

IMSA Tagline

The IMSA tagline, an excerpt of IMSA's mission statement, describes the Academy's noble purpose.

Illinois Mathematics and Science Academy®

igniting and nurturing creative, ethical scientific minds that advance the human condition

Guidelines When Using the IMSA Tagline

Font	Use Arial font
Size	<p>The tagline should be at least two point sizes smaller than the Academy name.</p> <p style="text-align: center;">Illinois Mathematics and Science Academy® igniting and nurturing creative, ethical scientific minds that advance the human condition</p> <p>In the example above, the Academy name is point size 11. The tagline is point size 9.</p>
Spacing	Spacing between the name and tagline should be 1.5
Case	The tagline words are all lower case
Lines	<p>Where possible, place the tagline on one line. For smaller spaces, the tagline can be placed on two lines in the following manner.</p> <p style="text-align: center;">Illinois Mathematics and Science Academy® igniting and nurturing creative, ethical scientific minds that advance the human condition</p>
Special Note:	IMSA's professional designer – Jacobs Agency – has produced publications that place the tagline on three lines. The above guidelines recommend one or two lines for easy placement on locally produced publications.