



DESIGN GUIDE

OCTOBER 2018

LOGO

1

LOGO

The logotype is available in black or negative (white).

IMPLEMENTATION

The exclusion zone must be respected when placing other elements near the logo. See the guide on the right for exact measurements.

PLACEMENT

The logotype sits well centered or in the bottom and left corners of an element.

SIZE

The minimum size of the logo is a width of 18mm (20% of logo size)

DIGITAL FILES (FOR PRINT AND SCREEN)

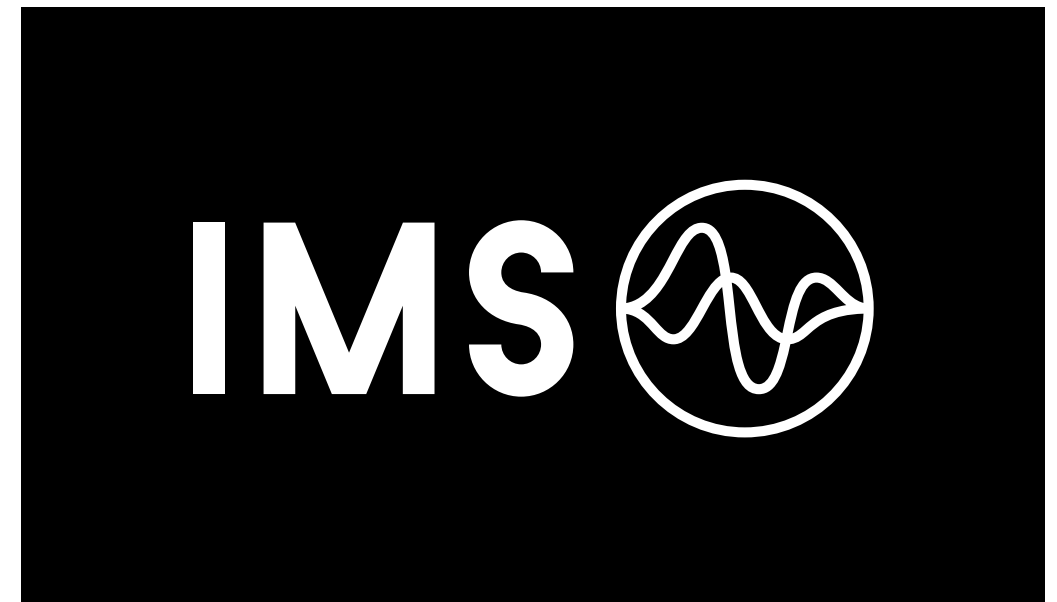
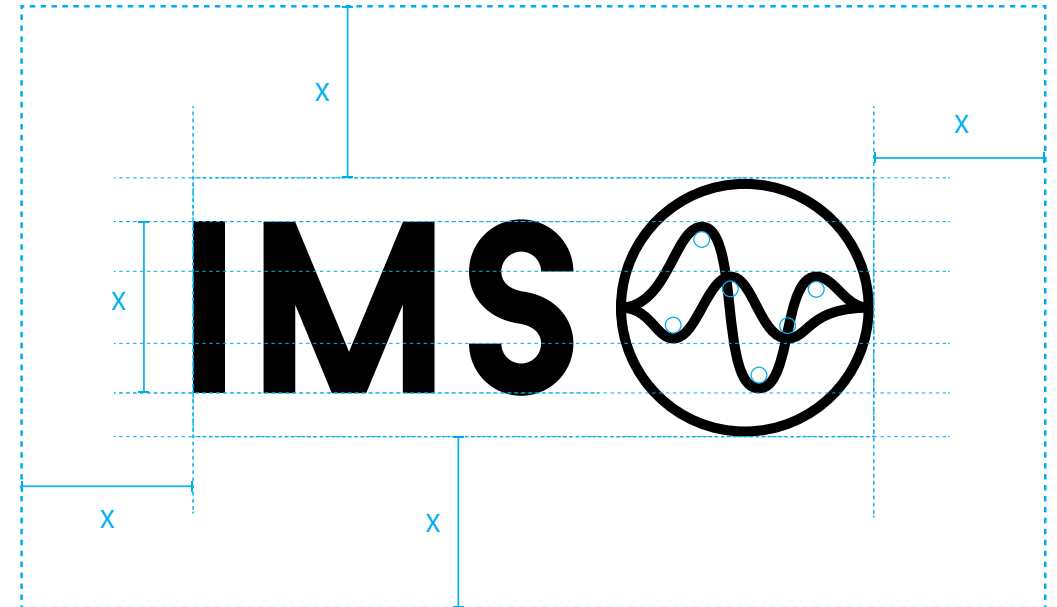
BLACK
IMS_LOGO_BLACK.PDF

NEGATIVE
IMS_LOGO_NEG.PDF

DIGITAL FILES (ONLY FOR SCREEN)

BLACK
IMS_LOGO_BLACK.jpg
IMS_LOGO_BLACK.png

NEGATIVE
IMS_LOGO_NEG.png



LOGO WITH TAGLINE / SHORT

2

LOGO

The logotype is available in black or negative (white).

IMPLEMENTATION

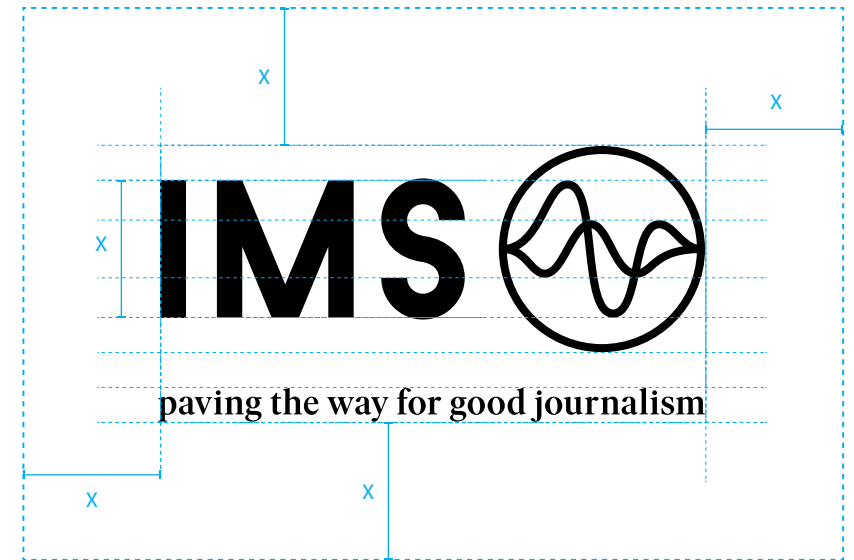
The exclusion zone must be respected when placing other elements near the logo. See the guide on the right for exact measurements.

PLACEMENT

The logotype sits well centered or in the bottom and left corners of an element.

SIZE

The minimum size of the logo is a width of 36mm (40% of logo size)



DIGITAL FILES

BLACK
IMS_TAGLINELOGO_SHORT_BLACK.PDF

NEGATIVE
IMS_TAGLINELOGO_SHORT_NEG.PDF

DIGITAL FILES (ONLY FOR SCREEN)

BLACK
IMS_TAGLINELOGO_SHORT_BLACK.jpg
IMS_TAGLINELOGO_SHORT_BLACK.png

NEGATIVE
IMS_TAGLINELOGO_SHORT_NEG.png

LOGO WITH TAGLINE / LONG

3

LOGO

The logotype is available in black or negative (white).

IMPLEMENTATION

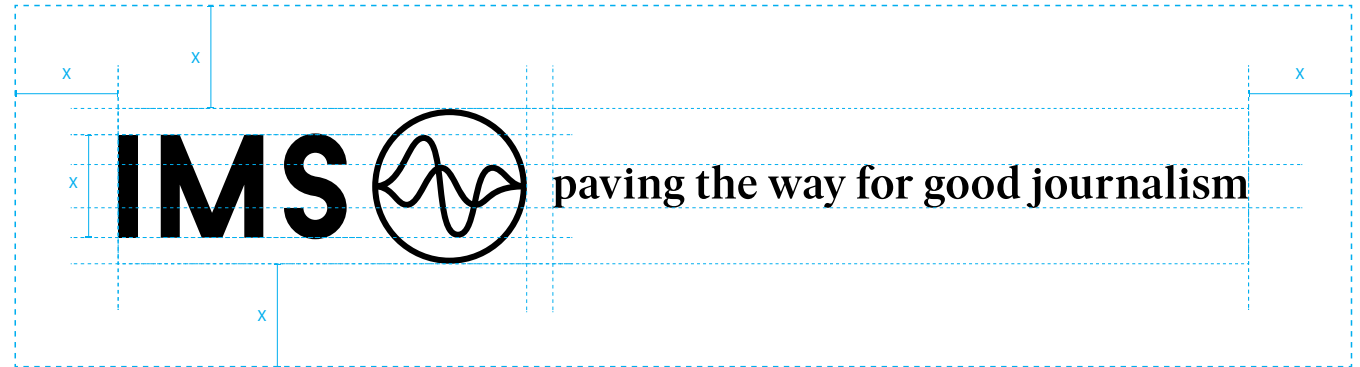
The exclusion zone must be respected when placing other elements near the logo. See the guide on the right for exact measurements.

PLACEMENT

The logotype sits well in the left corners of an element.

SIZE

The minimum size of the logo is a width of 62mm (25% of logo size)



DIGITAL FILES

BLACK
IMS_TAGLINELOGO_LONG_BLACK.PDF

NEGATIVE
IMS_TAGLINELOGO_LONG_NEG.PDF

DIGITAL FILES (ONLY FOR SCREEN)

BLACK
IMS_TAGLINELOGO_LONG_BLACK.jpg
IMS_TAGLINELOGO_LONG_BLACK.png

NEGATIVE
IMS_TAGLINELOGO_LONG_NEG.png

LOGO WITH TAGLINE / LANGUAGE VERSIONS

4

LANGUAGE VERSIONS

The logotype is also available in Arabic, Danish, French, Russian, and Spanish.

LOGO

The logotype is available in black or negative (white), and in both long and short versions.

IMPLEMENTATION

The exclusion zone must be respected when placing other elements near the logo. See the guide on the right for exact measurements.

PLACEMENT

The logotype sits well in the left corners of an element.

SIZE

The minimum size of the logo is a width of 62mm (25% of logo size)

DIGITAL FILES

BLACK LONG

IMS_ARABIC_TAGLINELOGO_LONG_BLACK.pdf
IMS_DANISH_TAGLINELOGO_LONG_BLACK.pdf
IMS_FRENCH_TAGLINELOGO_LONG_BLACK.pdf
IMS_RUSSIAN_TAGLINELOGO_LONG_BLACK.pdf
IMS_SPANISH_TAGLINELOGO_LONG_BLACK.pdf

NEGATIVE

IMS_ARABIC_TAGLINELOGO_LONG_NEG.pdf
IMS_DANISH_TAGLINELOGO_LONG_NEG.pdf
IMS_FRENCH_TAGLINELOGO_LONG_NEG.pdf
IMS_RUSSIAN_TAGLINELOGO_LONG_NEG.pdf
IMS_SPANISH_TAGLINELOGO_LONG_NEG.pdf

BLACK SHORT

IMS_ARABIC_TAGLINELOGO_SHORT_BLACK.pdf
IMS_DANISH_TAGLINELOGO_SHORT_BLACK.pdf
IMS_FRENCH_TAGLINELOGO_SHORT_BLACK.pdf
IMS_RUSSIAN_TAGLINELOGO_SHORT_BLACK.pdf
IMS_SPANISH_TAGLINELOGO_SHORT_BLACK.pdf

NEGATIVE

IMS_ARABIC_TAGLINELOGO_SHORT_NEG.pdf
IMS_DANISH_TAGLINELOGO_SHORT_NEG.pdf
IMS_FRENCH_TAGLINELOGO_SHORT_NEG.pdf
IMS_RUSSIAN_TAGLINELOGO_SHORT_NEG.pdf
IMS_SPANISH_TAGLINELOGO_SHORT_NEG.pdf



TYPOGRAPHY

The primary typeface used in headings, subheadings, quote etc. is “Ivar Display”.

For body text use “Times New Roman”. Also, Times New Roman is used if the Ivar Display is not available.

IN USE

When setting text use tracking of 0-40 depending on size and usage. Line spacing in a minimum ratio of 10:11.

IV
AR

IVAR DISPLAY REGULAR

abcdefghijklmnopqrstuvwxyzæøå ABCDEFGH
IJKLMNOPQRSTUVWXYZÆØÅ0123456789

IVAR DISPLAY MEDIUM

abcdefghijklmnopqrstuvwxyzæøå ABCDEFGH
IJKLMNOPQRSTUVWXYZÆØÅ0123456789

IVAR DISPLAY MEDIUM ITALIC

*abcdefghijklmnopqrstuvwxyzæøå ABCDEFGH
IJKLMNOPQRSTUVWXYZÆØÅ0123456789*

IVAR DISPLAY SEMIBOLD

**abcdefghijklmnopqrstuvwxyzæøå ABCDEFGH
IJKLMNOPQRSTUVWXYZÆØÅ0123456789**

TIMES NEW ROMAN REGULAR

abcdefghijklmnopqrstuvwxyzæøå ABCDEFGH
IJKLMNOPQRSTUVWXYZÆØÅ0123456789

TYPOGRAPHY

The secondary typeface used in communication is “Roboto”. Mainly use Roboto for functional information, small details and within info graphics. It can also be used for box text and body copy where space is limited.

If the typeface is not available “Arial” can be used instead for running text.

IN USE

When writing with Roboto, text should always have a tracking of 0-40 depending on size and usage. Line spacing in a minimum ratio of 10:11.

ROB
OTO

ROBOTO LIGHT

abcdefghijklmnopqrstuvwxyzæøå ABCDEFGH
IJKLMNOPQRSTUVWXYZÆØÅ0123456789

ROBOTO REGULAR / ITALIC

abcdefghijklmnopqrstuvwxyzæøå ABCDEFGH
IJKLMNOPQRSTUVWXYZÆØÅ0123456789
*abcdefghijklmnopqrstuvwxyzæøå ABCDEFGH
IJKLMNOPQRSTUVWXYZÆØÅ0123456789*

ROBOTO MEDIUM

abcdefghijklmnopqrstuvwxyzæøå ABCDEFGH
IJKLMNOPQRSTUVWXYZÆØÅ0123456789

ROBOTO BOLD

abcdefghijklmnopqrstuvwxyzæøå ABCDEFG
HIJKLMNOPQRSTUVWXYZÆØÅ0123456789

ARIAL

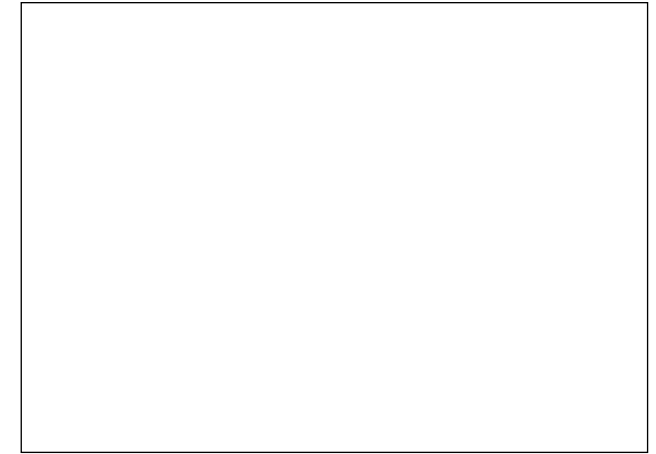
abcdefghijklmnopqrstuvwxyzæøå ABCDEFG
HIJKLMNOPQRSTUVWXYZÆØÅ0123456789

PRIMARY COLOURS

The primary colours can be used for text, logo, tagline, background colour, illustrations, info graphics and for colour treating images.



EARTH BLACK
CMYK 30/30/40/100
PANTONE BLACK
RGB 10/5/0



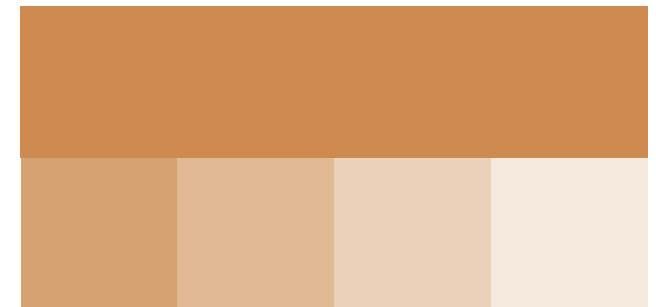
WHITE
CMYK 0/0/0/0
RGB 255/255/255

SECONDARY COLOURS

The secondary colours should not be used for main text, but can be used for secondary text within info graphics. It can also be used as a background colour, illustrations, info graphics and as highlights.



WATER
CMYK 60/20/0/40
PANTONE 2160
RGB 62/115/151



BEDROCK
CMYK 0/40/70/20
PANTONE 7412
RGB 206/139/79

IN USE

CMYK (Cyan/Magenta/Yellow/Black) colours are used for offset and digital print.
RGB (Red/Green/Blue) colours are used on monitors, projectors and all digital media.

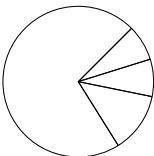
INFO GRAPHICS TREATMENT

The style of the IMS info graphics is accurate, clean and simple. Using fine line weights and subtle use of IMS colour palette.

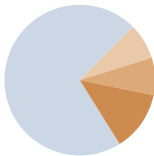
IMS has a range of colour treatments to suit different types of publications.



	Brazil	+12%
	Peru	+63%
	Argentina	+25%



	Brazil	+12%
	Peru	+63%
	Argentina	+25%



	Brazil	+12%
	Peru	+63%
	Argentina	+25%

IMAGES

IMS images are supplied by a range of photographers from all over the world. To create consistency on signature images apply image treatment A or B.

IMS IMAGE TREATMENT A

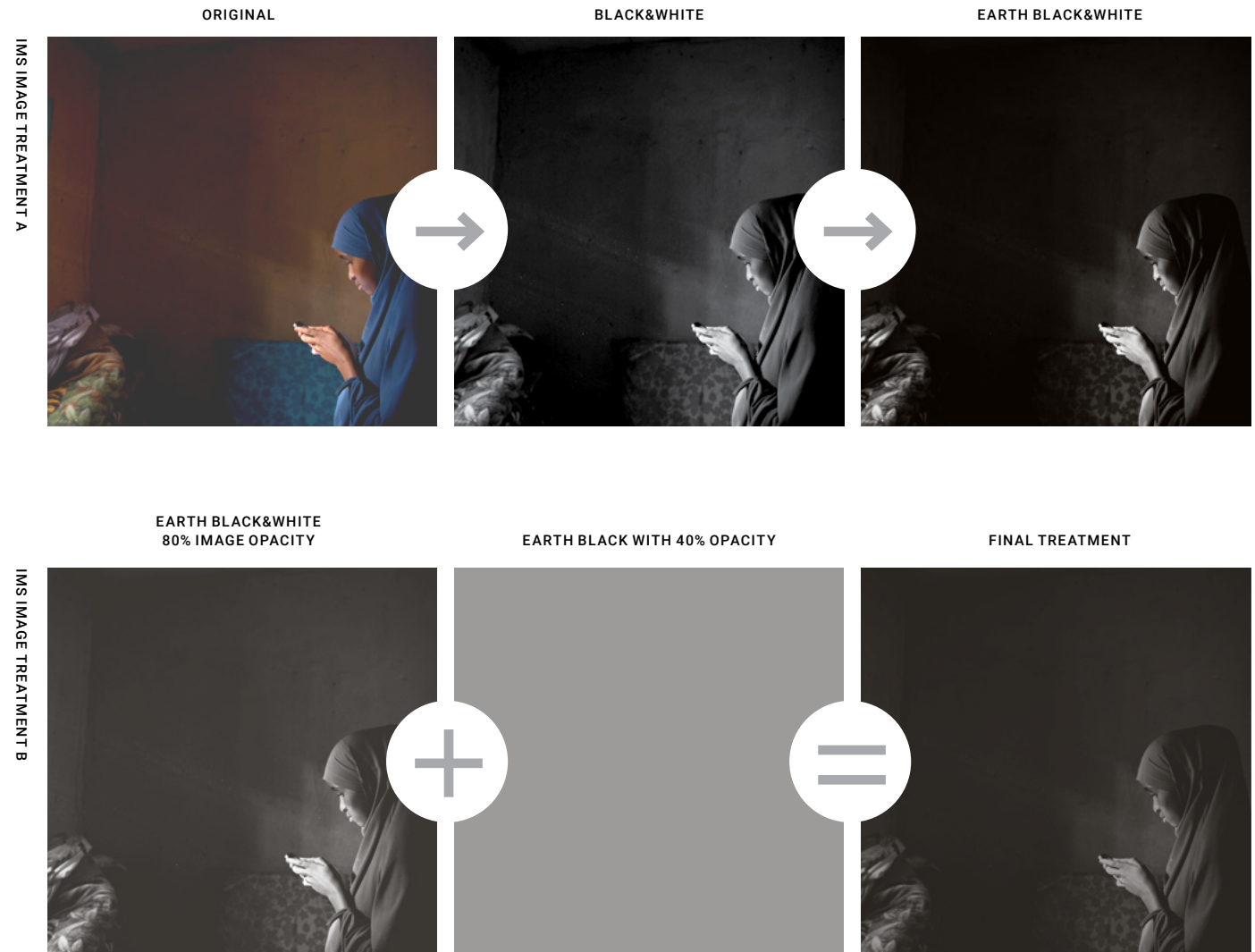
A strong brand element is the use of earth black. For signature images (covers, chapter images) convert colour images to earth black&white.

- In photoshop or similar, convert the colour image to black&white.
- In Indesign set the colour of the image to earth black.

IMS IMAGE TREATMENT B

In some cases you will need to have a large amount of text over an image, reducing contrast in the background image will improve legibility. We can achieve this by adding an overlay to our images.

- Use a earth black&white image. (see “A”)
- Reduce the image opacity to 80%.
- Then overlay a 40% earth black colour box on the image.





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