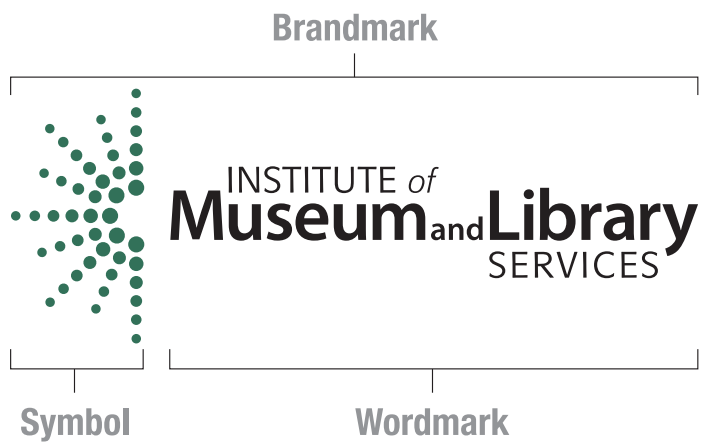


# Institute of Museum and Library Services (IMLS) Brand Standards

## IMLS BRAND PARTS



Any use of the Symbol and Wordmark as separate items requires prior approval.

**Wordmark font**  
Title Font: Myriad Pro Semi Bold  
Subtitle Font: Formata Light SC

## BRANDMARK COLOR USES



2-Color Brandmark



1-Color Brandmark  
(black)



White Brandmark  
(reversed)

Spot Color Printing		CMYK Process Printing		Web Colors	
<b>2-Color Brandmark</b> Blue (or PANTONE® 5545) Black = C:0 M:0 Y:0 K:100	<b>1-Color Brandmark</b> (See CMYK 1-Color Logo)	<b>2-Color Brandmark</b> Green = C:60 M:17 Y:38 K:48 Black = C:0 M:0 Y:0 K:100	<b>1-Color Brandmark</b> Black = C:0 M:0 Y:0 K:100	<b>2-Color Brandmark</b> Green #336666 R:51 G:102 B:102 Black #000000 R:0 G:0 B:0	<b>1-Color Brandmark</b> Black #000000 R:0 G:0 B:0

## BACKGROUND COLOR USE

Use the 2-color or 1-color (black) version of the IMLS Brandmark when applying it to a white or light/mid-tone background. (See examples below)



White Background



Light/Mid-tone Background

Use the white (reversed) version of the IMLS Brandmark when applying it to a mid/dark-tone or dark background. (See examples below)

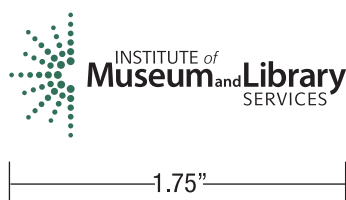


Mid/Dark-tone Background

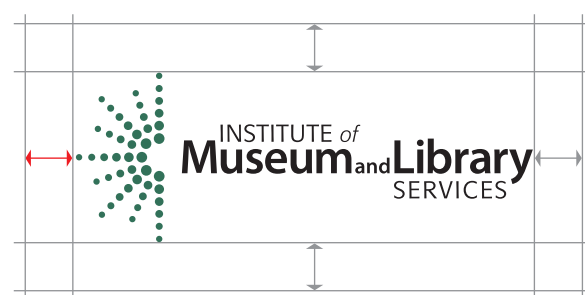


Dark Background

## SIZING AND POSITIONING



Brandmark should never be smaller than 1.75" wide.



Leave clear space equal to .25" on all sides of the Brandmark.

## DON'Ts (Prohibited Uses)



Do not alter the color of the Brandmark.



Do not alter the position of the Brandmark.



Do not alter or substitute the Wordmark title font Myriad Pro Semi Bold or the subtitle font Formata Light SC.



Brandmark must be re-sized in correct proportion.

