



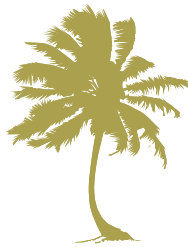
IRONWOOD

I N V E S T M E N T S

Official Brand and Corporate Identity Guideline Version 1.b

Combo Logo

Type Logo



IRONWOOD
INVESTMENTS

IRONWOOD
INVESTMENTS

Why the palm tree?

The golden palm tree is our promise. It's a promise to residents in Ironwood managed properties that they can relax and enjoy their lives because their properties are being handled by the highest quality management service in town. It's a promise to our investors of a gilded future on sunny beaches - the return on investment. Life with Ironwood is like a vacation that never ends. That's our promise.

combo logo

type logo



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RGB

R : 140
G : 140
B : 75



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PANTONE
5835 C, M



CMYK
BEST



CMYK
SNAP 10



CMYK
SNAP 20



PANTONE
618 U

C : 10
M : 15
Y : 70
K : 35

C : 20
M : 20
Y : 70
K : 30

C : 20
M : 20
Y : 60
K : 20

(Some printers have course screens that only allow 10 or even 20% increments in CMYK values)



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Logo should be given two W's worth of space from graphics, text, and any other elements that are placed near the logo.

This includes page margins and borders.



 <p>IRONWOOD INVESTMENTS</p>	1"		At around 1" wide the logo will be optimally displayed.
 <p>IRONWOOD INVESTMENTS</p>	1/2"		Avoid using the logo at sizes less than 1/2" wide.
 <p>IRONWOOD INVESTMENTS</p>	1/4"		NEVER use the logo any smaller than 1/4" wide.



IRONWOOD

Uses NUANCE LIGHT SSI

Tracking: Normal

Leading: Normal

Case: ALL CAPS

I N V E S T M E N T S

Uses NUANCE LIGHT SSI

Tracking: 465

Leading: Normal

Case: ALL CAPS

H1 HEADLINES

H 2 H E A D L I N E S

H3 HEADLINES

H 4 H E A D L I N E S



Original



Simplified A



Simplified B

TREE SIMPLIFICATION

In the three examples above, the original logo design which is to be used in nearly all cases is contrasted against a pair of provided logo simplifications. Each is appropriate for various uses where the sophistication and detail of the original logo are cost prohibitive and technically challenging.

For example the gold foil stamp on the IronWood business cards used the middle (Simplified A) for the larger front logo while the tiny tree on the back of the cards was stamped using the third option here (Simplified B).

