



The IMD logo
Simple guide

2017



Dear IMD Team,

To ensure a successful implementation of the logo across our organization, please make sure, as of now, to always visit the Intranet for the latest corporate templates. All personal working templates should also be updated immediately.

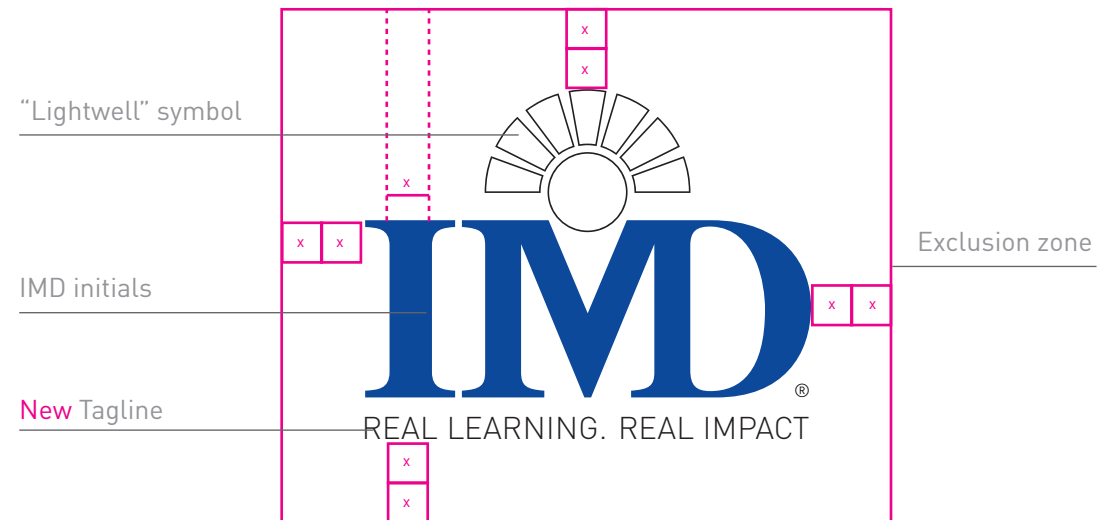
Thank you for your collaboration,

IMD design team

The IMD logo

To ensure maximum visibility and consistency, no other graphic elements may be placed inside the exclusion zone.

The size or proportion of the zone must not be altered.



Old logo, new logo

How to spot the difference

To avoid any confusion between the old logo and the new design, look for the following:

- 1 **New tagline: the tagline has changed to **REAL LEARNING. REAL IMPACT** in capital letters in the corporate DIN font.**

OLD LOGO



NEW LOGO



Which version to use?

Print applications

The revised IMD logo comes in several versions to cover all print applications and other material such as merchandising.

Please use the indicated version for each situation. The logo must never be smaller than 25mm x 21mm.

Pantone or spot color

Applies to ink used in the printing industry that can produce a wider palette and more effects than desktop printers.

CMYK

(Cyan, Magenta, Yellow, Black) refers to standard 4-color printing, used by most desktop printers

Full-color (CMYK) version

To be used for standard 4-color print on a white background only



Pantone version

On mat print use Pantone 287 U (uncoated) spot color and black.



Negative logo version

To be used for printed materials where only a colored background is available.



Which version to use?

Web applications

The revised IMD logo has been designed with special versions for on-screen applications.

The logo should never be smaller than 117 x 92 pixels.

Please note

For readability reasons the registered ® has been removed from the minimum version web logo only.

The tagline “Real Learning. Real Impact” is exceptionally removed when it cannot be read in very small web logo formats.

RGB

(Red, Green, Blue) refers to the standard method of creating any color on most screen devices and beamers.

RGB logo version

To be used for any on-screen application, only on a white background.



Negative version

To be used for any on-screen application, only on a dark monochrome background.



Minimum logo version

Without registered ® and tagline



Protecting our logo

To preserve the integrity of the brand, visual consistency is essential. Please follow the guidelines on the previous pages and do not modify the logo in any way. For use in large formats and on special materials, please contact the Design Team.



Do not stretch, condense, rotate or distort the logo in any way.



Do not use the color logo over a colored background.



Do not add any elements to the logo



Do not use textured, busy colored backgrounds. Place the logo on a white background only, or on a dark, monochrome background for the negative version.



Do not remove any elements of the logo.



Do not add shadow or elements on the back.



Do not change the color of any element of the logo.