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THE CONCEPT

The IMG logo reflects our focus on providing a foundation of security, health and well-being for our constituents while they are away from home.

The birds in the logo represent the Arctic Tern, whose annual migration is the longest of any animal in the world. Each bird in the flock symbolizes one of IMG's core constituent groups: members, intermediaries, partners and employees. As such, the perception of movement in the flock signifies not only the migration involved in traveling, working and living internationally, but also IMG's worldwide reach and presence.





APPEARANCE

1. The "Flock & Box" logo-mark.
2. IMG acronym.
3. Full logotype.





negative / positive



color on positive



color on negative



b&w negative



b&w positive
gray = K50



Alignment

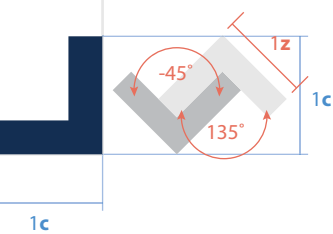


SCALE, SIZE AND PLACEMENT

This page delivers quick and accurate measurements for placing the logo in designed materials, such as forms, documents and stationery items.

This simple and minimalist layout and logo placement is just one example of the many design styles included in IMG's branding. Continue to the following pages for logo placement on other branded materials.

IMG logo appears at the top right-hand corner





THE GRID



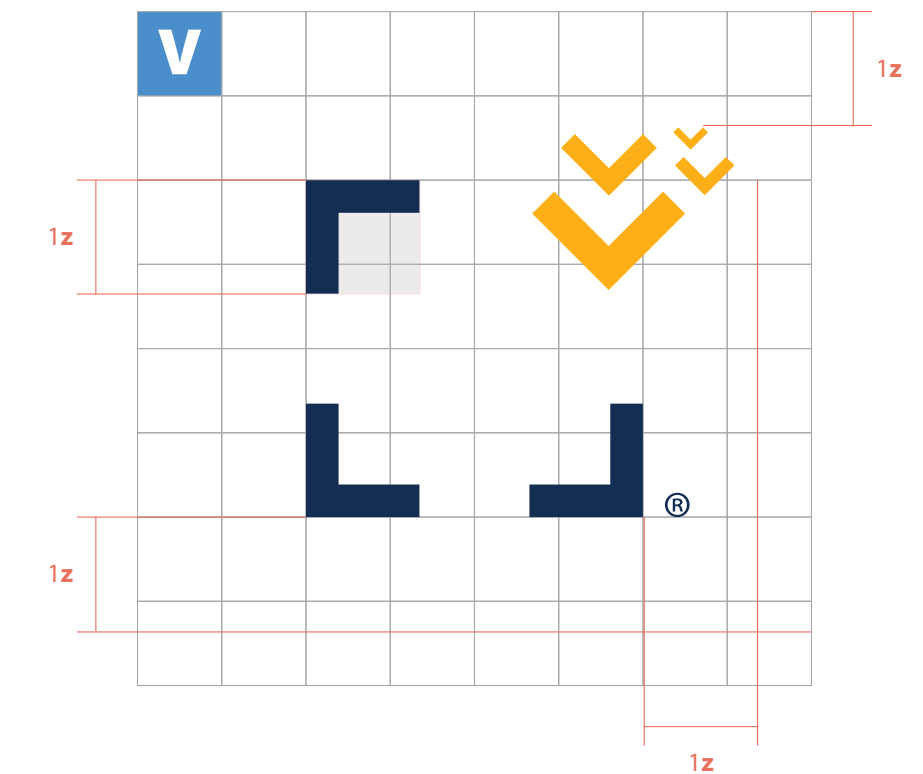
1. IMG logo and tagline on grid

the grid shows how to measure the right amount of safe space around the logotype and tagline, and in between them.



2. IMG logo on grid

the grid shows how to measure the right amount of safe space around the logotype.



3. IMG trademark on grid

the grid shows the calculation of the correct safe space around the trademark.

Note: All options of IMG logotype should include the "®" registered trademark symbol at the right of the logotype at all times.





PRIMARY COLORS

MIDNIGHT:

#132E52
R 19, G 46, B 82
C 97; M 76; Y 51; K57
PANTONE 539 C

SUNRISE:

#FBAE17
R 251, G174, B 23
C 0; M 35; Y 100; K0
PANTONE 2010 CP

SECONDARY COLORS

ROYAL BLUE

#0E57A1
R 14, G 87, B 161
C 96; M 73; Y 4; K 0
PANTONE 293 CP

AQUAMARINE

#84CFD0
R 132, G 207, B 208
C=46 M=0 Y=20 K=0
PANTONE 3242 CP

NORDIC NIGHTS

#62666D
R 98, G 102, B 109
C 30; M 22; Y 17; K 55
PANTONE Cool Gray 9 C

LONDON FOG

#AEB1B1
R 174, G 177, B 177
C 7; M 4; Y 6; K 30
PANTONE Cool Gray 3 C

ADDITIONAL COLORS

HAVELOCK BLUE

#498DCB
R 73, G 141, B 203
C 96; M 73; Y 4; K 0
PANTONE 293 CP

ENGLISH GREEN

#007366
R 0, G 115, B 102
C=46 M=0 Y=20 K=0
PANTONE 3242 CP

MATCHA

#ABBF29
R 171, G 191, B 41
C 7; M 4; Y 6; K 30
PANTONE Cool Gray 3 C

IVORY

#C3C0AE
R 195, G 192, B 174
C 30; M 22; Y 17; K 55
PANTONE Cool Gray 9 C

TURKISH COFFEE

#4F2C1D
R 79, G 44, B 29
C 44; M 73; Y 80; K 60
PANTONE 462 CP

STONEHENGE GRAY

#AFA298
R 175, G 162, B 152
C 24; M 19; Y 31; K 0
PANTONE Warm Gray 5 C

BURGUNDY

#5E2A3E
R 94, G 42, B 62
C 49; M 85; Y 52; K44
PANTONE 3242 CP

MOSCOW RED

#E72C2A
R 231, G 44, B 42
C 0 M 96 Y 93 K 2
PANTONE 1795 C

CONGO PINK

#E76F5C
R 231, G 111, B 92
C 5; M 70; Y 64; K 0 1
PANTONE 1795 U

GRECIAN MINT

#A0D1CA
R 160, G 209, B 202
C 30; M 22; Y 17; K 55
PANTONE 7464 C

