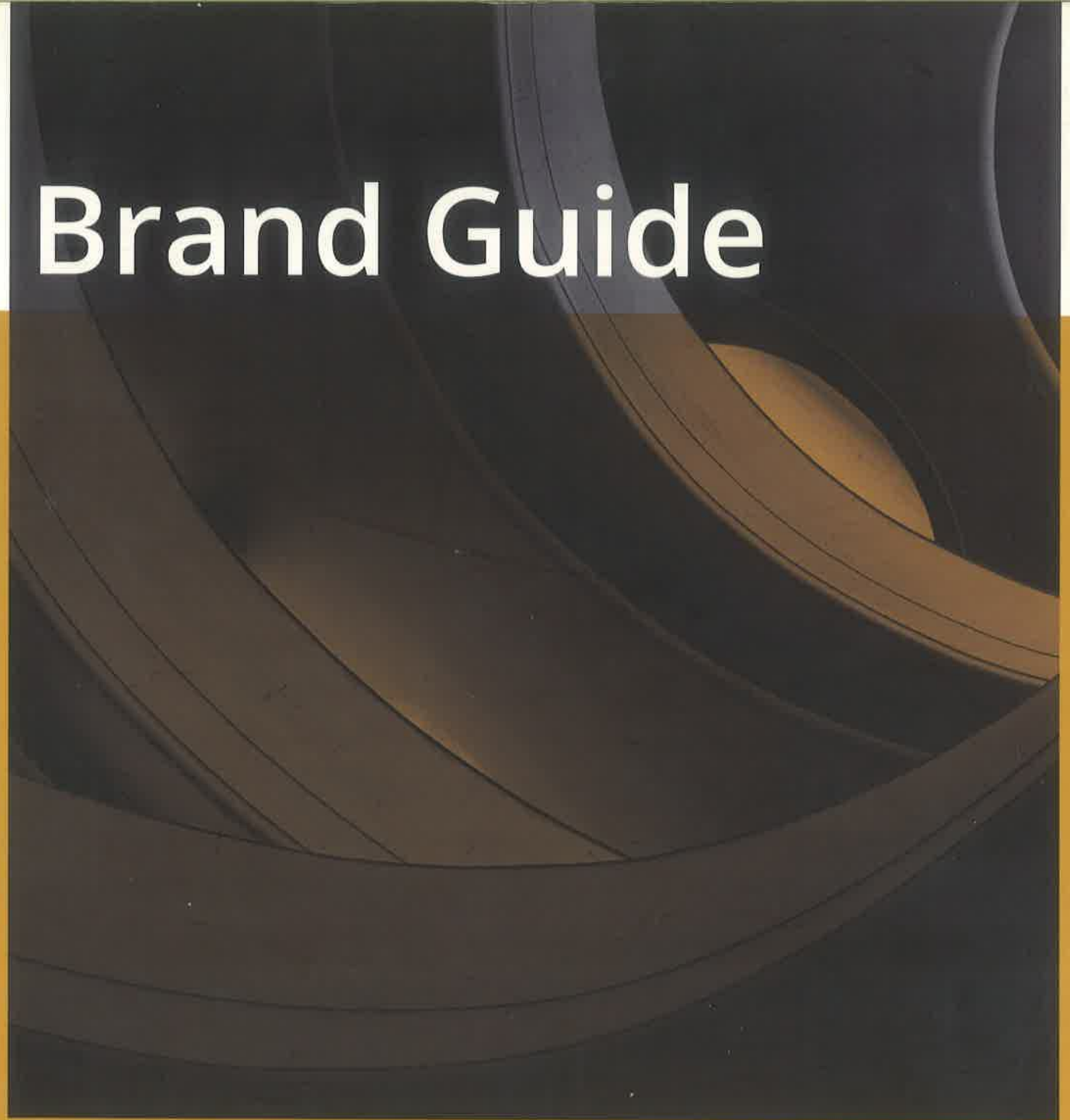


IMT Ghaziabad

# Brand Guide



IMT Ghaziabad

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# Brand Guide

I feel delighted to present to you the official Brand Guide of IMT Ghaziabad.

Having had a legendary history of almost four decades, today, IMT Ghaziabad (IMTG) has evolved as a Brand which not only promises but lives up to it. As we become more contemporary, applied and global, it has become important than ever to strengthen and consolidate our public image and reputation around the world.

The primary objective of preparing a guide like this is to provide all of us with a set of rules to refer and adhere to, for ensuring the sanctity and impact of the brand IMTG while showcasing our identity to any stakeholder, internal or external. For the reason that we believe, each one in the IMTG community is a brand ambassador; it becomes pertinent to ensure the graphical impact of our brand with its widespread and rightful usage.

Arriving at a brand identity is a scientific process, and it certainly evolves as you grow. This guide captures the brand IMTG in its entirety. Every chapter of the guide explains how IMTG stands graphically, striking a balance between the active and passive tonalities, demonstrating visually what we as an Institute stand for.

I compliment the marketing and communication team at IMT Ghaziabad for coming out with a comprehensive brand guide.

Thank You!

**Atish Chattopadhyay**

*“Out of clutter, find simplicity.  
From discord, find harmony.  
In the middle of difficulty  
lies opportunity.”*

Albert Einstein

**IMT Brand Guide** provides a foundation for clear and consistent communication of the institution's brand. It includes guidelines for the use of the signature, typography, colour, and should be applied to all the visual communication produced for the institute.

This document outlines identity standards and the application system in three parts. The first part consists of identity guidelines specifically designed to identify the brand and sub-brands. The second part specifies the visual system guidelines that define the colour palette, typography and graphic elements. The third part addresses the application for use in brand communication and also provides some examples.

The following guidelines, based on research and testing, are developed by [Pandesign](#) and the Marketing Department at IMT Ghaziabad. If you have any questions about the appropriate use of IMT's branding elements or visual identities, please contact the Marketing Office, IMT Ghaziabad at [marketing@imt.edu](mailto:marketing@imt.edu).

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IMT Ghaziabad

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# Identity Guidelines



# Institute of Management Technology

Ghaziabad, Delhi NCR

## Official Signature

The official signature comprises the institute's name in full, placed in jet black to the right of the symbol, separated by a vertical grey line.

The official signature can be used to establish the full identity of the Institute to an external audience, which includes but is not limited to the institute's website, official stationery, admission forms, press releases, brochures and marketing material.



### Official Symbol

The IMT torch accompanied by four blue dots comprises the institute's official symbol.

For most uses, the Official Signature is preferred. However, the official symbol without the descriptor is acceptable in certain circumstances, such as when space is limited, and logo legibility is a concern.



Signature

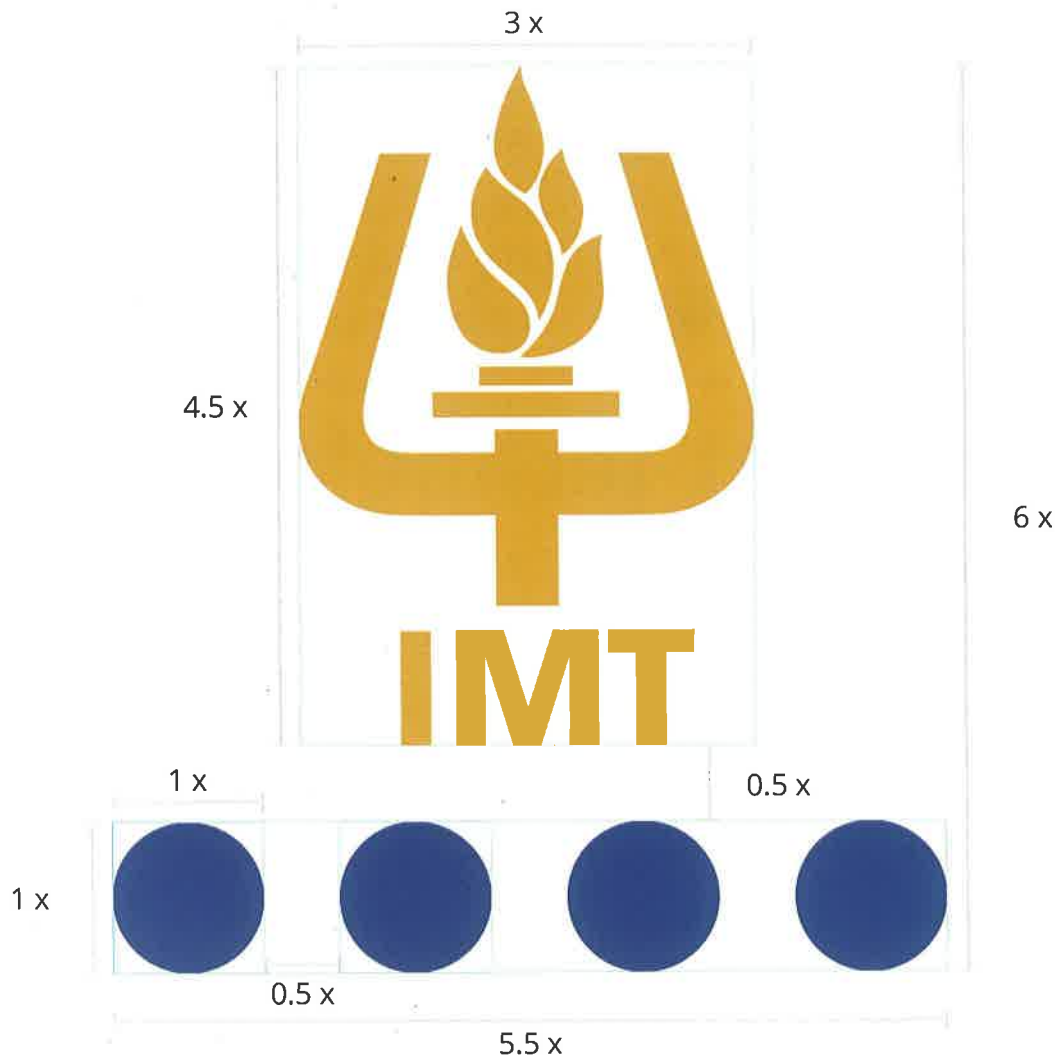


Symbol

**Institute of  
Management Technology**

Ghaziabad, Delhi NCR

Descriptor



### Visual Proportions

These are the exact visual proportions of the elements for the IMT symbol and serve as a basic guideline for verifying if a logo reproduced in print or digital has the correct proportions.

The symbol should never be created from scratch, and only the original artwork files should be downloaded and used.



Standard Version

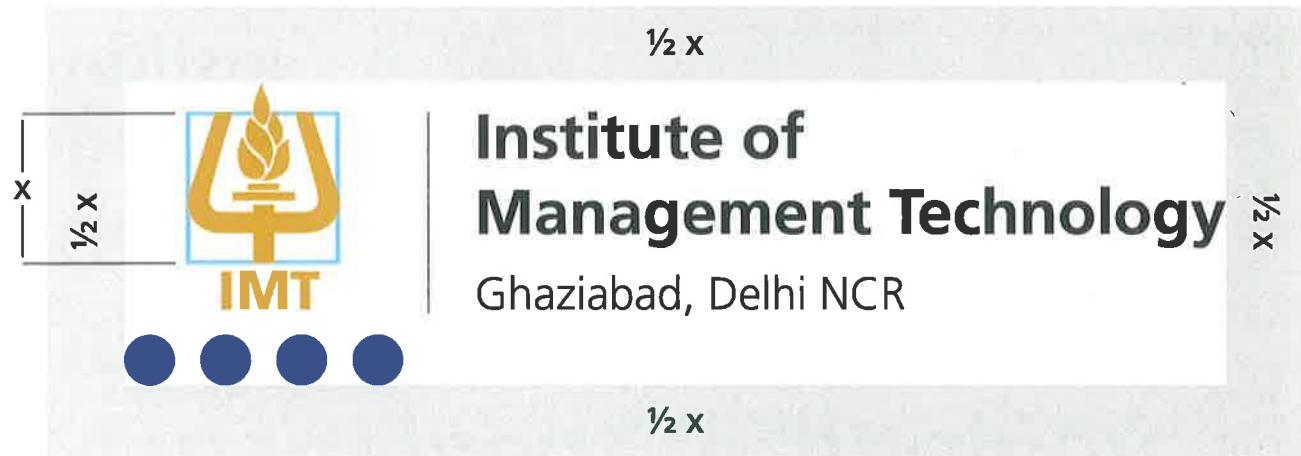


**Institute of  
Management Technology**  
Ghaziabad, Delhi NCR

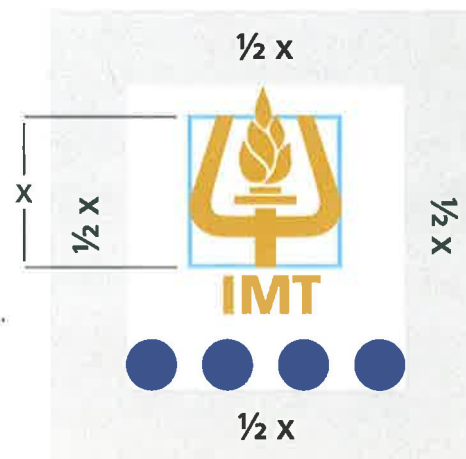
Concise Version



## Standard Version



## Concise Version



A clear space, shown here by the grey frame must be observed around the IMT Logos to maximise their visual effectiveness. The radius of the clear space must equal half ( $\frac{1}{2}$ ) the size of the width of the “torch” shown here by a blue square. This is then used to measure the space surrounding the logo: above, below and on each side.

## Print



**Institute of  
Management Technology**  
Ghaziabad, Delhi NCR

15 mm



15 mm

To maintain readability, the logos should not be reproduced any smaller than a minimum size. When measuring the minimum size of the logo, use the height measured from the base of the blue dots to the apex of the torch flame.

The minimum size for the standard and concise versions of the logo for print is 15mm in height. For screen and web use, both versions can be scaled to a height of 150 pixels to maintain text legibility.

## Digital & Web



**Institute of  
Management Technology**  
Ghaziabad, Delhi NCR

150px



150px



# Institute of Management Technology

Ghaziabad, Delhi NCR



C18 M34 Y100 K0  
R212 G164 B21  
#d4a415

IMT RGB Gold

C100 M90 Y0 K10  
R0 G51 B153  
#003399

IMT RGB Blue

The colouration of the IMT Logo is an essential element in setting a recognisable tone and look for the identity. Consistent use of colour enhances the strength of the identity. The primary colours for the IMT signature are IMT Gold and IMT Blue.

The signature in full colour is for applications where full colour is desired. The Logo is available in a standard and a concise version. At all times, the signatures should maintain a clear space around.



Reversed colour variations of the signatures are available for scenarios where the logo needs to be placed over its primary colours. White on IMT Gold, White on IMT Blue and White on IMT Grey are the preferred combinations for such variations.

This reverse colour scheme is useful for presentations, show-reels and brochures where a solid coloured background may be desired.

Do not use a white signature on a black background as it creates too much contrast. Make sure that the minimum clearspace is left for the reverse colour use.

C18 M34 Y100 K0  
R212 G164 B21  
#d4a415

IMT Gold

C100 M90 Y0 K10  
R0 G51 B153  
#003399

IMT Blue

C0 M0 Y0 K70  
R102 G102 B102  
#666666

IMT Grey





**Institute of  
Management Technology**  
Ghaziabad, Delhi NCR

The black version is reserved for  
faxes and material that needs to be  
photocopied for reproduction.

C40M30Y30K100  
R0 G1 B4  
#000104

Rich Black

1



**Institute of  
Management Technology**  
Ghaziabad, Delhi NCR

2



**Institute of  
Management Technology**  
Ghaziabad, Delhi NCR

3



**Institute of  
Management Technology**  
Ghaziabad, Delhi NCR

4



**Institute of  
Management Technology**  
Ghaziabad, Delhi NCR

5



**Institute of  
Management Technology**  
Ghaziabad, Delhi NCR

6



**Institute of  
Management Technology**  
Ghaziabad, Delhi NCR

*the dotted boundary  
represents the clearspace*

The IMT Logo relies on the clarity and consistency with which it is implemented. Distorting or changing diminishes its impact.

The IMT Logo operates around rules of common sense. If you feel what you have done doesn't make sense, or looks strange then it is probably wrong. The guidelines specified for the primary signature apply to the concise signature as well.

The following examples visualise some potential mistakes that must be avoided

1. Do not alter colours
2. Do not alter proportions
3. Do not remove elements
4. Do not add elements
5. Do not rotate the logo
6. Do not invade logo clear space

7



8



- 7. Do not add transparency / reduce opacity
- 8. Do not place logo on a texture / pattern
- 9. Do not add drop shadows
- 10. Do not stretch / squeeze / distort
- 11. Do not alter fonts
- 12. Do not crop the logo

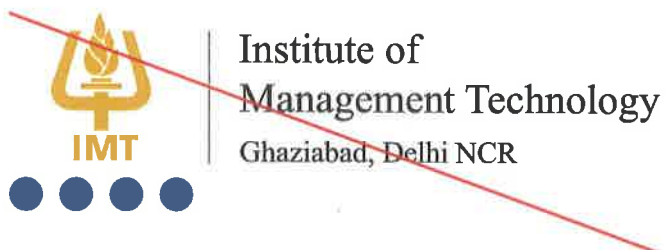
9



10



11



12



13

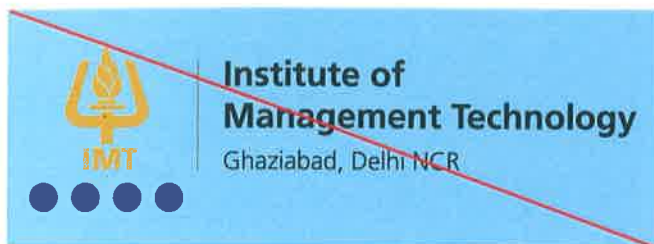


14



- 13. Do not render logo in outline
- 14. Do not add effects / bevel & emboss
- 15. Do not use coloured logo on similar coloured background
- 16. Do not use black logo on grey / dark background
- 17. Do not use white logo on a light coloured background
- 18. Do not use the logo on top of an image

15



16



17



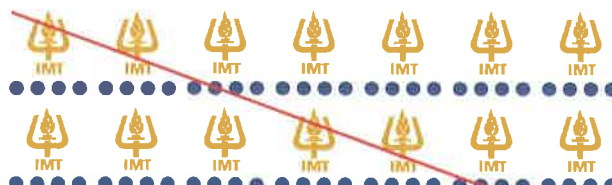
18



19



20



19. Do not reproduce logo in low resolution

20. Do not use IMT Logo as a pattern

21. Do not use Logo in isolation

22. Do not use Logo elements in isolation

23. Do not modify Logo design in any way

24. Do not convert text to outlines. Use the provided fonts only.

21



22



23



24



IMT Ghaziabad

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# Co-Brands



Frutiger LT Std 76 Black Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**01234567890<sup>1</sup>/<sub>4</sub><sup>1</sup>/<sub>2</sub><sup>3</sup>/<sub>4</sub>**

**!"#\$%&\*:=\©-—™**

**IMTEAM**

### Frutiger LT Std

Frutiger LT Std is humanist sans-serif typeface, intended to be clear and highly legible at a distance or at small text sizes.

For IMT Co-Brands, the Black Italic typeface is used in which the letterforms are slanted. This imparts a strong diagonal stress and a strong forward flow that facilitates reading.

### Tone

Modern, bold, progressive

### Usage: Black Italic

Use the 76 Black Italic typeface in ALL CAPS

Logotype



Type

Symbol

IMT Co-Brand identities are constructed with two components: the co-brand name written in **BOLD ITALICIZED ALL CAPS** and a slanted torch enclosed inside a parallelogram. "IMTEAM" preceding the logo is rendered in 'IMT Gold' while the committee name is written in one of the prescribed colours. These two colours also create a gradient for the parallelogram. These two components are always placed in a fixed relationship and should never be altered, modified or reproduced in any way.

### Clear Space

Observe clear space around the signatures to maximise visual effectiveness. The radius of the clear space for the signatures must equal the size of a box represented in the blue box (equaling the cap height of the sub-brand logotype). This is then used to measure the space surrounding the mark: above, below and on each side.







### Construction Guides

These are general schematic guides for the IMT Co-Brands and serve as a basic guideline for verifying if a logo reproduced in print or digital has the correct proportions.

It is not required to construct the logos from scratch, and a designer should use the logo template files, available with the Brand Manager, for the creation of required Co-Brand Logos.

## Print



To maintain readability, the logos should not be reproduced any smaller than a minimum size of 15 mm for print and 150 pixels for web and screen use.

## Digital &amp; Web



IMT Ghaziabad

---

# Typography

**Frutiger LT Std 75 (Black)**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

**Frutiger LT Std 65 (Bold)**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

**Frutiger LT Std 55 Roman**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

**Frutiger LT 45 (Light)**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

***Frutiger LT Std 76 (Black Italic)***  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

***Frutiger LT Std 66 (Bold Italic)***  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

***Frutiger LT Std 56 Italic***  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

***Frutiger LT 46 (Light Italic)***  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

Aa

### Frutiger LT

Frutiger is a humanist sans-serif typeface, intended to be clear and highly legible at a distance or at small text sizes.

It is the official typeface for IMT, all its Co-Brands and official communications.

### Tone

Modern, clean, progressive and strong

**Usage:** Black, Bold, Roman & Light  
 Headlines, subheading, presentation,  
 display-type and all IMT sub-brands

**Usage:** SemiLight & Regular  
 Body-text and copy

### Available At

[www.fonts.com/font/linotype/frutiger](http://www.fonts.com/font/linotype/frutiger)

**Verdana (Bold)****ABCDEFGHIJKLMNOPQRSTUVWXYZ****abcdefghijklmnopqrstuvwxyz****0123456789**

## Verdana (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

***Verdana (Bold Italic)******ABCDEFGHIJKLMNOPQRSTUVWXYZ******abcdefghijklmnopqrstuvwxyz******0123456789****Verdana (Regular Italic)**ABCDEFGHIJKLMNOPQRSTUVWXYZ**abcdefghijklmnopqrstuvwxyz**0123456789*

Aa

**Verdana**

Verdana is a humanist sans serif typeface designed to be readable at small sizes.

It resembles Frutiger in many ways and is optimised for on-screen reading. It is the office typeface for IMT and should be used for emails, invites, office circulars and memos.

**Tone**

Friendly, open and warm.

**Usage**

Regular for body text, Bold for headings and addressee names in emails.

Use Italics when you want to emphasise a certain word or phrase, Book titles, Anthology and collection titles, Foreign Words or Phrases,

**Available At**

Licensed free with Windows & Mac.

**Firstname Lastname**

Manager - Digital Marketing



**Institute of  
Management Technology**

Ghaziabad, Delhi NCR



150 px

Raj Nagar, Post Box No. 137  
Ghaziabad, Delhi NCR – 201001, India

M +91 95588 08618  
T +91 120 3002230  
F +91 120 2827895

Web | Facebook | Twitter | LinkedIn | YouTube | Instagram

**Verdana Bold, 12 pt**

Verdana Regular, 12 pt

Always use the provided PNG file for the email signature. Never alter or try recreating the template yourself.

Verdana Regular, 10 pt [address line 1]

Verdana Regular, 10 pt [address line 2]

[line break]

Verdana Regular, 10 pt [mobile number]

Verdana Regular, 10 pt [telephone number]

Verdana Regular, 10 pt [fax number]

[line break]

Verdana Regular, 9 pt [social network links]

IMT Signature (PNG)

Height 80 px

Typography

Use Open Sans on a Mac & PC at specified font sizes and weights.

URL Color

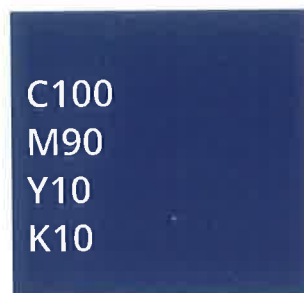
WEB #213B81

IMT Ghaziabad

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# Colour Guidelines

Primary Colour Palette



IMT CMYK Blue



IMT CMYK Gold



IMT CMYK Rich Black



IMT CMYK Grey

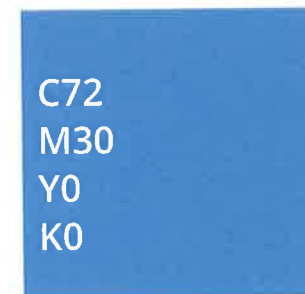
Secondary Colour Palette



IMT CMYK Purple



IMT CMYK Green



IMT CMYK Light Blue



IMT CMYK Red

Tertiary Colour Palette



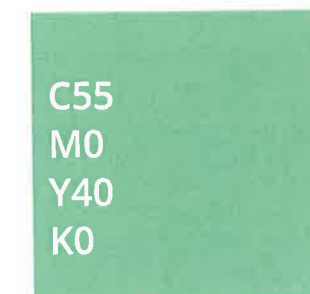
IMT CMYK Pink



IMT CMYK Brown



IMT CMYK Orange



IMT CMYK Teal



### Primary Colour Palette



IMT RGB Blue



IMT RGB Gold



IMT RGB Black



IMT RGB Grey

### Secondary Colour Palette



IMT RGB Purple



IMT RGB Green



IMT RGB Light Blue



IMT RGB Red

### Tertiary Colour Palette



IMT RGB Pink



IMT RGB Brown



IMT RGB Orange



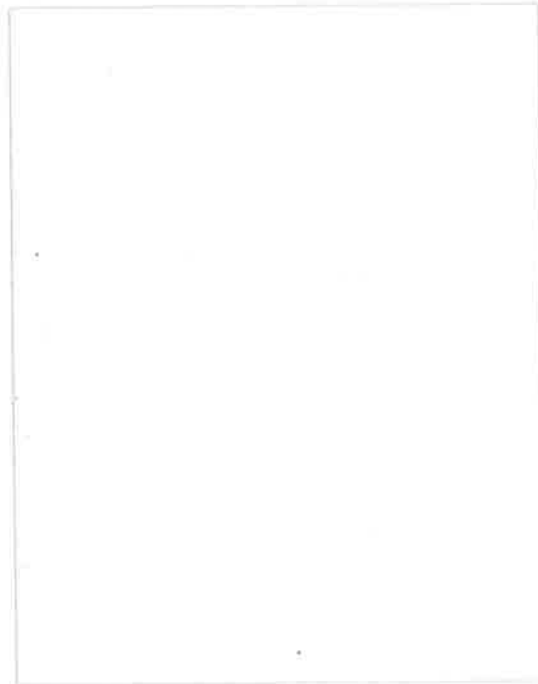
IMT RGB Teal

## Primary



25%

## White Space



60%

## Secondary &amp; Tertiary



15%

This is a general suggestion for the distribution of colours within the IMT palettes for any official communication. Emphasis is placed on white space, followed by our primary brand colours. Secondary colours should be used as accents and not dominate a design.

For additional communication needs and informal communications, liberty can be taken with the use of secondary colours.

### IMT Gold



The IMT colour wheel is a visual representation of colours arranged according to their chromatic relationship. It is useful for creating new colours based on our primary colour, IMT Gold.

The colour wheel can be divided into ranges that are visually active or passive. Active colours will appear to advance when placed against passive hues. Passive colours appear to recede when positioned against active hues. This is useful for creating colour combinations based on principles of harmony or contrast.

Harmony is something that is pleasing to the eye. It engages the viewer, and it creates an inner sense of order, a balance in the visual experience. When something is not harmonious, it's either boring or chaotic. Colour harmony delivers visual interest and a sense of order.

Contrast is the difference between two colours. You usually want a high contrast between text and its background colour. But the too high contrast between design elements might give an unsettled and messy impression.



C18 M34 Y100 K0  
R212 G164 B21  
#d4a415

C93 M87 Y0 K0  
R55 G66 B154  
#37429a

## Complements

Colours that are opposite each other on the colour wheel are considered to be complementary colours. The high contrast of complementary colours creates a vibrant look, especially when used at full saturation. This colour scheme must be managed well, so it is not jarring. Complementary colours are tricky to use in large doses, but work well when you want something to stand out. Complementary colours are really bad for text.



C18 M34 Y100 K0  
R212 G164 B21  
#d4a415

C73 M90 Y0 K0  
R102 G63 B153  
#663f99

C86 M52 Y4 K0  
R34 G113 B179  
#2372b3

## Split-Complements

The split-complementary colour scheme is a variation of the complementary colour scheme. In addition to the base colour, it uses the two colours adjacent to its complement. This colour scheme has the same strong visual contrast as the complementary colour scheme, but has less tension.



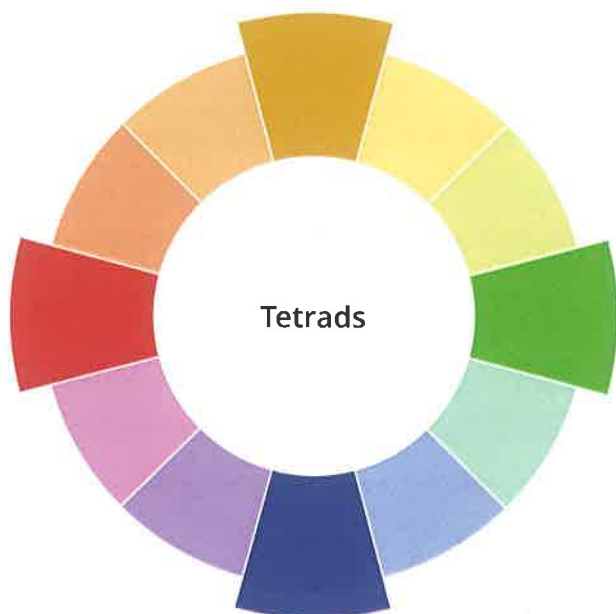
C18 M34 Y100 K0  
R212 G164 B21  
#d4a415

C33 M93 Y0 K0  
R175 G52 B147  
#af3293

C75 M2 Y58 K0  
R35 G179 B142  
#20b38f

## Triads

A triadic colour scheme uses colours that are evenly spaced around the colour wheel. Triadic colour schemes tend to be quite vibrant, even if you use pale or unsaturated versions of your hues. To use a triadic harmony successfully, the colours should be carefully balanced - let one colour dominate and use the two others for accent.



C18 M34 Y100 K0  
R212 G164 B21  
#d4a415

C15 M98 Y79 K4  
R200 G39 B61  
#c8263c

C93 M87 Y0 K0  
R55 G66 B154  
#37429a

C71 M0 Y100 K0  
R76 G183 B72  
#4db748

## Tetrads

The rectangle or tetradic colour scheme uses four colours arranged into two complementary pairs. This rich colour scheme offers plenty of possibilities for variation. Tetradic colour scheme works best if you let one colour be dominant. You should also pay attention to the balance between warm and cool colours in your design.





C18 M34 Y100 K0  
R212 G164 B21  
#d4a415

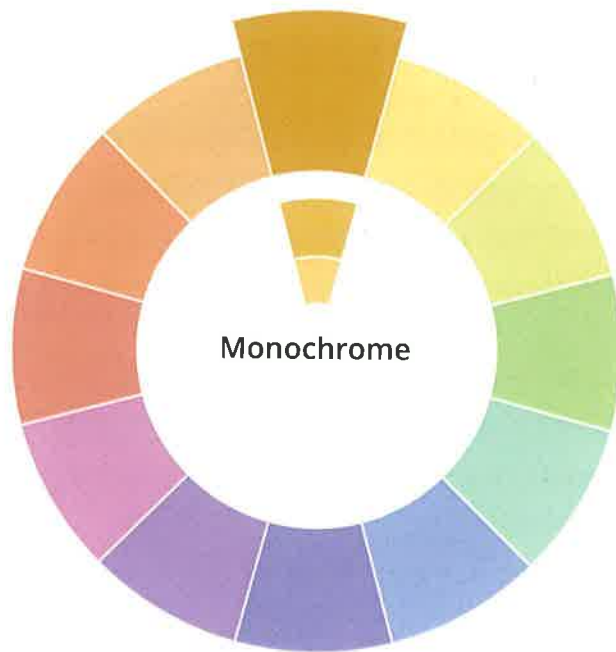
C14 M54 Y98 K0  
R214 G133 B43  
#d5842a

C20 M13 Y100 K0  
R212 G200 B42  
#d5c829

## Analogous

Analogous colour schemes use colours that are next to each other on the colour wheel. They usually match well and create serene and comfortable designs. Make sure you have enough contrast when choosing an analogous colour scheme. Choose one colour to dominate, a second to support. The third colour is used (along with black, white or grey) as an accent.





C18 M34 Y100 K0  
R212 G164 B21  
#d4a415

C14 M25 Y79 K0  
R222 G185 B85  
#ddb856

C10 M18 Y59 K0  
R231 G202 B127  
#e6ca7f

## Monochrome

The monochromatic colour scheme uses variations in lightness and saturation of a single colour. This scheme looks clean and elegant. Monochromatic colours go well together, producing a soothing effect. The monochromatic scheme is very easy on the eyes and has less tension.



Gold Teal



Gold Teal



Gold Green



Orange Teal



Pink Light Blue



Red Green



Gold Brown Orange



Gold Pink Green



Gold Blue Teal



Pink Orange Blue



Blue Teal Orange



Brown Orange Green



Pink Blue Teal



Red Green Blue

IMT Ghaziabad

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# Application



**Institute of  
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Ghaziabad, Delhi NCR



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M +91 9910693017  
E atishc@imt.edu

Always print on correct paper size

Do not print on incorrect paper size

## Use correct media & paper sizes

Always use the specified paper type and paper size for printing. Follow the specifications mentioned in this Brand Guide for printing stationery. Always use the correct paper sizes and weights for print production.



**Institute of  
Management Technology**  
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PDF



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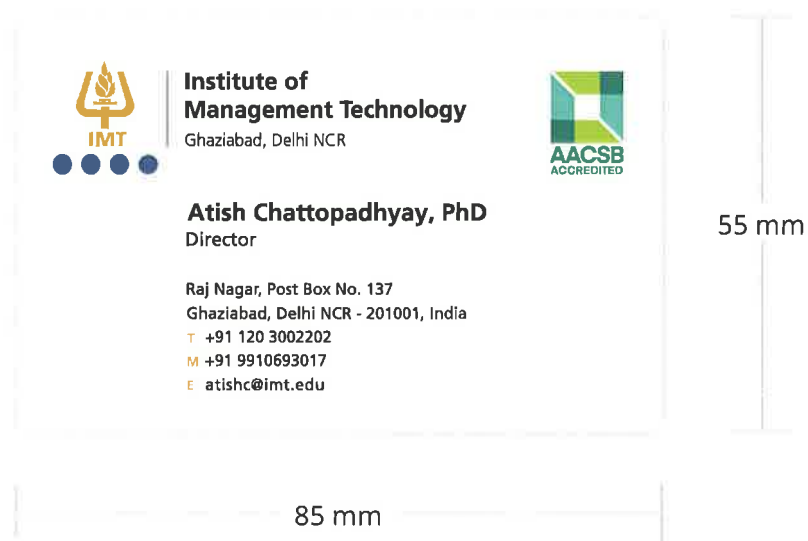
JPG

Always print using supplied PDFs

Do not print using JPEGs, PNGs or other formats

## Use correct files for printing

Always use the supplied high quality print PDFs for printing. Do not print stationery or other collaterals using JPEGs, PNGs or other formats. This will result in a degraded or visually pixellated output. Printing using an SVG or converted Corel Draw (CDR) file may result in colour variation.



## Document Format

Paper Size	85 mm × 55 mm
Orientation	landscape
Bleed	none

## Margins

Top	5 mm
Bottom	5 mm
Left	5 mm
Right	5 mm

## Paper

300 gsm emperor / ivory or equivalent

## Printing

Four Colour Offset

Please refer to the colour guide for exact CMYK values

## Back



55 mm

## Front



**Institute of  
Management Technology**  
Ghaziabad, Delhi NCR

**Student Member**

Designation, Committee Name

Raj Nagar, Post Box No. 137, Ghaziabad,  
Delhi NCR 201001, India

T +91 120 3002200 W [www.imt.edu](http://www.imt.edu)  
M +91 98123 45678  
E [studentname@imt.edu](mailto:studentname@imt.edu)

85 mm

## Document Format

Paper Size	85 mm × 55 mm
Orientation	landscape
Bleed	none

## Margins

Top	5 mm
Bottom	5 mm
Left	5 mm
Right	5 mm

## Paper

300 gsm emperor / ivory or equivalent

## Printing

Four Colour Offset

Please refer to the colour guide for exact CMYK values



**Institute of  
Management Technology**  
Ghaziabad, Delhi NCR



Month, Day, Year

Addressee's Name  
Business Address  
Street Address  
City – PIN Code  
State, Country

**Dear Addressee,**

When typing a letter, please use this page as a guide. This letter is an example of the typical format of a letterhead. Type all body copy in 11 point Verdana Regular with 16 point leading (line spacing).

The top margin is set at 3 Inches, the left margin at 1.5 Inches and the right and bottom margins are set at 1 Inch each. Skip one line before between the last address line and the salutation and the body of the letter.

Do not indent at the beginning of the paragraph and always skip one line between paragraphs.

Having completed your letter, skip two lines before the closing. Then skip four or five lines between the closing and the Sender's typed name to allow space for the Sender's signature. Finally, skip one line between the Sender's typed name and the typists initials.

Sincerely,

**Sender's Name**

www.imt.edu  
T +91 120 3002200  
F +91 120 2827895

Institute of Management Technology, Raj Nagar, Post Box No. 137, Ghaziabad, Delhi NCR 201001, India

215.9 mm

279.4 mm

## Document Format

Paper Size	215.9 mm × 279.4 mm (US Letter)
Orientation	portrait
Bleed	none

## Margins

Top	60 mm
Bottom	30 mm
Left	35 mm
Right	25 mm

## Paper

80 / 100 gsm executive bond paper

## Printing

Four Colour Offset

Please refer to the colour guide for exact CMYK values





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110 mm

220 mm

## Document Format

Paper Size	110 mm x 220mm (DL)
Orientation	landscape
Bleed	none

## Margins

Top	20 mm
Bottom	10 mm
Left	10 mm
Right	10 mm

## Paper

80 / 100 gsm executive bond paper or maplitho paper

## Printing

Four Colour Offset

Please refer to the colour guide for exact CMYK values

## Document Format

Paper Size	210 mm x 297 mm (A4)
Orientation	landscape
Bleed	none

## Margins

Top	20 mm
Bottom	20 mm
Left	20 mm
Right	20 mm

## Paper

80 / 100 gsm executive bond paper or maplitho paper

## Printing

Four Colour Offset

Please refer to the colour guide for exact CMYK values



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210 mm

297 mm

## Document Format

Paper Size	297 mm x 420 mm (A3)
Orientation	landscape
Bleed	none

## Margins

Top	20 mm
Bottom	20 mm
Left	20 mm
Right	20 mm

## Paper

80 / 100 gsm executive bond paper or maplitho paper

## Printing

Four Colour Offset

Please refer to the colour guide for exact CMYK values

297 mm

420 mm



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IMT Ghaziabad

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# Examples



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Director

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**IMTEAM**  
**PRISM**



Institute of  
Management Technology  
Ghaziabad, Delhi NCR



Month, Day, Year

Addressee's Name  
Business Address  
Street Address  
City - PIN Code  
State, Country

Dear Addressee,

When typing a letter, please use this page as a guide. This letter is an example of the typical format of a letterhead. Type all body copy in 11 point Verdana Regular with 16 point leading (line spacing).

The top margin is set at 3 inches, the left margin at 1.5 inches and the right and bottom margins are set at 1 inch each. Skip one line before between the last address line and the salutation and the body of the letter.

Do not indent at the beginning of the paragraph and always skip one line between paragraphs.

Having completed your letter, skip two lines before the closing. Then skip four or five lines between the closing and the Sender's typed name to allow space for the Sender's signature. Finally, skip one line between the Sender's typed name and the typists initials.

Sincerely,

Sender's Name

Phone: 0120 250 1000  
Fax: 0120 250 1001  
E-mail: info@imtghaziabad.ac.in

Institute of Management Technology, Flag House, Post Box No. 130, Ghaziabad, Delhi NCR 201001, India



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### Application

An item of promotional or permanent media.

### Background

The area surrounding an image; specifically, the area surrounding the Monogram.

### Baseline

The alignment point of letter forms along their bottom edges.

### Brand or Brand Mark

Synonym for word mark or design mark.

### Capital Height

The vertical dimension of an uppercase letter measured from its top to its base perpendicular to the baseline.

### Clear Space

The space between any graphic element or logo and text, where nothing else should appear.

### CMYK

A colour system based on cyan, magenta, yellow and black, used to identify colours for print.

### Font

A type design of specific size, weight and style.

### Format

An area in which elements of identification, such as graphic signatures and other graphic and typographic elements, are placed.

### Grid

An underlying structure used to organise elements in a layout.

### Layout

The arrangement of graphic and typographic elements within a format.

### Logotype

A unique and distinctive design of type or characters for a word.

### Margin

The area in a format kept clear of running text.

### Point (pt)

The smallest typographic unit of measure used in IMT Brand Guide , equal to 0.02 inch.

### RGB

A colour system based on red, green and blue, seen through light on a monitor or screen.

### Sans Serif

Having no serifs (For example, this sentence is typeset in a sans serif typeface).

### Sub-Brand

A product or service brand that had its own name and visual identity to differentiate it from the parent brand.

### Weight

The boldness of a typographic element such as a letter or a line, measured according to the thickness of its main strokes.



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