

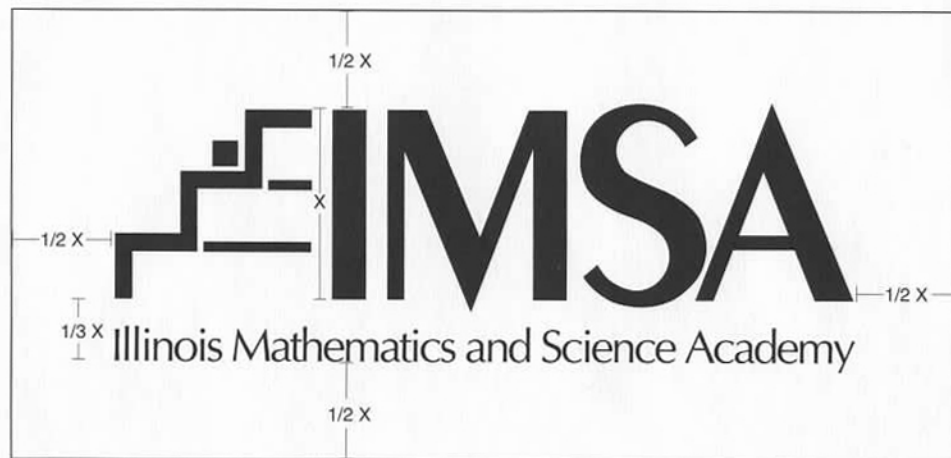
Explanation of Logo

A logo is the primary element of an organization's identity. The IMSA logo was designed to symbolize our institutional values and to describe the nature of the learning environment that exists here. The IMSA logo is open to many different interpretations – it is not a simple and literal symbol that can mean only one thing.

The IMSA logo could represent several messages including:

- The process of progressing toward a goal
- The “steps” in the education process
- The three years (3 steps) that a student studies at the Academy

The logo's appearance is crisp, clean and solid. It has a high-tech and bold feel to it that is appropriate for our institution, and we expect it to be an image that will last over a long period of time.



The logo is shown above with graphic relationship descriptions. The height of the IMSA type has a value of “X” as the constant. No matter what size the logo appears, the letters “IMSA” form the backbone and starting point to define how the logo is used.

Two relationships are always crucial:

- An open space of $\frac{1}{2} X$ must always surround the logo unit
- The base of the words “Illinois Mathematics and Science Academy” must be $\frac{1}{3} X$ below the base of the letters “IMSA.”

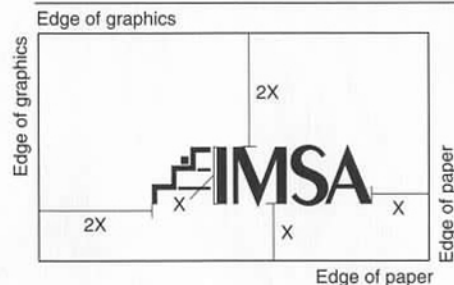
Explanation of Logo Continued

The logo also can be shown without the Academy name. However, the following criteria must be met when the name is omitted:

- The two smallest sizes (size A and size B) shown on page 2.6 (Camera-Ready Logo Art) must be used.
- The words "Illinois Mathematics and Science Academy" must appear in a dominant position on the same page.
- The graphic relationship, illustrated to the right, must be preserved.

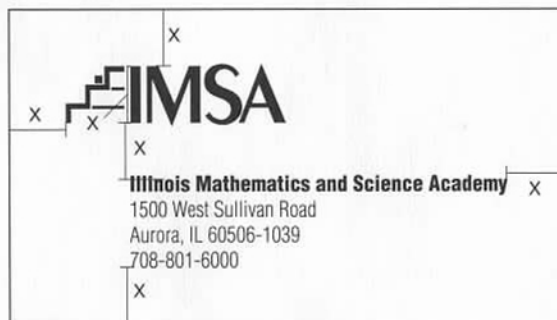
The IMSA logo and address must appear with the Academy name and address somewhere on the piece. It could be placed on the back cover of a brochure, for example. In this event, the type must appear as shown at right.

Acceptable positioning of the logo without the Academy name



The measurements X and $2X$, as explained on the previous page, represent the minimum amount of space that must surround the IMSA logo. Larger increments between the logo and the edge of paper or graphics can be used. This example merely illustrates the logo's relationship to its surroundings. The logo can be placed anywhere on the page, not only the bottom right-hand corner as shown here.

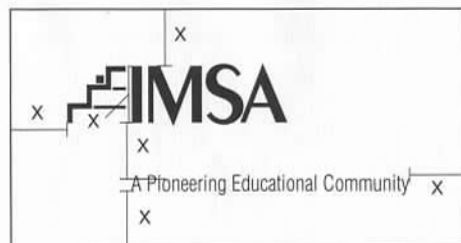
Acceptable positioning of the logo with the Academy name and address or the tag line



In the relationship of the logo to type, the X value from baseline to the top of the lowercase letters must be maintained.

When using size B logo (shown at left) the type must appear as follows:

- Align flush left with the "I"
- Academy name in Helvetica Condensed Black, 8/9.5 point
- Address in Helvetica Condensed Light, 8/9.5 point



When using size A logo (shown on page 2.6) the type should be identical in style and positioning but the size will change to 7/8.5 point.

Proper Use of the Logo

The logo must always be applied consistently and properly. Absolutely no exceptions can be made.

These examples show acceptable uses of the IMSA logo.

Please note that the words “Illinois Mathematics and Science Academy” should be left off the logo when it is used at a small size. The Camera-Ready Logo Art (page 2.6) shows the size at which this deletion of type should occur.

In special circumstances, the full school name also may be omitted in favor of using only “IMSA” and the stairs steps at a larger size (for instance on a brochure cover). **In this case, however, the full name “Illinois Mathematics and Science Academy” also must appear in a legible form somewhere on the same page.**



Illinois Mathematics and Science Academy

Acceptable: Logo Isolation



Illinois Mathematics and Science Academy

Acceptable: Logo in Full Reverse



Illinois Mathematics and Science Academy

Acceptable: IMSA Blue Logo



Illinois Mathematics and Science Academy

Acceptable: IMSA Blue Logo with 20% Maximum Screened Background