



# Corporate logo guidelines

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## Logo style

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The logo of The Institute of Asset Management is for use as the Institute's corporate identity. The logo may be used by members to endorse their stationery, promotional items and campaign material.

It should only be used with permission of the Institute and under the strict guidelines shown below. The logos shown below are the only acceptable ways of reproducing the logo.



## Logo colour

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The Institute of Asset Management's logo colours are Pantone 220 and Black.



Pantone 220



Black

When reproduced in CMYK the colour composition of Pantone 220 is:

Cyan	0%
Magenta	100%
Yellow	13%
Black	17%

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## Logo colour continued

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If printing methods prohibit the use of the colour logo, the logo should appear as positive mono version (A) or as white version when reversed out of a dark background (B).

Where the logo appears in CMYK format on a photographic background or dark solid colour it should be used in its reversed colour format (C). These versions of the logo are available on request. In all other situations the logo should appear in its full colour version (D).



A



B



C



D

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## Logo placement

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For print purposes the logo should where possible be positioned in the top right hand corner of the page no less than 15 mm from the top and right edges.

Please ensure that ample clear space is allocated around the logo to ensure that its clarity is not impaired by text or any other visual elements.

The logo must never be distorted or altered, have information removed or added to it, be trimmed, cropped or bled off the edge of the page or be placed at an angle.



The exception to this rule occurs where it appears at the base of an Institute member's letterhead.

The logo should never be printed at a width of less than 20 mm.

Where this is an issue please contact [The IAM.org](http://TheIAM.org) for advice.



## Further information

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These guidelines have been produced to help designers use the logo. it is essential that they are used at all times to maintain a consistant quality across all publications which carry the logo.

For further advice o the use of The IAM logo please contact

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