



Iress brand guidelines

2025 / Version 1.0



3. Brand Logo

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Primary logo

The Iress primary logo uses a ‘rocket’ styled icon communicating high performance and growth. It reflects a high performing investment fund and/or a positive indication of client satisfaction.

The Iress primary logo is a core part of our brand identity and is a key visual indicator for brand recognition.

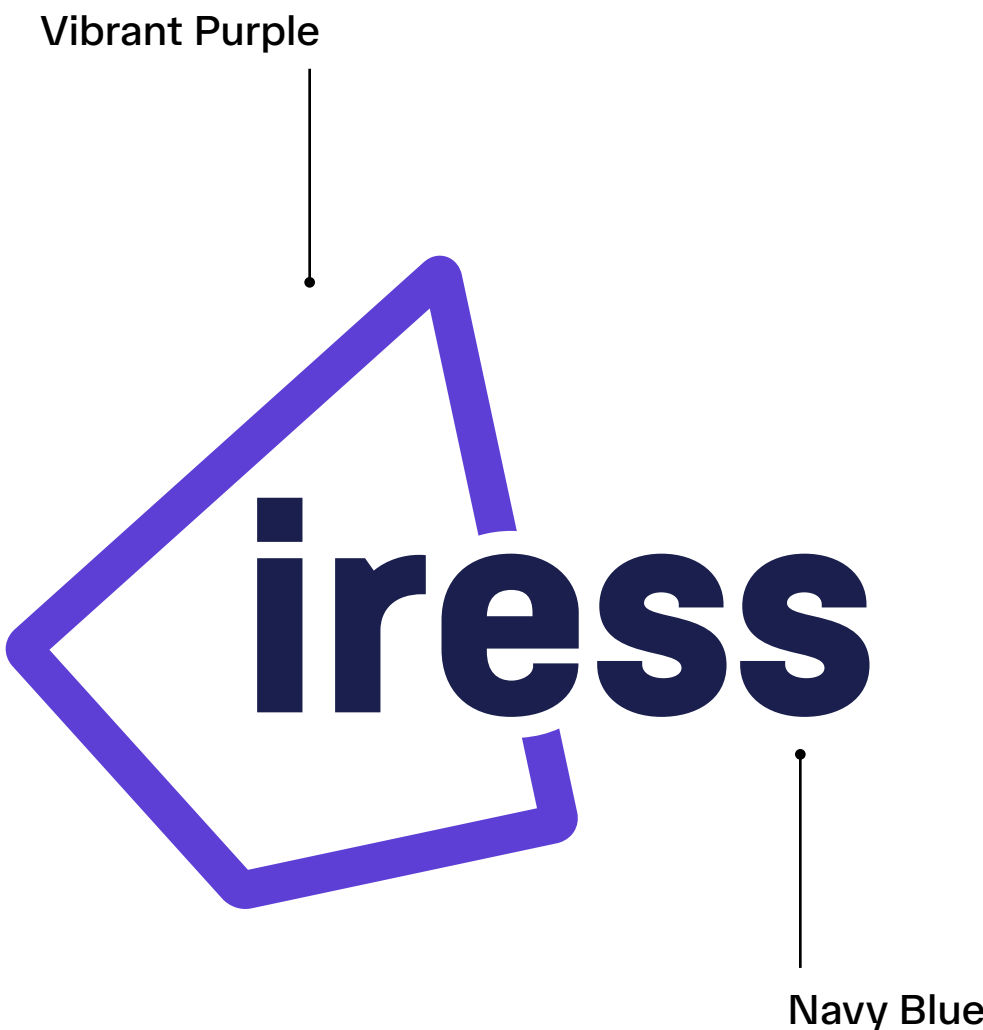
In the first instance, always use the primary logos as shown opposite. You should only ever use the green and white logo for dark backgrounds and the purple and navy blue logo for light backgrounds.

To ensure we maintain and build brand awareness, the Iress primary logo should never be altered or recreated.

Logo brand application and guideline examples can be seen in the *Brand in action* section.



Primary logo for dark backgrounds



Primary logo for light backgrounds



> Brand Logo

Monochrome logo

When restricted to only using a single colour for the logo, please use the black or white monochrome versions as shown.

To ensure we maintain and build brand awareness, the Iress primary logo should never be altered or recreated.



Mono logo for dark backgrounds



Mono logo for light backgrounds

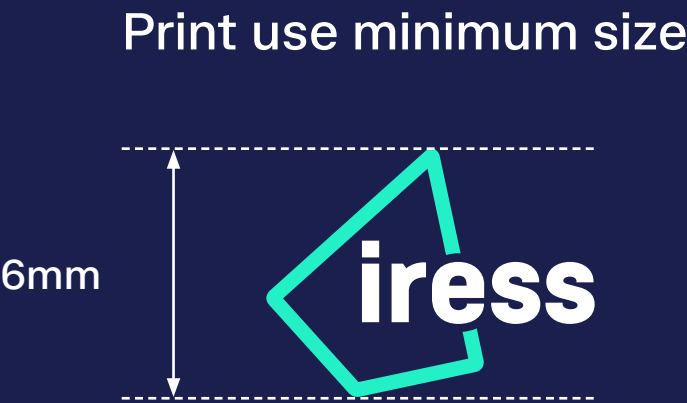
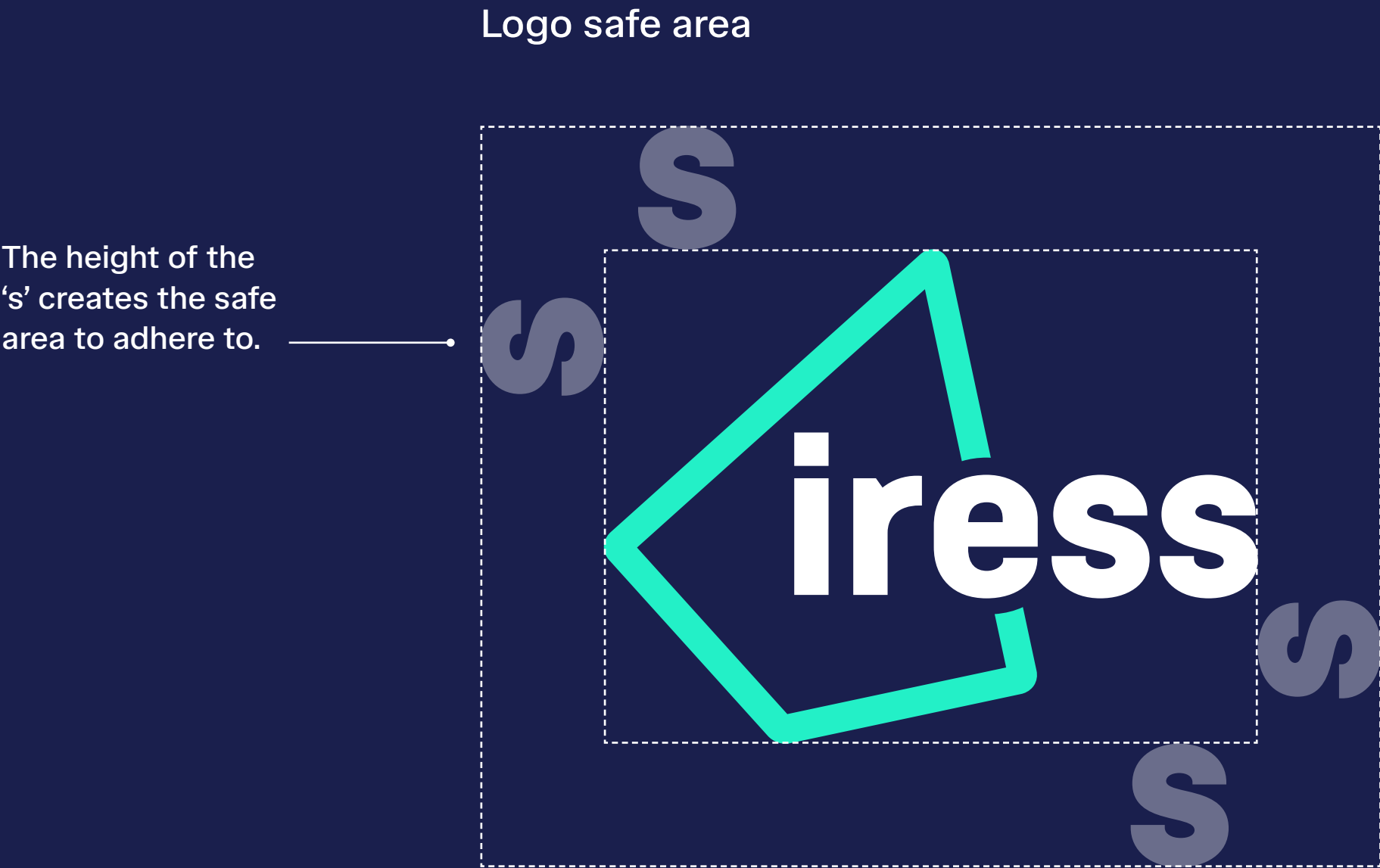
> Brand Logo

Safe area & minimum size

When using the Iress primary logo please ensure that the safe area, as shown, is used to allow it to be clear from any other graphic element or typography etc.

The safe area is defined by the height of the 's' from the logo. Please apply the safe area, around the logo, regardless of the size it's being used at.

When using smaller sizes of the Iress primary logo please ensure that the logo is not smaller than the guideline sizes shown.

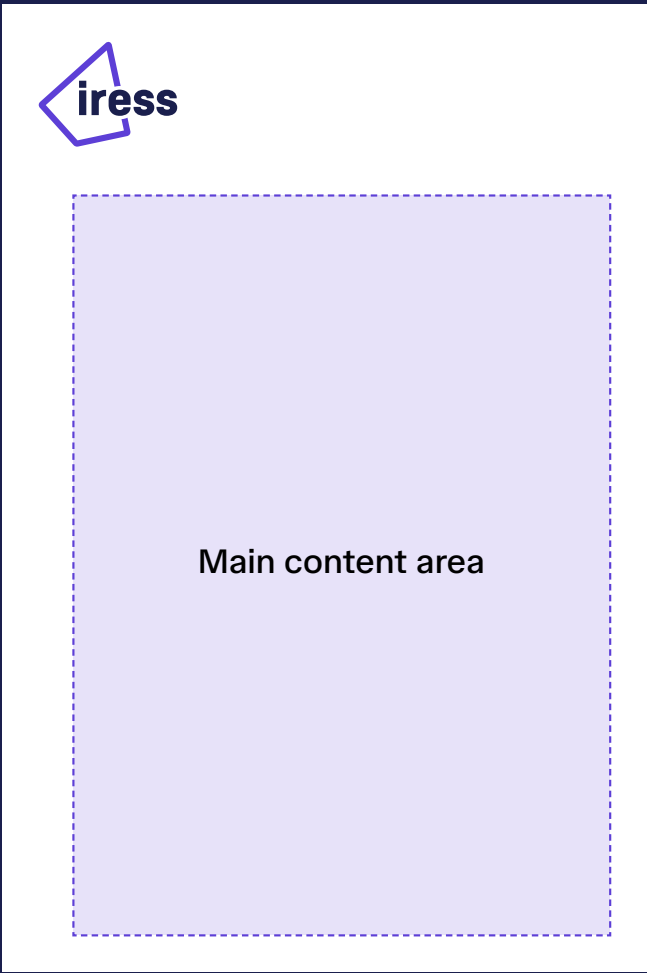


Logo positioning

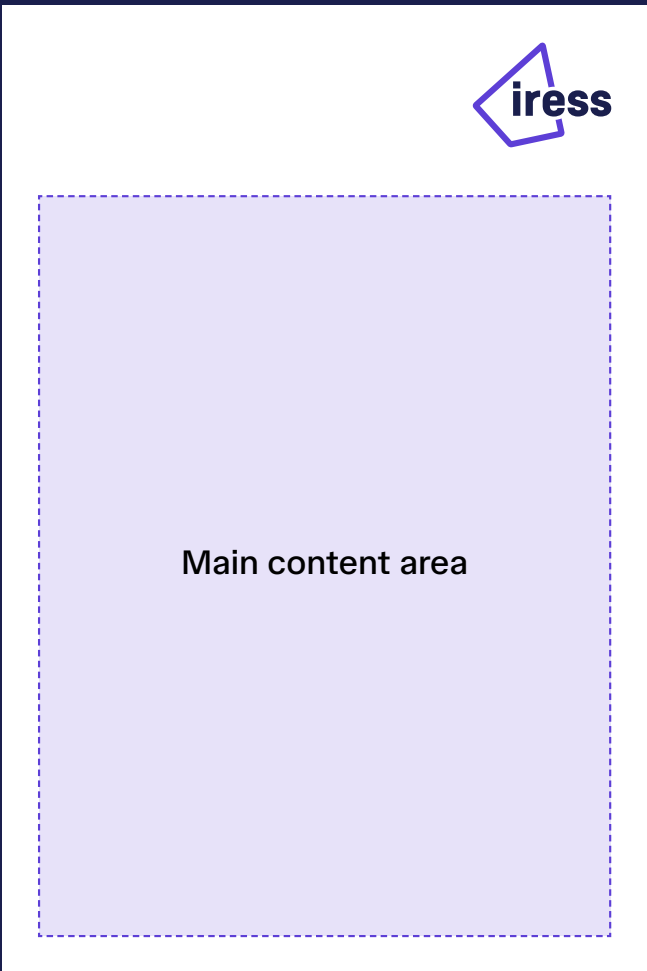
The Iress primary logo positioning can be flexible to suit the design, orientation and layout across various applications.

Various potential options for the logo placement are shown opposite.

Portrait example 1



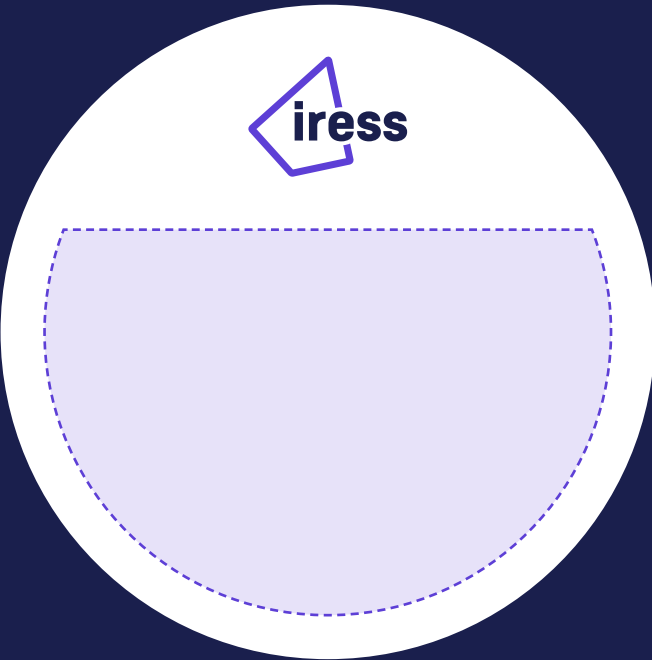
Portrait example 2



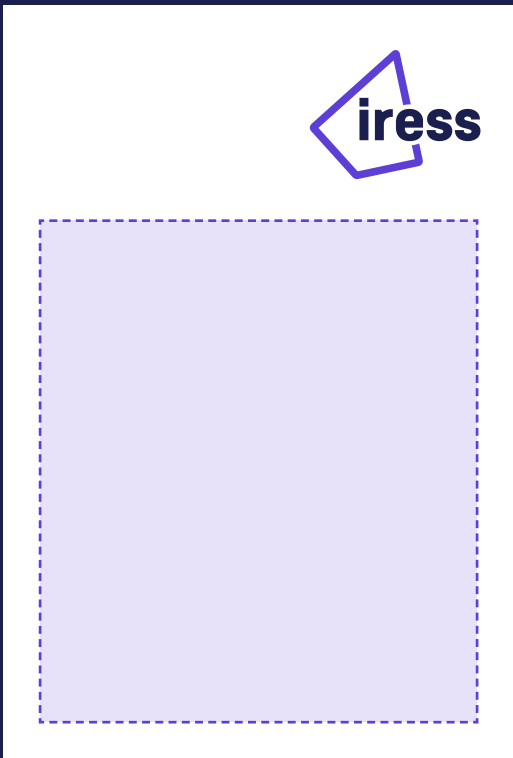
Landscape example



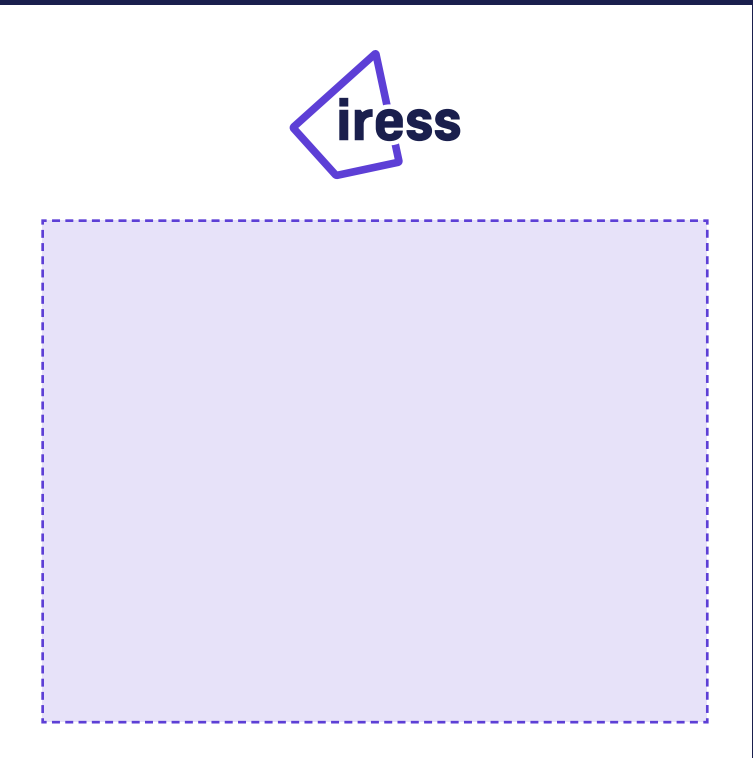
Event example



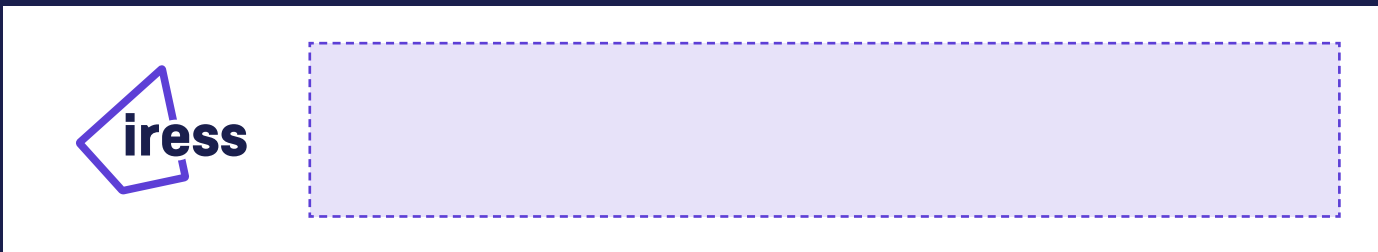
MPU example



Square example



Leaderboard example





Logo usage

Please always follow the Iress brand guidelines when using the primary logo.

✓ **Always** use the Iress primary logo



✗ **Do not** outline the logo



✗ **Do not** alter the rocket icon



✗ **Do not** only use the wordmark



✗ **Do not** add any effects



✗ **Do not** rotate the logo





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