

Investing Media Solutions LOGO GUIDELINES

JANUARY 2015

The Investing Media Solutions logo consists of two parts: the peaked symbol and a distinctive type treatment for the IMS initials. These two elements will always appear in a fixed size and position relationship that does not change.

PRIMARY LOGO



PRIMARY LOGO / FULL



Investing Media Solutions

PRIMARY LOGO / TAGLINE



Reach. Engage. Succeed.™

COLOR PALETTE

IMS BRIGHT GREEN
C45 / M0 / Y100 / K0
R154 / G202 / B60



IMS BRIGHT BLUE
C62 / M9 / Y7 / K0
R80 / G183 / B219



IMS BRIGHT
GRADIENT



IMS DEEP GREEN
C100 / M39 / Y100 / K0
R0 / G123 / B72



IMS DEEP AQUA
C88 / M9 / Y37 / K0
R0 / G165 / B170



IMS DEEP
GRADIENT



IMS GRAY
C0 / M0 / Y0 / K85
R77 / G77 / B79



ALTERNATE LOGOS

REVERSED TO WHITE



Investing Media Solutions



Reach. Engage. Succeed.™

BLACK & WHITE LOGOS



Investing Media Solutions



Reach. Engage. Succeed.™

MINIMUM SIZING



Investing Media Solutions

1.25"

LOGO CLEAR SPACE

Proper use of clear space around the logo elements protects the integrity of our logo. Clear space for each version of the logo is determined using the negative space of the "M" in the IMS logotype as the unit of measurement.



PRIMARY TYPEFACE - MB EMPIRE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(.,:;?!@\$&*) 0123456789

MB Empire Book
MB Empire Medium

MB Empire Bold
MB Empire Heavy