

# IMS logo guide

In this folder you will find two types of logo:

- A plain logo
- A logo with tagline (short and long version)

In general, use the plain logo – only use the logo with tagline if it makes sense. If in doubt, contact the IMS Communications Unit (see below). A couple of thumbnail rules:

Plain logo: Front of publications, signage,

Logo w/ tagline: Backside of publications

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All files come in two variations:

1. The ending \_BLACK indicates that the logo is black and is best used on white/light coloured background.
2. The ending \_NEG indicates that the logo is negative (white) and should be used on dark coloured backgrounds.

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For professional printing (including PDFs) such as banners, posters, marketing material, etc.: Always use the pdf files.

Note: The pdf files are in vector format and fully compatible with e.g. Illustrator.

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Not for professional printing (including word-documents) such as use on screens, online use, word-files, Power Points etc.: Use the files available in the separate folder called \_SCREEN

Note: The jpeg and png-files should work for most situations but should not be used for any professional printing!

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If you have any questions please write to Gerd Kieffer-Dössing, [gki@mediasupport.org](mailto:gki@mediasupport.org) or call +45 3110 5502

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