Institute of Museum and Library Services (IMLS)
Brand Standards

IMLS BRAND PARTS

Brandmark

Symbol

Wordmark

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

2-Color Brandmark
Blue (or PANTONE® 5545)
Black = C:0 M:0 Y:0 K:100

1-Color Brandmark
(See CMYK 1-Color Logo)

CMYK Process Printing

2-Color Brandmark
Green = C:60 M:17 Y:38 K:44
Black = C:0 M:0 Y:0 K:100

1-Color Brandmark
Black = C:0 M:0 Y:0 K:100

Web Colors

2-Color Brandmark
Green #336666
Black #000000

1-Color Brandmark
R:51 G:102 B:102
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)

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

White Background

Mid/Dark-tone Background

Light/Mid-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.

The colors shown here have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone, Inc.