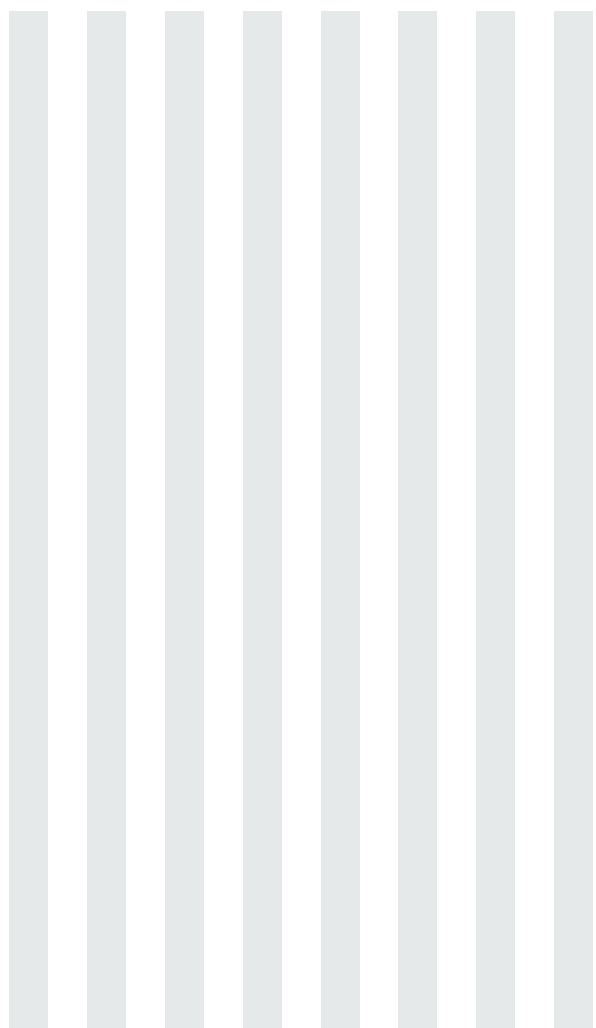


www.ici.org/mf100



LOGO USAGE GUIDELINES



MAIN LOGO



ALTERNATE LOGO ONE
SOLID BLACK



ALTERNATE LOGO TWO
GRayscale



CORRECT LOGO USAGE



INCORRECT LOGO USAGE



Do not change the aspect ratio of the logo.

Do not use colors other than the approved blues and grays.

FONTS & TYPOGRAPHY

PRIMARY FONT

PROXIMA NOVA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 0

SECONDARY FONT

Proxima Nova Medium

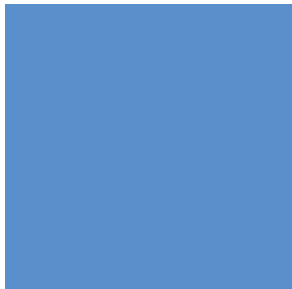
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 0



COLOR SWATCHES



PRIMARY BLUE

COLOR CODES

RGB: R=91 G=145 B=204

CMYK: C=65 M=35 Y=0 K=0

HEX: 5A91CC



SECONDARY BLUE

COLOR CODES

RGB: R=112 G=158 B=206

CMYK: C=57 M=30 Y=5 K=0

HEX: 6F9DCD



PRIMARY GRAY

COLOR CODES

RGB: R=55 G=68 B=76

CMYK: C=75 M=60 Y=50 K=40

HEX: 3A464F

