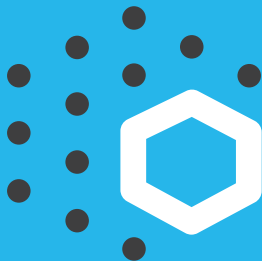


# International Media Ventures Mini Logomanual



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# Introduction

This logomanual includes all information about International Media Ventures (IMV) logo and its application. It is necessary to comply with all rules and suggestions about proper use of the logo and protect any harm by not correct usage. A proper use of logo guarantees unified company presentation allover company activities and also helps to create proffessional corporate identity of IMV on the market.

Integral part of this manual contains CD with digitalized logo and all logo versions. Logo is a proffessional vector graphics ready to be implemented (therefore is no need to construct the shape or type the text part of logo).

For briefness, manual do not contain forbidden variations. However the rule is: [What is not literally allowed is forbidden.](#)

# Logo – Basic Version



International  
Media  
Ventures

color version



International  
Media  
Ventures

grayscale version



International  
Media  
Ventures

b&w version

**Minimal width of this version is 20 mm.**

Basic version is preferred where ever it's possible. Choice of color version depends on technological possibilities (the color version is preferred where ever it's possible).

## Logo – Optional Version



color version



grayscale version



b&w version

Minimal width of this version is 15 mm.

Use optional version just in case it's not necessary to communicate the whole company name or if the maximal width of logo is less than 20 mm.

## Logo – Inverse Version



color inverse version



special color inverse version  
(for blue background only)



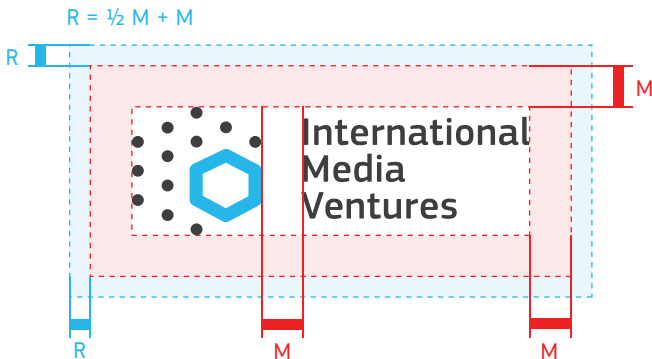
grayscale inverse version  
(50% grey)



b&w inverse version

Inverse version is used when background for logo is too dark. The color version is preferred where ever it's possible. For non-homogeneous backgrounds (such as photos) use b&w inverse version.

# Delimited Logo Area



R (recommended delimited area)

M (minimal delimited area)

Delimited logo area is a space where can't be placed other disturbing graphic elements. Minimal delimited area is derived from width of space between the pictogram and the logotype (M). The recommended delimited area is  $\frac{1}{2} M + M$  (R).

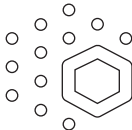
# Usage of a Single Pictogram



color version



grey version



white version

~~International  
Media  
Ventures~~

Usage of single pictogram is allowed. It can be used as a decorative element in mercantile materials or promotional items. Pictogram can be used in color, grey or white version (color version is preferred). Usage of single logotype is forbidden.



# Corporate Colors



**CMYK**  
69/7/0/0

**PANTONE**  
298 U

**RGB**  
19/181/234

**WEB**  
#13B5EA



**CMYK**  
0/0/0/90

**PANTONE**  
none

**RGB**  
26/26/26

**WEB**  
#1A1A1A



**CMYK**  
0/0/0/0

**PANTONE**  
(paper color)

**RGB**  
255/255/255

**WEB**  
#FFFFFF

Corporate colors are blue, grey and white. The colors are defined in several color systems such as CMYK, PANTONE (for print purposes), RGB and hexadecimal notation (for screen purposes).

# Corporate Typeface

## PF Square Sans Pro

Light | *Light Italic* | Regular | *Italic* | Medium | *Medium Italic*  
**Bold** | ***Bold Italic*** | **Extra Black** | ***Extra Black Italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&\*()

abcdefghijklmnopqrstuvwxy

1234567890!@#\$%^&\*()

As a corporate typeface is used PF Square Sans Pro. Usage is allowed in any of existing weights. Typeface is suitable for any corporate purposes. It was designed by Panos Vassiliou in 2005. This font can be purchased via Parachute® ([www.parachute.gr](http://www.parachute.gr)).



International Media Ventures  
[www.imediav.com](http://www.imediav.com)



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