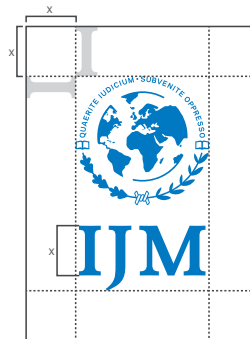


# Logo Sizes, Clearspace and Variations

## Clearspace

Always keep the logo clear of any other graphics, images or text. This protects the integrity of the IJM logo, ensures that it is never visually dominated by other elements, and eliminates the possibility of creating new “lockups.”

Recommended clear space is the height of the capital letter “I” in the logo. For example, if after you size and place your logo, the letter “I” is 1” tall, then you should allow at least 1” of clear space all around the logo.



x = height of cap “I” in IJM logo

## Minimum Size

To ensure legibility and clear print reproduction, do not apply the IJM logo at a size that is too small.

Minimum size for print:  
0.5” wide

Minimum size for web:  
55 pixels wide



0.5”

## Variations

The full color IJM logo is shown in 100% IJM blue. In situations where using the full color logo are not possible, the reverse white IJM logo is suitable for use.

Use the all black logo in instances where it is not possible to use the blue logo. (e.g. black and white applications over colored backgrounds that do not provide enough contrast with the IJM blue logo.)



No other variations of the IJM logo are permitted.

# Logo Misuse

Do not alter the original logo artwork in any way. The acceptable variations of the logo may be found on page 52.

Please note that these examples demonstrate some — but not all — improper uses of the logo.

