



IJM

Guidelines for Logo Use for Schools

IJM's logo is symbolic of our vision "to rescue thousands, protect millions, and prove that justice for the poor is possible." The globe represents our global reach as an organization, the oak and olive branches represent strength and peace, barbed wire represents hardship in the places where we work, books represent the epistles and the law & the prophets, and lastly, "seek justice" "rescue the oppressed" in Latin all point to the various elements of IJM's work.

We ask that when creating a chapter logo, you adhere to the following guidelines:

- Only use this blue logo or a black logo on a white background
- Incorporate your university name or logo in your chapter logo without compromising the font or the seal (Georgia or Arial font). SEE BELOW EXAMPLES.
- Whenever possible, please use your approved chapter logo instead of the IJM logo on any promotional materials, websites, t-shirts, etc.

To request approval for your chapter's personalized logo & to request a high resolution version of the IJM logo, email chapters@ijm.org. Once your personalized logo has been approved by IJM, you will not need to request permission for any future usage.

Every time you use your chapter logo, remember that you, and the materials you brand, are representing IJM.

EXAMPLES OF APPROVED CHAPTER LOGOS:



IJM
at 



IJM
at 

Chapter logo use should align with IJM's official logo use

1.04

Logo Misuse

Do not alter the original logo artwork in any way. The acceptable variations of the logo may be found on page 4.

Please note that these examples demonstrate some – but not all – improper uses of the logo.

 <p>DO NOT use another typeface for IJM logo.</p>	 <p>DO NOT alter the logo artwork.</p>	 <p>DO NOT create other configurations of the logo.</p>	 <p>DO NOT disproportionately scale the logo.</p>
 <p>DO NOT separate the typography from the logo.</p>	 <p>DO NOT alter the colors of the logo.</p>	 <p>DO NOT apply drop shadows or other effects to the logo.</p>	 <p>DO NOT use the logo in any other color.</p>
 <p>DO NOT create a watermark effect below or above the logo.</p>	 <p>DO NOT use the logo in a tint of the original color.</p>	 <p>DO NOT create alternate lockups using the logo elements.</p>	 <p>DO NOT use the logo over extremely busy backgrounds.</p>
 <p>DO NOT use the blue logo on backgrounds other than white or black.</p>	 <p>The IJM seal can appear on its own in special instances. Please contact SPGlobalBrand@ijm.org if you have such an instance.</p>		