# Corporate Identity Manual

Clear zone:

A clear zone of 1 x Logo must be maintained between the IVS-Logo and any other trademarks.

Configuration colour:

The configuration must only be reproduced in white, black and Pantone 116u (orange ivs) on pantone 425u (darkgray)

Configuration, size and positioning

The size and positioning of the configuration must be in accordance with the directives laid down in the relevant chapters of this manual.
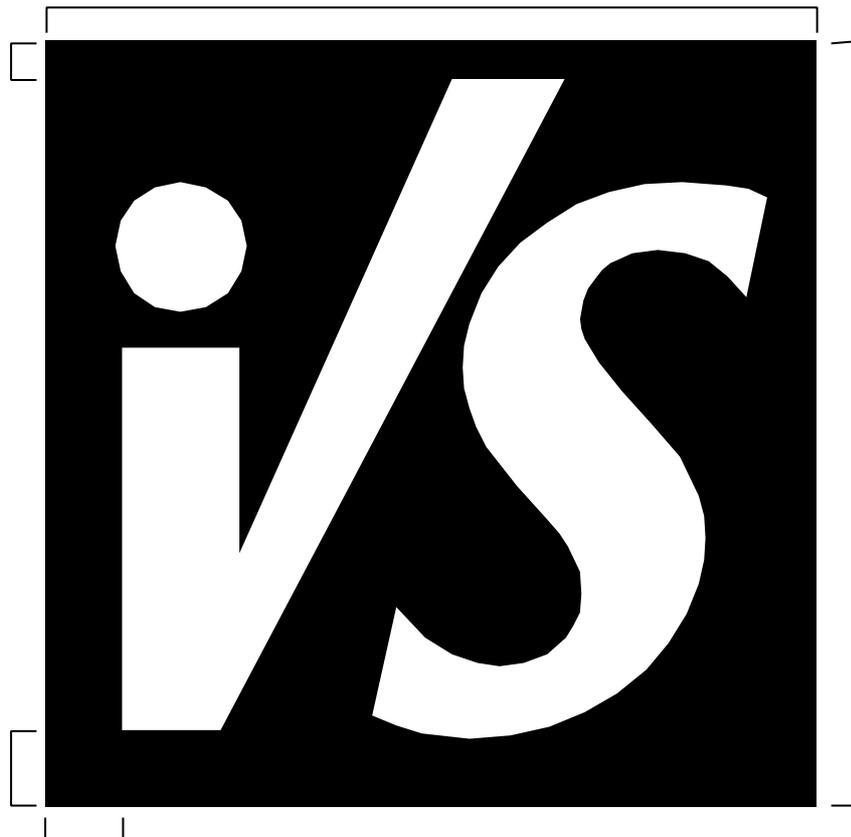
contrast

To ensure suitable prominence the IVS configuration must appear in black on a background with a tonal value lighter than 40%.
It must appear in white on a background with a tonal value darker than 40%.

When using a coloured background, and/or when the IVS configuration is reproduced in colour, the same rules of contrast apply. However in these cases the exact tonal values cannot be specified, so careful judgment must be applied to ensure that the IVS configuration has sufficient prominence.

0%		
25%		
40%		
40%		
75%		
100%		

Use of the IVS name with other text

The standardized IVS wordmark must never be used as an integral part of body text, headlines, pay-offs, slogans, etc.

When the name IVS is used in text, it should be typeset in the same typeface, style and colour as the rest of the text, using capitals for the the word. No extra emphasis must be given to the word IVS.

1xLogo

Use of the IVS Logo
with other trademarks

clear zone

A clear zone of at least 1xLogo must be maintained between the IVS and any other trademarks, symbols, logos etc.

co-operation with third parties

In case of a co-operation with a third party, for example in the form of a joint venture, alliance or otherwise, it may in specific circumstances be possible in printed materials to use the IVS simultaneously with the trademark(s) of the partner.

Use of the IVS by a third party on products is not allowed, unless prior approval has been obtained from the Board of Management after consultation with Corporate Patents and Trademarks. Simultaneous use of the IVS and third partys trademarks on products is not permitted.

The trademark policy of the partner should also be taken into account.

Company name line

The company name line must always be used in the standardized text form. It must always be placed right of the configuration, as shown below.

3xLogo

Company typefaces

The choice of typefaces for printed matter has been made to create the foundation for a typographical style that can effectively convey the message

A typeface can be made from the DINMittelschriftt and from the Verdana semi-bold and regular.

The message, as short and concise as possible, should be typeset in a clear, legible and friendly way.

Each chapter gives specific information on how the typefaces should be used.

main typeface

The main typographical character is determined by typesetting in the following typeface.

DINMittelschrift

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

on-screen typface

The Typeface of the on-screen applications, where material is shown on TV screens, monitors and other kinds of displays, is Verdana.

Verdana

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890

Verdana bold

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890

Company colour

Pantone company colour

The Company colour is
Background:
Pantone 426 CVC

IVS Orange:
Pantone 123 CVC

(European colour scale DIN 16539 CEI 13/67).

Web

Web safe colour
Background:
444444

IVS Orange:
FFCC00

4 colour process

When printing in the 4 colour process
Background:
80k

Orange:
30m, 95y

paint

For painted applications such as trucks, vans and signs,
the closest equivalent paint specification is:
Background:
HKS 92N

VS Orange:
HKS 5N