



## LOGO & EMBLEM

The iQ media logo is the face of the brand and it is important that you use the logo properly.

The iQ emblem is an alternative use to the logo. It should only be used after full logo has been used.

Example usage: small in corner of multi-paged collateral as used in this document

The below instructions are to be used as a guide for using the logo:

### Primary Logo & Emblem

(Logo/Emblem on white background)

To be used on all design, both print and digital.

### Secondary Logo & Emblem

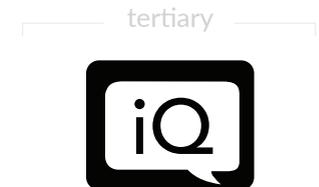
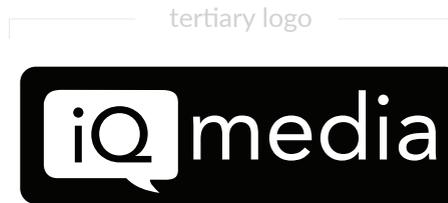
(Logo/Emblem on black background)

To be used on high-level digital and print collateral.

### Tertiary Logo & Emblem

(one color Logo/Emblem)

To be used on promotional items.



[CLICK TO DOWNLOAD LOGO FILES](#)



## primary colors



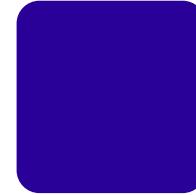
#b2d235  
CMYK: 35, 0, 100, 0  
RGB: 178, 210, 53  
PMS: P160-8U



#0093c5  
CMYK: 80, 28, 8, 0  
RGB: 0, 147, 197  
PMS: 116-7 U

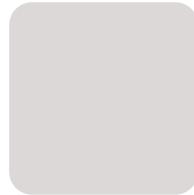


#f8d53c  
CMYK: 3, 13, 87, 0  
RGB: 248, 213, 60

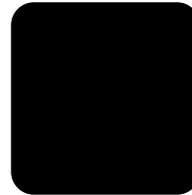


#430098  
CMYK: 89, 100, 1, 2  
RGB: 67, 0, 152  
PMS: Violet C

## secondary colors



#dbd9d6  
CMYK: 13, 11, 12, 0  
RGB: 219, 217, 214  
PMS: Cool Gray 1 C



#000000  
CMYK: 100, 100, 100, 100  
RGB: 0, 0, 0

## COLOR PALETTE

Color is an important aspect of the brand and proper usage creates a harmonious viewers experience. It is important to maintain balance with primary colors—often by introducing a single secondary color.

Avenir Light  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Avenir Roman  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## TYPOGRAPHY

The iQ media primary corporate font is Avenir and should be used company-wide for all email, powerpoint, letterheads, etc.

Avenir Font Family - Rules:  
Avenir Light – Headers  
Avenir – Body Copy

Proxima Nova Font Family:  
\* Marketing use only  
Please Note: The corporate font has changed to Avenir and Proxima Nova should be used for Marketing collateral only.

HEADLINE COPY SHOULD LOOK LIKE THIS

Body copy should look like this.

Proxima Nova – **MARKETING USE ONLY**  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Kelly Wilson  
Graphic Designer

Office: 267.898.0696  
Mobile: 610.405.8725  
Email: [kwilson@iq.media](mailto:kwilson@iq.media)



[www.iq.media](http://www.iq.media)

**VIEW DIRECTIONS TO UPDATE SIGNATURE IN GMAIL**

## EMAIL SIGNATURES

The iQ media email signature allows each employee to uphold brand standards. This is the only instance the font should be different than Avenir. Due to Google options, the font used should be the “Sans Serif” option.

Social icons should link to company social pages NOT your personal pages.

**Be sure to update email signatures to your own contact information!**



## BOILERPLATE

This iQ boilerplate is copy that should be used for PR, in LinkedIn profiles, and in event descriptions

iQ Media is the pioneer of real-time searchable TV, changing the way marketers access and evaluate their brand performance across earned and paid media. With over 22 million hours of TV content from 210 DMAs, iQ Media delivers logo-recognition, spoken word-detection, competitor data, industry benchmarks and local to national-level audience data.

Serving brands such as Domino's Pizza, Energizer, NHL, Red Bull and Sonic, iQ Media provides a single, user-friendly platform that helps marketing, PR and customer insights teams better understand earned and paid media TV ROI, moments after it happens. For more information, please visit [www.iq.media](http://www.iq.media)

# QUESTIONS ABOUT THE BRAND?

[marketing@iqmediacorp.com](mailto:marketing@iqmediacorp.com)

