position IPPA as a global authority on positive psychology and a connector of people interested in positive psychology, including leaders in the field. An international perspective should be emphasized where appropriate or possible.
- Adhere to member rules:



- No member may enter into an agreement (financial, legal, marketing, educational) on behalf of IPPA with an external party without first obtaining prior written permission from IPPA's Executive Committee.
- Limited, information inter-organizational links may be explored with the prior permission of IPPA's Divisions Committee.
- No member may represent IPPA to the media without express permission from IPPA's Executive Director or Director of Communications
- Division Communicators are welcome to use the IPPA logo on official marketing materials with the prior review and approval of IPPA's Divisions Program Director or a designee.
- Adhere to IPPA's scientific and application standards.
- Avoid perpetuating public misconceptions about the field of positive psychology.
- Avoid commercialism or the perception of endorsing any particular members' book, product, company or service. Include a non-endorsement disclaimer whenever necessary.

Division Communicators SHOULD:

- Offer members avenues for feedback or discussion and provide timely responses and customer service.
- Customize communications for the target audience(s), ensuring that member-only privileges (e.g. access to certain content and activities) are respected.
- Deliver communication through the appropriate communication channels and adhere to the best practices of each specific medium (e.g., e-marketing, Facebook).
- Familiarize yourself with members of [IPPA's Board of Directors](#), internationally recognized leaders in the field, authors of pioneer works, active contributors to the growth of IPPA as a scientific association, generators of recent scientific advancements in positive psychology, and [regional organizations](#).

Planning Your Communications

Communicating to various audiences is an important job. IPPA volunteers who serve in this role, either for a specific division, program or for IPPA in general, are encouraged to spend time developing a communication plan that considers *what* information they want to communicate, to *whom*, and *when*. Questions to consider when planning communications:

1. Who is your audience?
 - a. Is this communication intended for members only and therefore internal? Or, do you want to communicate something broadly to the public, in which case the communication would be considered external?
 - i. In most cases, Division Communication Leads will be primarily focused on communicating internally to engage with division members. Approval from the Executive Director or Director of Communications is required for Division Communication Leads to



communicate about IPPA with or in external media sources (such as news sites or blogs).

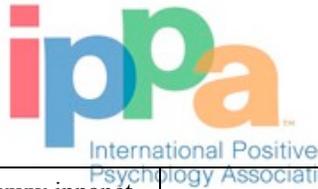
- b. Target audiences and preferred outreach:
 - Current members (monthly)
 - Expired members (the month following expiration)
 - Lapsed members (quarterly invitations to renew)
 - Members of partner organizations, including regional and national positive psychology organizations (as needed), Coordinate outreach with Director of Communications.
- c. Does your audience have any special demographics or needs (such as professional interest, needed instruction, etc.) that you should consider when crafting your message?

2. What is your “call to action”? What do you want your audience to do with the information you share? Do you want them to register for something? Renew their membership? Read and comment on an article? Think about the action that you hope your communication will precipitate in your target audience and then make sure that your communication enables this action to the best of your ability.

3. What is the best way to deliver your message? Once you have a sense of your communication needs, you can identify the appropriate communication vehicle to meet each need.

IPPA Communication Vehicles

Platform	Audience	What?	How Often?	How?
IPPA Engage	Members	All program opportunities, news and updates. External opportunities as appropriate. Discussions of latest research, science, topics of interest in the field. Planned Q&A with experts, etc.	Daily/weekly	Division leaders and community managers are trained as Administrators and have access to News section, Library, and email broadcast functions. All members have access to discussion forums and member share repository.
IPPA website	Public-facing	Promote opportunities that	As needed	Draft content and



(www.ippanetwork.org)		may entice people to join and participate. Promote newsworthy successes like new program roll-outs, award winners, etc.		send to webmaster@ippanetwork.org
Monthly News Round-up Email	Member - facing	Same content as IPPA website with a member focus.	Monthly	Email editor@ippanetwork.org
Marketing Emails through Constant Contact	Lapsed members. Potential members	Promote your division and the value it creates to entice members to join.	Quarterly	Send language upon request to Divisions Program Manager and/or Director of Year-Round programming
Social Media	Public	Share time-sensitive opportunities to inform members and drive membership	As needed	Email editor@ippanetwork.org

Social Media

Goals/Strategy Overview

The primary goals of IPPA’s use of social media are engagement and branding. Due to the public nature of social media communications, it is a tool most effectively used to demonstrate IPPA’s position as world leader, global connector, and standard-bearer of all things related to the science and application of positive psychology.

Some specific sub-goals include:

1. Connecting a global and multi-disciplinary community with each other and to IPPA in two-way communication. This includes responding to questions, obtaining feedback and learning about new opportunities or trends in the field.



- Example of activity that support this goal: sharing appropriate news from and opportunities offered by [recognized](#) regional and national positive psychology associations.
- 2. Reinforcing IPPA’s position as the international thought-leader and standard bearer for the science.
 - Examples of activities that support this goal:
 - § Posting about relevant special issues of peer-reviewed journals
 - § Sharing free-to-access presentations (ex, video recordings; webinars) about high-quality science or applications
- 3. Demonstrating IPPA membership benefits and advertising IPPA programming, and encouraging those interested in positive psychology to become members. This helps to inform a wide audience about IPPA as an organization.
 - Examples of activities that support this goal:
 - § Advertising IPPA events that are open to both members and non-members, especially the World Congress
 - § Encouraging users to view the currently featured presentation(s) from IPPA’s Learning Library
 - § Informing audiences of members-only benefits, such as access to the full Learning Library and attending Positive Psychology Leader Series webinars

All of these are also supportive of IPPA’s broader mission (**see page 2**).

Network Guidelines

IPPA maintains a presence on Facebook, Twitter, and LinkedIn. IPPA utilizes Buffer.com (free version) for scheduling posts to these networks, shortening links, and for some analytics.

In addition to operating within IPPA’s mission and specific social media goals, the following best practices for social media use should be followed at all times by anyone who represents IPPA and its Divisions on social media.

Considerations for All Networks

- Follow all general Communication Guidelines and Best Practices (**see page 7**).
 - Of particular importance: Adhere to IPPA’s scientific standards and code of ethics.
- Do prioritize timely material for posting (e.g., recent news rather than old news).
- Do adjust wording according to the network (e.g., shortening a message and adding hashtags for Twitter).
- Do include a compelling image or video when appropriate.
- Do link to content for further information and/or action. When possible, use links to drive viewers to IPPA’s website rather than elsewhere (e.g., to a news item posted there). Make the link preview as attractive and informative as possible (consider the

- preview image and text), and shorten the URL by scheduling through Buffer. When posting links or media, always include text that provides context and information.
- Remember: What is your “call to action”? What do you want your audience to do with the information you share? Do you want them to register for something? Renew their membership? Think about the action that you hope your communication will precipitate in your target audience and then make sure that your communication enables this action to the best of your ability.
 - Do protect the value of members-only content and other membership benefits.
 - For instance, when promoting a members-only program such as the Leader Series, linking to pages that anyone can access and include information about how to join, rather than a registration page only members should have access to.
 - Do check the network(s) periodically to see if there are any direct questions that should be answered.
 - Use appropriate branding, for instance in profile photos and cover photos.
 - **Do not post memes or inspirational images / quotes.**
 - Do not post content that contributes to common and damaging misconceptions about the field of positive psychology, including but not limited to:
 - Unrealistic optimism; “happy-ology”; Pollyannaism
 - Unscientific, particularly self-help that is not based on scientific research
 - If posting about psychology research, avoid describing results as being “proven”; also avoid causal language if not supported by the study. Avoid sharing content that makes these mistakes when reporting on psychology research.
 - Do not post, respond to, or become involved in controversial or political matters. IPPA is a 501c3 organization, and as such, may not be perceived as working to influence policy or legislation. ([See rules](#))
 - Do not promote commercial content if it comes from a source other than IPPA and its partner organizations.
 - For example, we do not endorse or promote things like coaching or professional training/certificate programs, or specific positive psychology practitioner products or business endeavors. Even if you could determine that such programs meet IPPA’s scientific standards, we do not have the ability or sufficient rationale to conduct competitive analyses of these programs; so if we posted about just one of these programs, people with similar or competing offerings could have reason to ask us to promote their products or work. This would not be in line with IPPA’s goals.
 - *For IPPA Division representatives:* Do tailor content to the target audience of those interested in your division’s topic specifically, while still adhering to the goals and guidelines in this document

Twitter-specific

- Do use hashtags (recommended no more than 3 per tweet). Hashtags of particular interest to our audience include #PosPsych and #PosPsy. Where relevant, use



hashtags that relate to other fields (ex, #health, #education) to make connections across disciplines.

- Do post multiple times per day if there is a high volume of content to share.
- Do post content that is ultra-time sensitive (ex, events in the very near future or event coverage in real-time).
- Do post about the same content over the course of a few days with slight variations; the life cycle of any given tweet is short.
- Do mention (using “@handle”) organizations and individuals associated with IPPA (ex, board members, Leader Series guests) when relevant.
- Do follow (and retweet, if content supports IPPA’s goals) peer-reviewed journals, IPPA leadership, Leader Series guests, other recognized scientists/practitioners, MAPP programs listed on IPPA’s website, and partner positive psychology associations. Treat following as an endorsement.
- Do retweet content from other sources if it supports IPPA’s goals.
- Do know when to start a tweet with a @mention and when not to.
 - The tweet “@handle thanks for the follow!” will only appear in the feeds of users who follow BOTH you and @handle. This is likely appropriate for such a tweet because it is very individualized, and not relevant or interesting to most of your followers.
 - The tweet “.@handle is hosting a great event tomorrow!” will appear in the feeds of ALL of your followers. The period at the beginning of the tweet indicates that this is not a private @mention and should be served to all followers. Be sure to include this punctuation, or reword the tweet so that it does not start with the handle of the person or organization you want to mention, for content that is relevant and interesting to all your followers.
 - For some other common Twitter mistakes to avoid that might be relevant, take a look at [this page](#).
- Do not ask for retweets.

Facebook-specific

- Do not overuse hashtags (recommended no more than 1 per post; not all posts should include a hashtag).
- Do tag organizations that have Facebook pages when possible.
- Do not post ultra-time sensitive material, as posts often take some time to reach peak audience.
- Do prioritize visual content when possible.
- Do not ask for likes or shares.

LinkedIn-specific

- Do prioritize content for professional audiences from diverse fields (ex, conferences, calls for submissions, webinars).
- Do not post more than once per day. Do not post outside of business hours.



- Keep updates very short—one or two sentences plus a picture or link with image and preview—with the most important information up front rather than at the end. Long updates will get shortened, making it necessary to click “more” to read the full post.

IPPA Style Guide

Terminology:

- The term positive psychology should always be lowercase unless it is used as part of a name, like International Positive Psychology Association.
- The first reference to IPPA should spell out our full name as “the International Positive Psychology Association (IPPA)”. When we refer to IPPA in the abbreviated form, we should not use the word “the” in front of it.
- Well-being is always hyphenated.

IPPA logo:

- IPPA logos can be found in this [online folder](#).
- The IPPA logo should appear with a white background and as a rectangular-shaped image (or square on social media) whenever possible.
- The IPPA logo colors (see below) may not be altered.
- The IPPA logo is to appear in color and not black and white, whenever possible.

Brand colors:

- Hex colors for IPPA logo:
 - Red: #ff646b
 - Blue: #49a4dd
 - Green: #62cb86
 - Yellow: #ffbd66
- RGB:
 - Green: rgb(98,203,134)
 - Yellow: rgb(255,189,102)
 - Blue: rgb(73,164,221)
 - Red: rgb(255,100,107)

Dimensions for social media and website graphics:

- 250x250.png - Square image for web sub pages and/or social media
- 331x195.png - Web sub pages
- 646x200.png - LinkedIn
- 851x315.png - Facebook hero (IPPA logo in square subset)
- 900x200.png - Homepage slider
- 1000x200.png - Homepage slider