

GIPS VISUAL GUIDELINES

The GIPS® wordmark builds off of the strength of the CFA Institute identity, and brand architecture comprises the name and a symbol derived from the bar motif of the CFA Institute visual system. Original and approved artwork will be shared; always use the approved art, never alter any aspect of it, and never use the wordmark without the consent of CFA Institute.

Three different versions, each available in the three primary colors from our color palette, will be provided and are interchangeable based on desired application.

SIZE

The wordmark must be large enough to be easily legible. Reproduce the 2-line versions no smaller than 4mm (or 24px) in height and the 4-line version no smaller than 8mm (or 48px) in height.



CLEAR SPACE

To ensure the identifier retains a strong presence wherever it appears, maintain a clear space free of other graphic elements — such as type, images, other logos, and the edge of pages — equal to the height of any one line of text in the wordmark. This clear space should extend around the entire wordmark.



GRAYSCALE WORDMARK

The full-color version of the wordmark should be used wherever possible. When there is insufficient contrast between the full-color wordmark and the background, the white wordmark should be used.



If it appears on a photo, the wordmark should not be placed on a busy background and the minimum clear space rules apply to the objects in the photo.



The wordmark in one color (gray) may also be used when full-color printing is not available or on business communications where color will not transmit, such as faxed documents.

WEBSITE

Country Sponsors are encouraged to include the website www.gipsstandards.org to further promote awareness of the Global Investment Performance Standards.

FOR MORE INFORMATION

For more information, contact us at gipslogo@cfainstitute.org