



# IMarEST logo – What NOT to do

The strength of the IMarEST's logo is dependent on its consistent application, which means that the correct logo artwork must always be used without any modifications or additions.

As well as not modifying or adding to the logo in any way, you should always retain the original proportions when resizing the logo to avoid distorting the image

To the right, are some examples of correct and incorrect usage. The examples of how NOT to use the logo, feature a variety of errors that damage our brand

## Correct use of the Logo

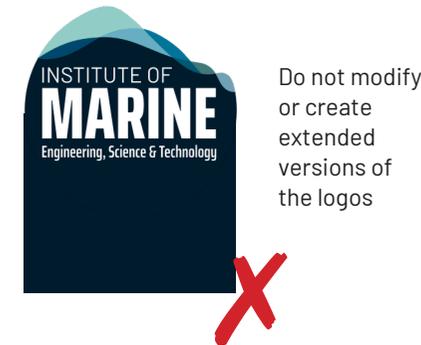


For use under 20mm / 57px

## Incorrect uses of the Logo



Do not squeeze or expand the logos. You must always retain the original proportions when resizing the logo.



Do not add text within the exclusion zone or overlay text anywhere within the logo.



# IMarEST logo – What NOT to do Continued

Here some more examples of incorrect usage  
The examples of how NOT to use the logo,  
feature a variety of errors that damage our  
brand

## Incorrect uses of the Logo



Do not change the colour, tint/ fade or create outline versions of the logo



Do not place the logo on the same blue as the IMarEST logo Please choose a different background colour from the primary or secondary palettes



Do not use the small logo variant over 20mm / 57px wide



Do not use any previous IMarEST logos These are to be deleted and replaced with the new versions