

Corporate Identity Guidelines

2026



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This corporate identity manual provides usage guidelines and examples of visual elements within the International Myeloma Foundation brand. It is the responsibility of all those involved to properly use the logo, typography, color, and imagery to ensure a consistent overall look. Keeping the graphic system clean, simple, and readable will enable the IMF to better communicate the organization to the world. This document is a “living” document and will continue to evolve as the IMF brand evolves.



01 THE IMF CORPORATE BRAND

The Primary IMF Logo

The primary IMF logo should be used on all aspects of branded communication as seen here.

The IMF Symbol

The IMF symbol is reflected by the intersection of 2 key elements which symbolize the spirit of the brand: humanity and science.

Human

The human element is seen as a vital, inspirational, hopeful being with arms wide open. The human is created from 2 graceful “swooshes” which intersect to create the body. This person represents the patient, care partners, doctors, and the IMF team.

Science

The body of the human is in the shape of a DNA double helix. The DNA signifies the science and technology involved in advancing IMF toward finding the cure for multiple myeloma.

The Logotype

Montserrat Regular and Bold are used to create the logotype. It is a round, open, friendly font that has many varying thicknesses. The type treatment for IMF is strong, clear, and balances proportionately with the symbol. There is a boldness applied to the word “Myeloma” to emphasize the company’s purpose.

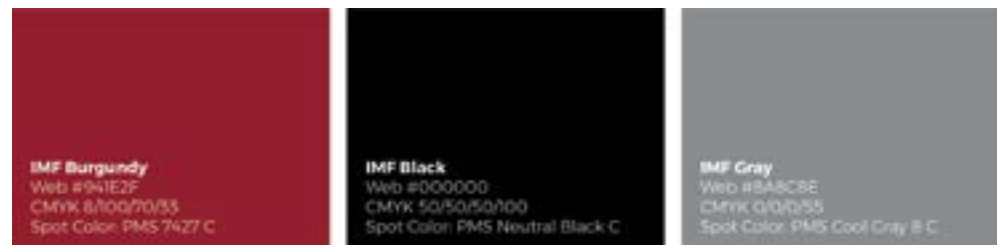


Primary Logo Color Palette

The IMF logo is a 3-color treatment. The symbol is all 3 colors, the main body swoosh is IMF Burgundy, the head and arm are IMF Black, and the leg and DNA strands are IMF Gray.

The type treatment is IMF Black.

Ideally, the IMF logo will be used on a white background for maximum impact and clarity.



Secondary Logo Variations

While the primary logo should be used whenever possible, it is understood that scenarios will arise that can compromise the legibility of the logo or that are just not compatible with it.

In this situation, we offer the following secondary logo variations to be used strictly when the primary logo is ill-fitting to the situation.

These logos should be used exactly as seen. No other variations are acceptable.



Horizontal



Square Acronym



Vertical



Vertical Acronym

Symbol and Type Only Variations

There may be times when the IMF symbol or the IMF type may be used separately.

These are the approved versions.

The type treatment will be all caps, Montserrat Regular and Bold. The logotype will be in IMF Black or knocked out to white.



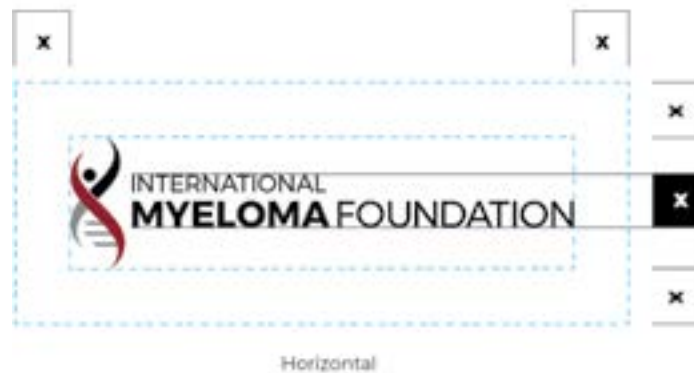
INTERNATIONAL **MYELOMA** FOUNDATION

INTERNATIONAL **MYELOMA** FOUNDATION

Stacked, Horizontal & Square Logo Clear Space

Area of Isolation

Always position the logo far enough away from other elements. No other type or imagery should appear within the area of isolation or “clear space” around the logo. This will allow the logo to have maximum impact. The area of isolation is determined by the height of the logotype, indicated by “x”.



x = Height of logo type; use X for clear space

Vertical Logo Clear Space

Area of Isolation

Vertical formats utilize the same clear space, always position the logo far enough away from other elements. No other type or imagery should appear within the area of isolation or “clear space” around the logo. This will allow the logo to have maximum impact. The area of isolation is determined by the height of the logotype, indicated by “x”.



x = Height of logo type, use X for clear space

Minimum Size

To ensure legibility, the logo should be printed no smaller than **1" wide**.

Additionally, the logo should never be sized any smaller than the logos of other organizations appearing alongside it.

(Not shown to scale.)

Note: all logos in this document may not be used smaller than 1" wide.



Appropriate Usage

The IMF logo has been carefully designed and should maintain its integrity by enforcing standards of appropriate usage. The following are approved examples illustrating how the logo may be used.

Ideally, the full-color logo is to be used on a white background for maximum impact and clarity. When this is not possible, be sure to choose background colors or photos that provide sufficient contrast with the logo.

Basic usage guidelines:

- Use the color logo on white or light-colored backgrounds or photos.
- Use the solid black logo on white or light colored backgrounds, or in one-color or grayscale print applications.



Color



Color Reversed



1/color Grayscale



Color Reversed Black



1/color Black



1/color Reversed (B/W)

Inappropriate Usage

The examples on the right illustrate improper logo usage.

Basic usage guidelines:

- Use the color logo on white or light-colored backgrounds or photos
- Use the solid black logo on white or light colored backgrounds, or in one-color or grayscale print applications



Do NOT change the logo colors



Do NOT change the symbol colors



Do NOT cut off the logo



Do NOT change size of symbol



Do NOT alter the scale
or proportions



Do NOT reverse out of
off-palette colors



Do NOT use the logo in an
un-approved color



Do NOT show logo in unapproved
color variations

Tagline

The primary IMF tagline may only be used in the following way:
“Improving Lives **Accelerating the Cure**”

Use tagline variation near the logo outside of the clear space. Place justified, flush left or centered under the logo. Different approved color variations are shown on the right. Additionally, for use on *large-scale* marketing assets, such as signage, etc., there might be instances where the tagline may be incorporated into the primary logo, as seen on the right.

PRIMARY TAGLINE

Improving Lives **Accelerating the Cure**

Upper/Lower Case, Montserrat Medium (IMF Black)/Bold (IMF Black)

Improving Lives **Accelerating the Cure**

Upper/Lower Case, Montserrat Medium (IMF Black)/Bold (IMF Burgundy)

IMPROVING LIVES **ACCELERATING THE CURE**

All CAPS, Montserrat Medium (IMF Black)/Bold (IMF Black)

IMPROVING LIVES **ACCELERATING THE CURE**

All CAPS, Montserrat Medium (IMF Black)/Bold (IMF Burgundy)

FOR DEVELOPMENT ONLY

IMPROVING LIVES **ACCELERATING THE CURE
TOGETHER**

All Caps, Montserrat Regular (IMF Black)/Bold (IMF Burgundy)/Black (IMF Black), Flush Left

IMPROVING LIVES **ACCELERATING THE CURE
TOGETHER**

All Caps, Montserrat Regular (IMF Black)/Bold (IMF Burgundy)/Black (IMF Black), Centered

FOR VERY LARGE SIGNAGE OR OTHER LARGE SCALE MATERIALS ONLY



Used with primary logo, justified under logotype. Montserrat Regular (IMF Black)/Bold (IMF Black)



02 COLOR PALETTE

Primary Color Palette

The IMF primary color palette consists of the 2 colors used in the IMF logo. These colors may be used on all IMF branded materials online and offline. Variations of the primary brand - Deep Burgundy, Light Red, and IMF Gray can be used as accent colors.

Primary Colors

IMF Burgundy Web #941E2F	IMF Black Web #000000	IMF Gray Web #8A8CBE
CMYK 8/100/70/33 Spot Color: PMS 7427 C	CMYK 50/50/50/100 Spot Color: PMS Neutral Black C	CMYK 0/0/0/55 Spot Color: PMS Cool Gray 8 C

Primary Accent Colors

Deep Burgundy (Accent Color) Web #721523	Light Red (Accent Color) Web #B31F2F
CMYK 16/100/65/58 Spot Color: PMS 188 C	CMYK 0/98/91/30 Spot Color: 7621 C



03 **TYPOGRAPHY**

Print Typography

Montserrat is the only acceptable font for the IMF Brand and all materials (as well as other fonts within the family, not shown). **Please do NOT use condensed fonts.**

IMF Corporate Typeface (Primary Font)

Montserrat Family

Regular: ABCDEFGHIJKLMNOPQRSTUVWXYZ / abcdefghijklmnopqrstuvwxyz / 0123456789
Bold: ABCDEFGHIJKLMNOPQRSTUVWXYZ / abcdefghijklmnopqrstuvwxyz / 0123456789
Black: ABCDEFGHIJKLMNOPQRSTUVWXYZ / abcdefghijklmnopqrstuvwxyz / 0123456789

Online Typography

For online-related instances, the following fonts may be used below. **Please do NOT use condensed fonts.**

Open Sans Family

Regular: ABCDEFGHIJKLMNOPQRSTUVWXYZ / abcdefghijklmnopqrstuvwxyz / 0123456789
Bold: ABCDEFGHIJKLMNOPQRSTUVWXYZ / abcdefghijklmnopqrstuvwxyz / 0123456789
Extra Bold: ABCDEFGHIJKLMNOPQRSTUVWXYZ / abcdefghijklmnopqrstuvwxyz / 0123456789

Aptos

Regular: ABCDEFGHIJKLMNOPQRSTUVWXYZ / abcdefghijklmnopqrstuvwxyz / 0123456789
Bold: ABCDEFGHIJKLMNOPQRSTUVWXYZ / abcdefghijklmnopqrstuvwxyz / 0123456789
Black: ABCDEFGHIJKLMNOPQRSTUVWXYZ / abcdefghijklmnopqrstuvwxyz / 0123456789