

# Graphic Standards Quick Guide

# IONS Graphics Standards

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On the pages that follow you will find guidelines for how to properly apply IONS' brand identity. These standards should be adhered to by everyone at IONS who is producing marketing or communications materials. This will reduce the dilution of brand that can come from competing messages and logos, and help to strengthen the power of IONS messaging and communications.

# IONS Logo Lockups

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## Preferred Lockups



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## Stacked 1



## Stacked 2



## Minimum Sizes

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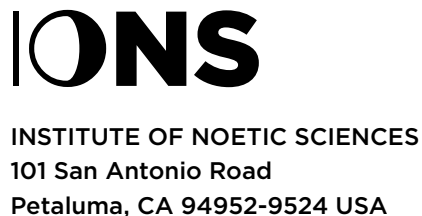
Use this bolder logo and one of these lockups for any applications below 2.5"



## Address Lockup

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### Stacked



### Horizontal



# IONS Logo Color Usage

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## Preferred Colors



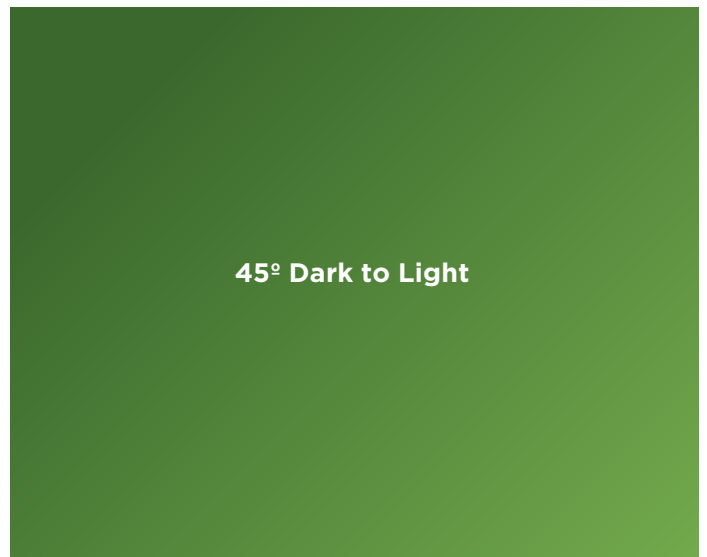
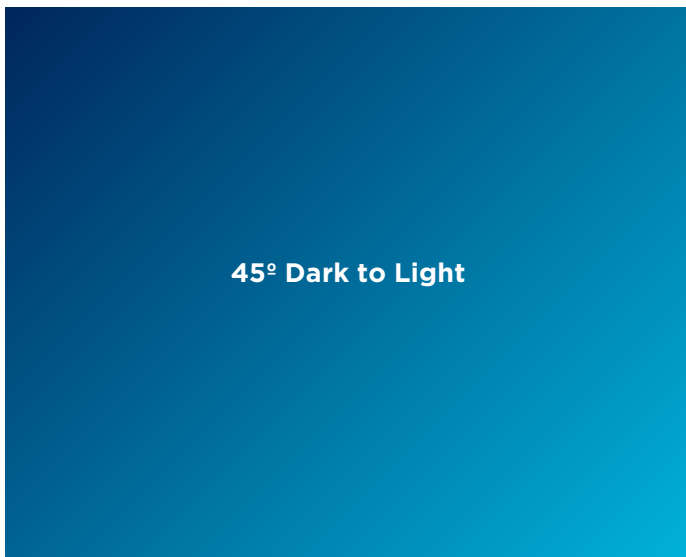
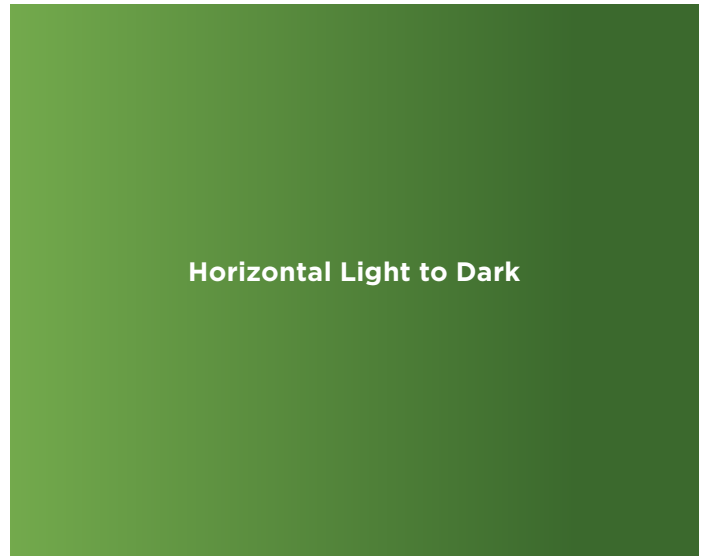
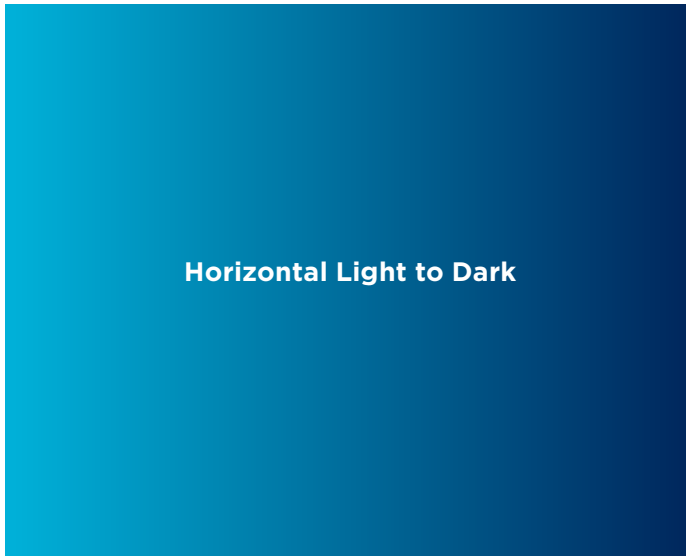
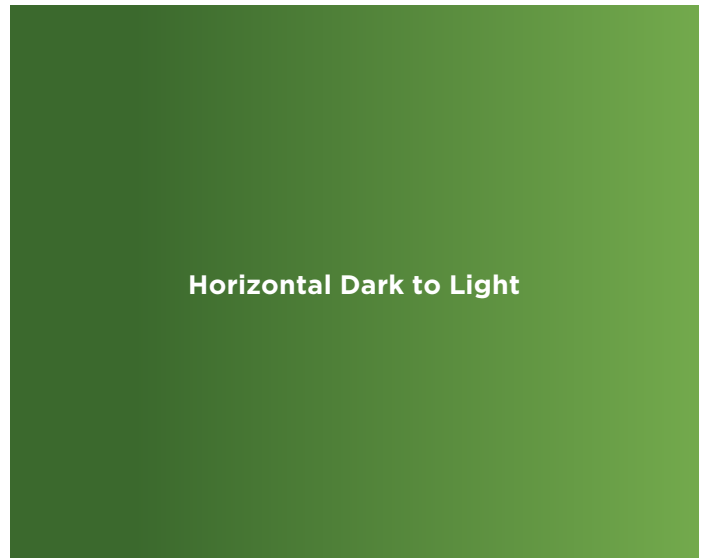
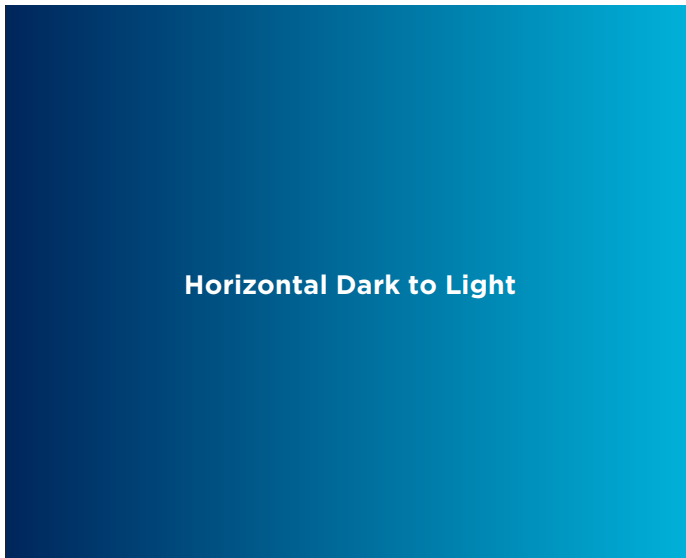
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## Reversed



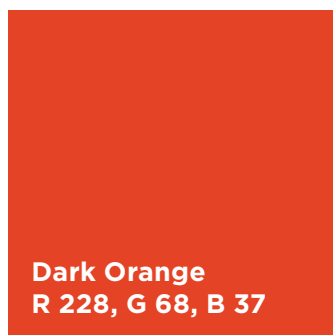
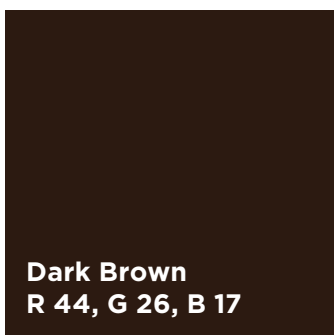
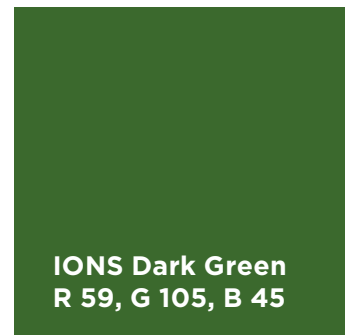
# IONS Gradients

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# IONS Primary Color Palette

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## IONS Primary Typography for Print Material

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12345ABCEDabcde

HTF Gotham Book

12345ABCEDabcde

HTF Gotham Medium

12345ABCEDabcde

HTF Gotham Bold

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12345ABCEDabcde

Adobe Garamond Pro Regular

*12345ABCEDabcde*

Adobe Garamond Pro Italic

## IONS Primary Typography for Web

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Primary San Serif used for the web: **Proxima Nova**

Based on a service called TypeKit which can be found at: <http://typekit.com/about>

Primary Serif used for the web: **Le Monde Journal STD**

Based on a service called TypeKit which can be found at: <http://typekit.com/about>

Secondary San Serif used for the web: **Arial**

Secondary Serif used for the web: **Cambria**