

LOGO TREATMENT

It is preferable to present the Institute's logo knocked out against a solid color, but the Institute's logo should not simply be set in a within a colored rectangle, if the surrounding area is not filled with a color wash.

The Institute's logo should never be stretched, skewed or modified in any way beyond scale or fill color.

The Institute's logo should be placed so that the distance between it and any other logos is equal to it's height in any direction.

LOGO SIZING

In print applications, the minimum size for the Institute's logo is 1 inch wide or .185 inches tall.

In web applications, the minimum size for the Institute's logo is 160px wide or 30px tall.

Institute for
New Economic Thinking



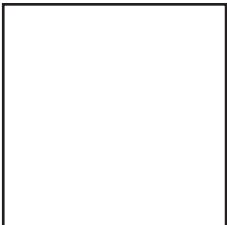
LOGO COLOR

The Institute’s logo may be reproduced only in the below colors. The following pages contain logos for each color variation.

PRIMARY



PMS 7434C
RGB 132/43/69
CMYK 15/90/40/35



RGB 255/255/255
CMYK 0/0/0/0

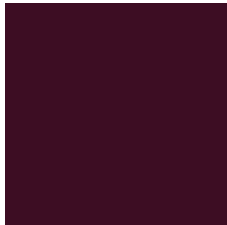


PMS BLACK
RGB 0/0/0
CMYK 75/68/67/90
(OR EQUIVALENT RICH BLACK)

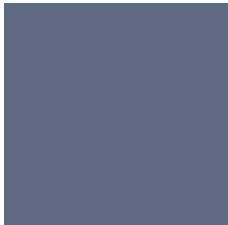
SECONDARY



PMS 192C
RGB 255/15/80
CMYK 0/100/60/0



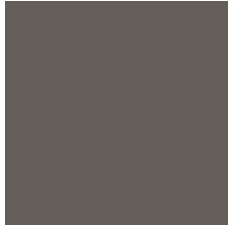
PMS 7428C
RGB 66/7/36
CMYK 25/95/15/60



PMS 5415C
RGB 95/106/126
CMYK 68/55/35/10



PMS 7448C
RGB 59/58/69
CMYK 75/70/50/45



PMS Warm Gray 10C
RGB 100/94/88
CMYK 55/55/55/25

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