

**Primary Mark**

The Learfield IMG College Primary Mark is the most immediate representation of our company, our people 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.



This version of the Primary Mark should only be used on white or light backgrounds.

**Full Color**

The black typeface 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.



This version of the Primary Mark should only be used on black or dark backgrounds.



This version of the Primary Mark is to be used only when the background color would render the above marks illegible.



This version of the Primary Mark is to be used only when the background color, texture or pattern would render the above marks illegible.

**Greyscale**

Greyscale marks should be used when color is not available.



This is the acceptable presentation of the greyscale Primary Mark for white or light backgrounds.



This is the acceptable presentation of the greyscale Primary Mark for black or dark backgrounds.



This is the acceptable presentation of the greyscale Primary Mark for background colors that would render the above marks illegible.

**Unacceptable Usage**

The Learfield IMG College Primary Mark should not be altered in any way. Here are some examples of unacceptable usage of the Primary Mark. While only the black type and red pennant version is shown here, these rules apply to all Learfield IMG College marks, including sub-brands and partner lockups.



Do NOT move position of pennant



Do NOT change the shape of the pennant



Do NOT skew



Do NOT rotate



Do NOT flip or rotate pennant



Do NOT add a drop shadow



Do NOT scale the pennant



Do NOT blur



Do NOT change the order



Do NOT stack

**Clear Zone**

In order to remain clean, consistent and prominent, all Learfield IMG College Marks should be surrounded by clear space to determine the minimum distance 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 Typeface: 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.

Gotham Bold

**ABCDEFGHIJKLMN OPQRSTUVWXYZ**  
**abcdefghijklmno pqrstuvwxyz**  
**1234567890**

Gotham Bold Italic

**ABCDEFGHIJKLMN OPQRSTUVWXYZ**  
**abcdefghijklmno pqrstuvwxyz**  
**1234567890**

Gotham Light

ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmno pqrstuvwxyz  
1234567890

Gotham Light Italic

ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmno pqrstuvwxyz  
1234567890

**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.

Montserrat Bold

**ABCDEFGHIJKLMN OPQRSTUVWXYZ**  
**abcdefghijklmno pqrstuvwxyz**  
**1234567890**

Montserrat Regular

ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmno pqrstuvwxyz  
1234567890

**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.

**RED**

- Pantone 185 C
- CMYK 0, 98, 95, 0
- RGB 238, 37, 41
- HEX #ee2529

**GREY**

- Pantone 422 C
- CMYK 0, 0, 0, 48
- RGB 156, 156, 156
- HEX #9c9c9c

**BLACK**

- Pantone Black C
- CMYK 70, 50, 30, 100
- RGB 0, 0, 0
- HEX #000000

**WHITE**

- Pantone -
- CMYK 0, 0, 0, 0
- RGB 225, 225, 225
- HEX #ffffff

**Color Palette / School Specific**

The following guidelines articulate the rules governing color application to articulate Learfield IMG College's 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.



This is the standard university partnership application to appear on white or light backgrounds. Notice how UNC's primary school color is applied to the pennant.



This is the standard university partnership application to appear on white or light backgrounds. Notice how Clemson's primary school color is applied to the pennant.



This is the standard university partnership application to appear on white or light backgrounds. Notice how Missouri's primary school color is applied to the pennant.