**Primary Mark**

The Learfield IMG College Primary Mark is the most immediate representation of our company and our brand. It is a valuable corporate asset that must be used consistently in the proper, approved forms.

Consistent usage of the Learfield IMG College Primary Mark is absolutely essential. The logo is symbolic of our steadfast reputation for excellence, our dedication to our university partners and our focus on the future.

**Full Color**

This color version of the Primary Mark with the red pennant will serve as the most universally recognized Primary Mark, and should be used whenever possible. However, additional color options are available to provide sufficient contrast between the background color and the Primary Mark.

**Unacceptable Usage**

The Learfield IMG College Primary Mark should not be altered in any way, nor are any samples of the Primary Mark. While only the black typeface and red pennant version is shown here, these rules apply to all Learfield IMG College marks, including sub-brands and partner logos.

**Gotham Light** should be used for extended running body copy in longer, multiple-page documents, such as datasheets and brochures. Gotham Light should be used on white or light backgrounds.

**Gotham Bold** should be used for headlines and may be used for copy. Short headlines, or labels can be all caps, otherwise headlines and subheads are sentence case.

**Secondary Type Face:** Gotham Light

Gotham Light should be used for extended running body copy in longer, multiple-page documents, such as datasheets and brochures.

**Alternative Typeface**

Gotham is always the preferred typeface, but for proposal and web-based writing, the use of Montserrat is also acceptable. Montserrat is web friendly and installed as a default font on your machine.

As an alternative font, Montserrat should only be used for proposal and web-based writing. It should not be used in printed pieces, outdoor advertising or other non-screen-based applications.

Montserrat may never be used as a substitute to Gotham for Learfield IMG College’s identity marks and all other associated design elements.

Gotham is always the preferred typeface, but for proposals and digital applications, the use of Montserrat is also acceptable.

**Typeface**

The typography chosen for Learfield IMG College plays a fundamental role in creating a consistent look on all materials. The official font for the Primary and Secondary Marks is Gotham. As with the logo, the consistent use of Gotham Bold and Gotham Light typefaces reinforces the brand identity.

Primary Font: Gotham Bold

Gotham Bold should be used for headlines and may be used for copy. Short headlines, or labels can be all caps, otherwise headlines and subheads are sentence case.

Secondary Type Face: Gotham Light

Gotham Light should be used for extended running body copy in longer, multiple-page documents, such as datasheets and brochures.

**Clear Zone**

In order to remain clean, consistent and professional, all Learfield IMG College Marks should be surrounded by clear space to eliminate any visual breaks between the mark and all other graphic elements.

**Typeface**

The typography chosen for Learfield IMG College plays a fundamental role in creating a consistent look on all materials. The official font for the Primary and Secondary Marks is Gotham. As with the logo, the consistent use of Gotham Bold and Gotham Light typefaces reinforces the brand identity.

Primary Font: Gotham Bold

Gotham Bold should be used for headlines and may be used for copy. Short headlines, or labels can be all caps, otherwise headlines and subheads are sentence case.

Secondary Type Face: Gotham Light

Gotham Light should be used for extended running body copy in longer, multiple-page documents, such as datasheets and brochures.

**Color Palette**

Primary colors used with relevant Learfield IMG College applications are listed in the chart below. Color chips are presented in Pantone, CMYK, RGB & Hex.

**Color Palette / School Specific**

The following guidelines articulate the rules governing color application to articulate Learfield IMG College university partnerships. When endorsing university partnerships on white backgrounds, the university partner’s primary color—the color that prominently appears on the school’s home uniform—will be applied to the pennant.

The school specific marks should never be used on black.