



## ABRIDGED GRAPHICS STANDARD GUIDE FOR THE IMS LOGO

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### COLOURS

The logo has been designed in a 4-colour process (cyan, magenta, yellow, and black).

#### CYAN

CMYK: 100-0-0-0  
RGB: 0-174-239  
#00AEEF  
Pantone cyan

#### MAGENTA

CMYK: 0-100-0-0  
RGB: 236-0-140  
#EC008C  
Pantone magenta

#### YELLOW

CMYK: 0-0-100-0  
RGB: 255-242-0  
#FFF200  
Pantone yellow

#### BLACK

CMYK: 0-0-0-100  
RGB: 0-0-0  
#000000  
Pantone black

#### BLUE

CMYK: 100-100-0-0  
RGB: 46-49-146  
#2E3192

#### RED

CMYK: 0-100-100-0  
RGB: 237-28-36  
#ED1C24

#### YELLOWISH BLACK

CMYK: 0-0-100-100  
RGB: 24-26-0  
#181A00



#### FOUR COLOURS

The 4-colour application must always be used on a white or light background.



#### PROTECTION SPACE

The logotype has been surrounded by a protection space that must never include any other graphic or typographical element.

The protection space around the logotype must be equal to twice the height of the letter "I".



#### REVERSED AND SINGLE COLOUR

The reversed versions must be used on black or dark backgrounds.

When the printing process allows for only one colour, the visual identification must be reproduced in black or white.

These applications must be used when the logotype is featured on a background whose colour is incompatible with the colour logotype.

Minimum size:  
1.5 cm (0.6 in)



#### MINIMUM SIZE

In order to optimize legibility, we recommend a minimum height of 1.5 cm (0.6 inches)



#### SYMBOL

The 4 colour dots can be used on their own as a graphic element.

Solocom has created this abridged graphics standard guide to help you use the IMS logo in a professional manner in order to build a high-quality brand. Please contact us if you need to design and produce communication pieces such as business cards, media kits, brochures, posters, flyers, websites, or any other piece of content.

Marc Goudreau (514) 281-7656 ext. 106 mgoudreau@solocom.ca solocom.ca

**Solocom**  
Marketing



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### DESCRIPTOR

*Printing solution experts*

### MOTTO

*Expert advice.  
Impactful solutions.*

### COLOUR

These elements are printed in grey when the logo is printed in colour. If the logo is printed in black or white, the text will be the same colour as the logo.



Minimum size:  
2.54 cm (1 in)



Minimum size:  
2.54 cm (1 in)



### PROTECTION SPACE

These elements are printed under the logo. The space between the logo and text is equal to the width of the letter "I" whereas the protection space surrounding the logo and text is equal to twice the width of the letter "I".

### MINIMUM SIZE

In order to optimize the legibility of the descriptor and motto, we recommend a minimum size of 2.54 cm (1 inch).

### REVERSED AND SINGLE COLOUR

The same rules of usage for the descriptor and motto apply when the colours are reversed or when one single colour is used.

### GREY

CMYK: 0-0-0-50  
RGB: 147-149-152  
#939598



### FONT

The font for copy supporting the logo is Poppins. This is a Google font available here: <https://fonts.google.com/specimen/Poppins>

#### Poppins Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### Poppins Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



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