Logo
Master

We designed the Iress logo to reflect high performance. Just like a chart depicting the trajectory of a high performing investment fund or client satisfaction measure, the Iress logo points up and to the right. The angle is also a nod to the old Iress logo, which used a slanted first letter.

Iress rule number 1: never change the angle of the logo.

The Iress logo is a core part of our brand identity and a shorthand by which people identify us. It should be used with consistency and care to help us build and maintain a recognisable brand.

Where possible use the colour logos shown here. Always use the original master artwork files. Never try to recreate the logo - it should not be altered in any way.

Logo
Monochrome

If you need to work in black and white circumstances, you can use a monochrome logo, as shown here.

Always use the original master artwork files. Never try to recreate the logo – it should not be altered in anyway.
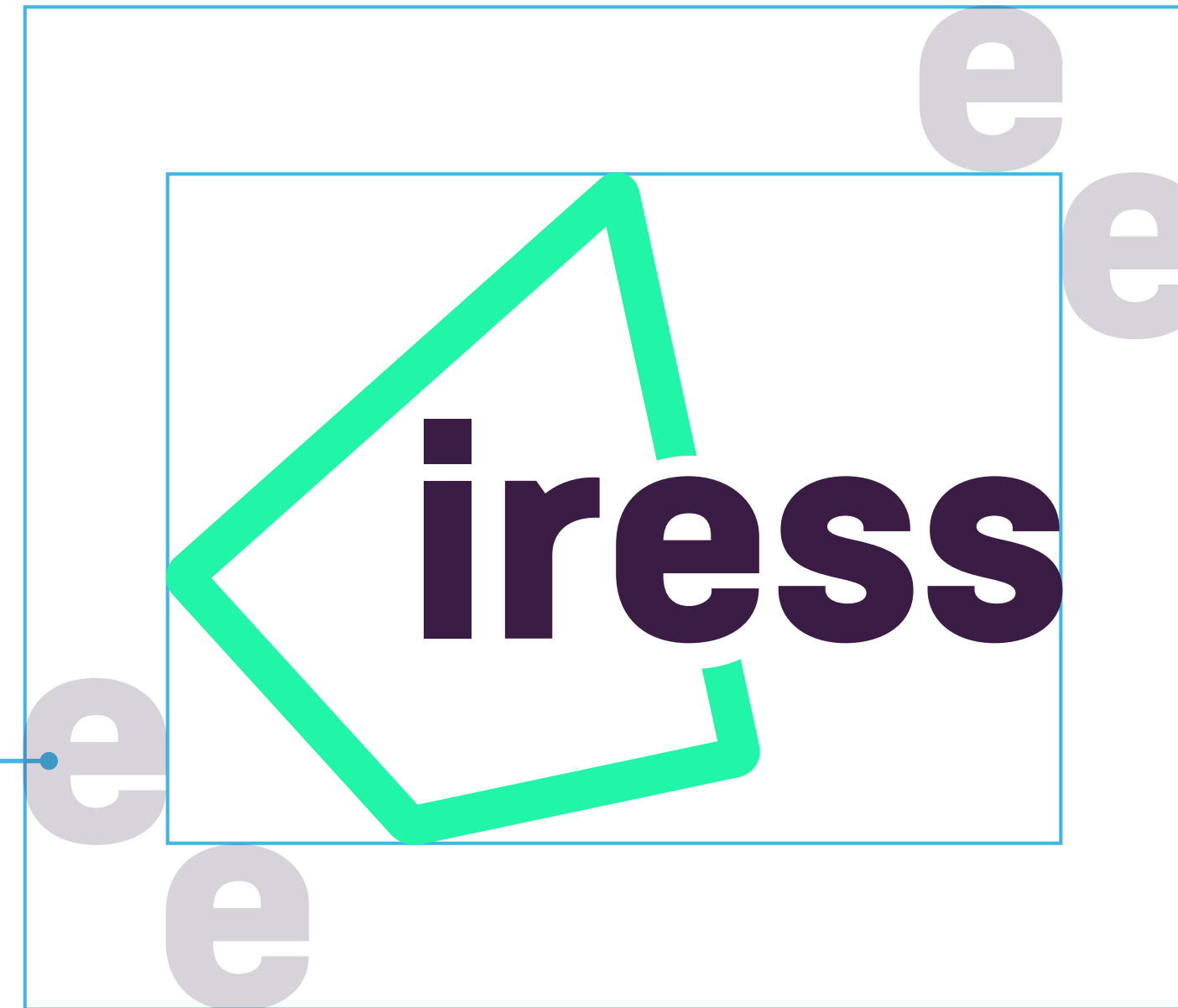
Logo
Exclusion & minimum sizes

To ensure our logo is represented clearly, we have defined an area around the logo that should be be kept clear of any other graphic element or typography.

This exclusion zone is defined by the height of the 'e' as shown. This formula applies regardless of the reproduction size.

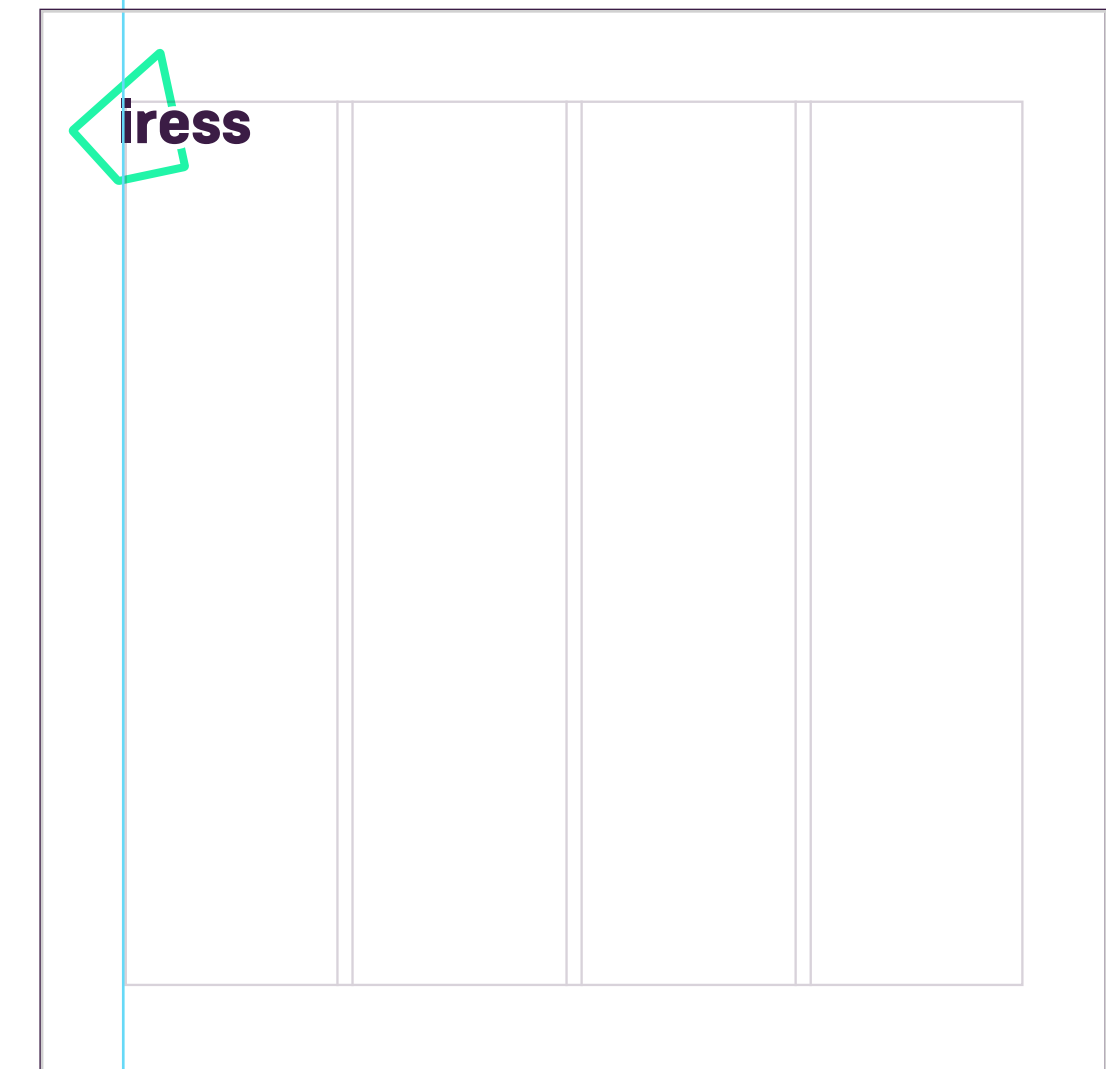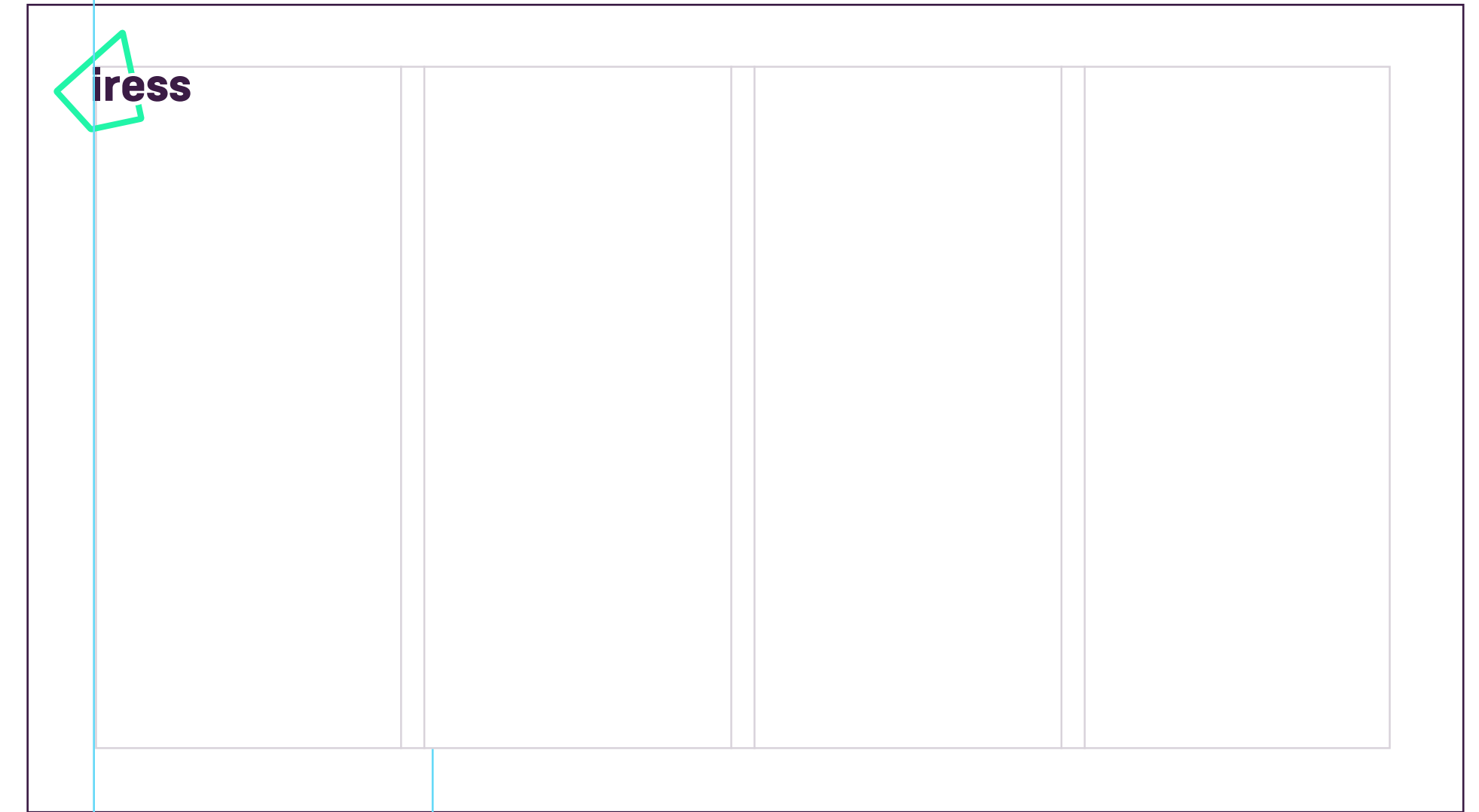Use the height of the e to determine the exclusion zone

Minimum size for print: 6mm Minimum size on screen: 30px h

Logo
Positioning

Our logo can sit in the top left hand side on a variety of orientations and image sizes.
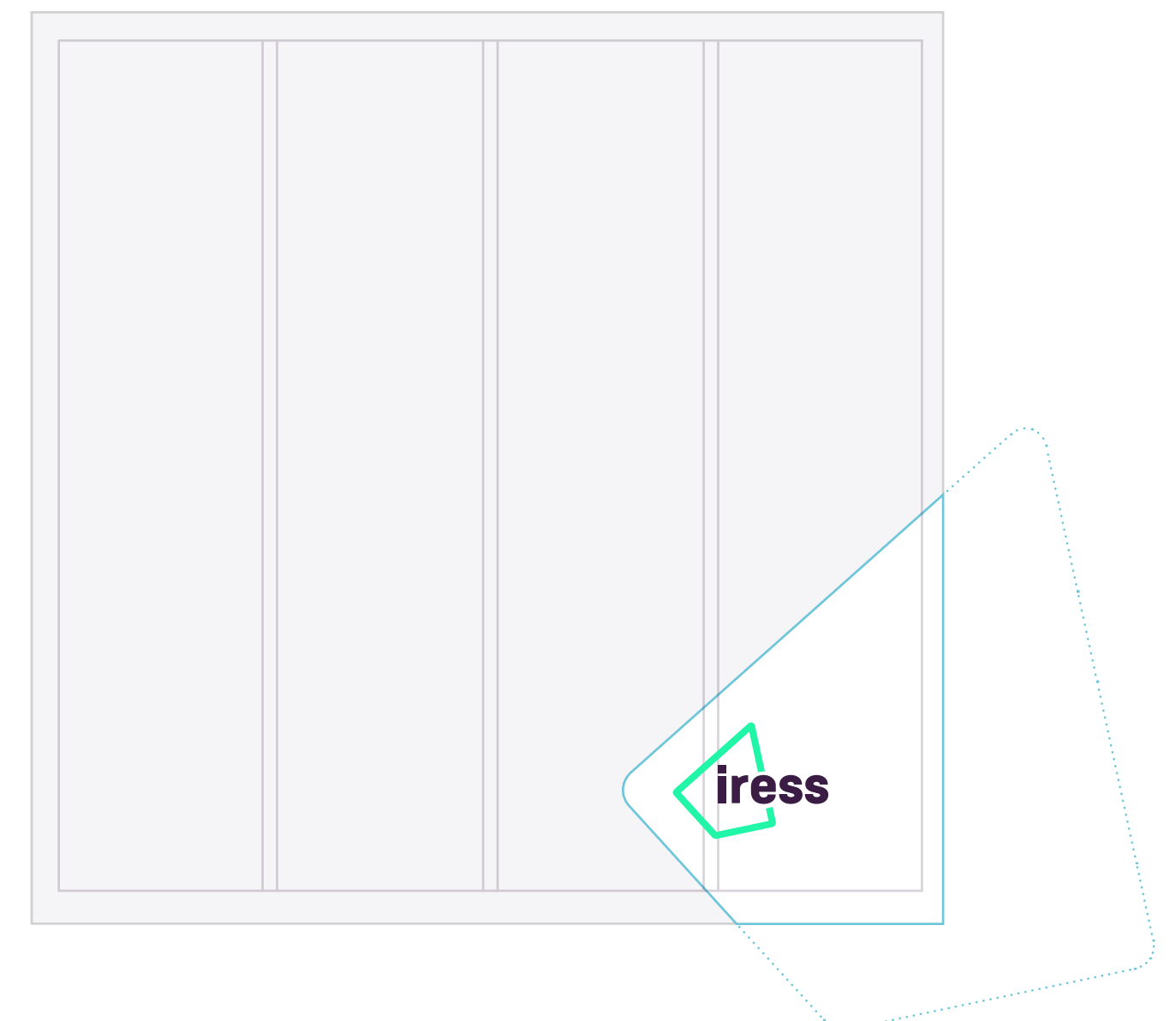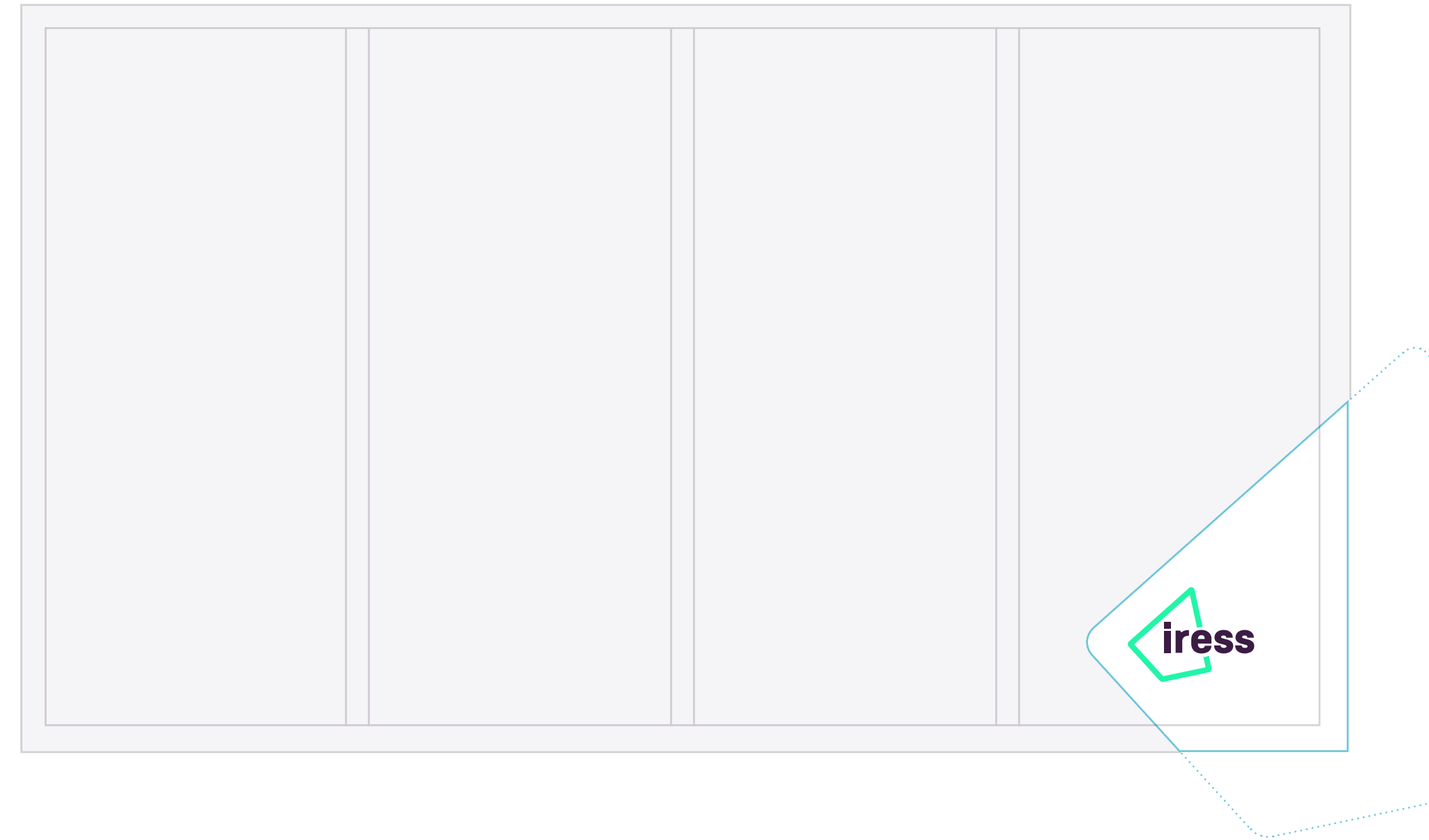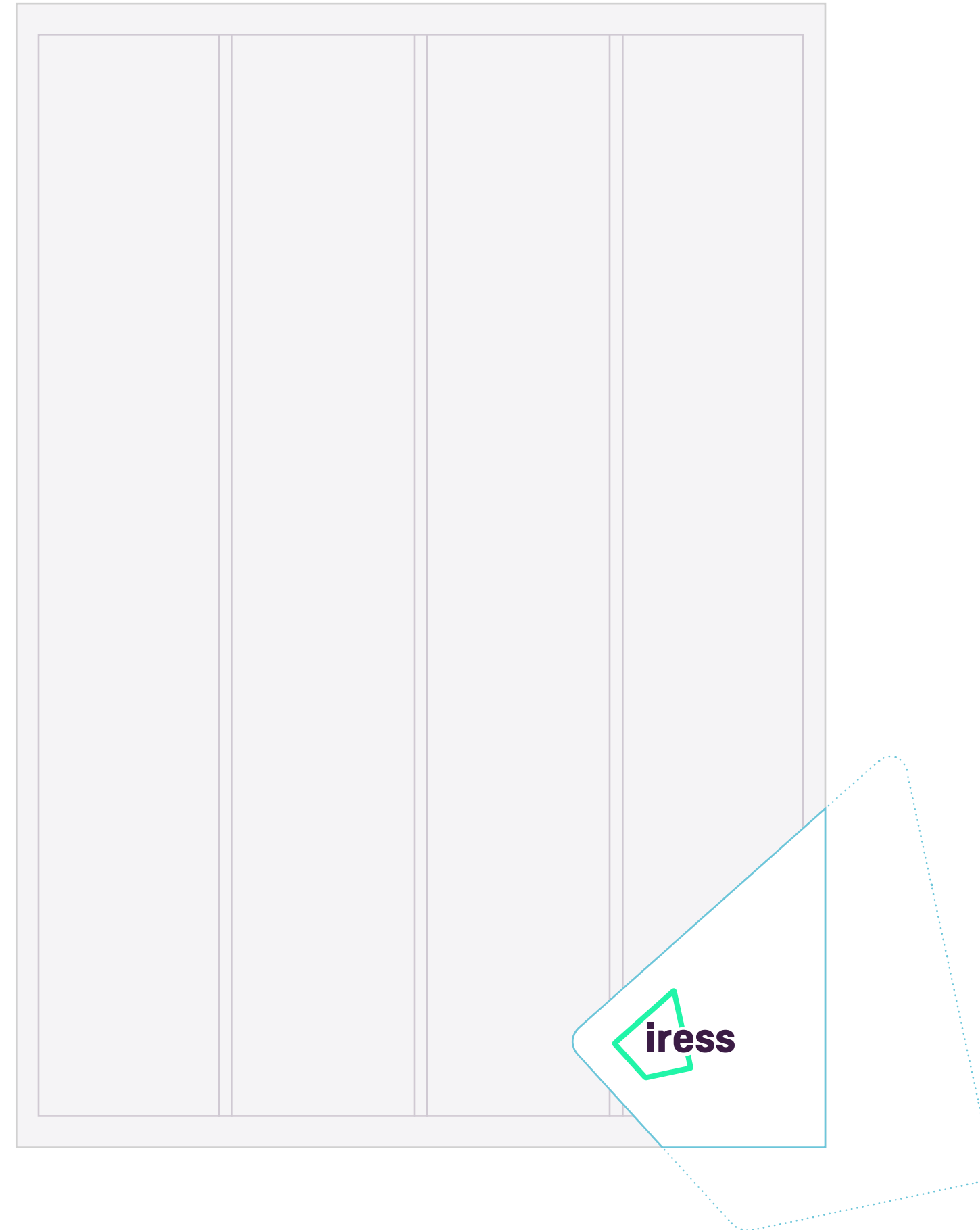
iress

iress

iress

Logo
Positioning

We can use the logo in the holding shape of our graphic device, in the bottom right hand corner.

Sizing and positioning is adjustable based on size of the communication and the content but we aim for around 5% of an image.

You can find more examples of how this works in the **application chapter**
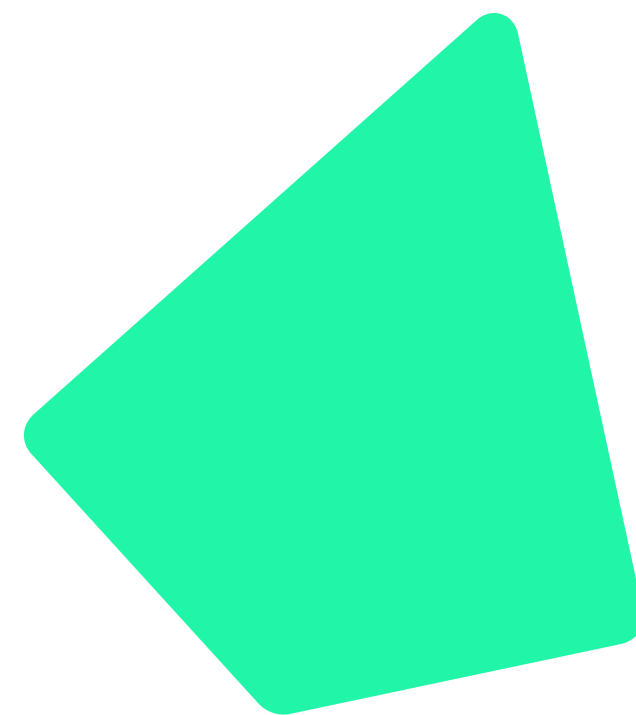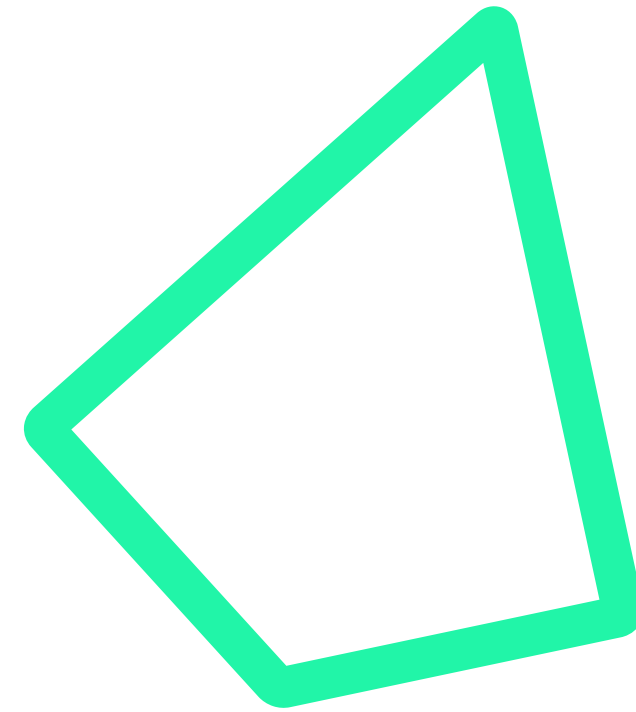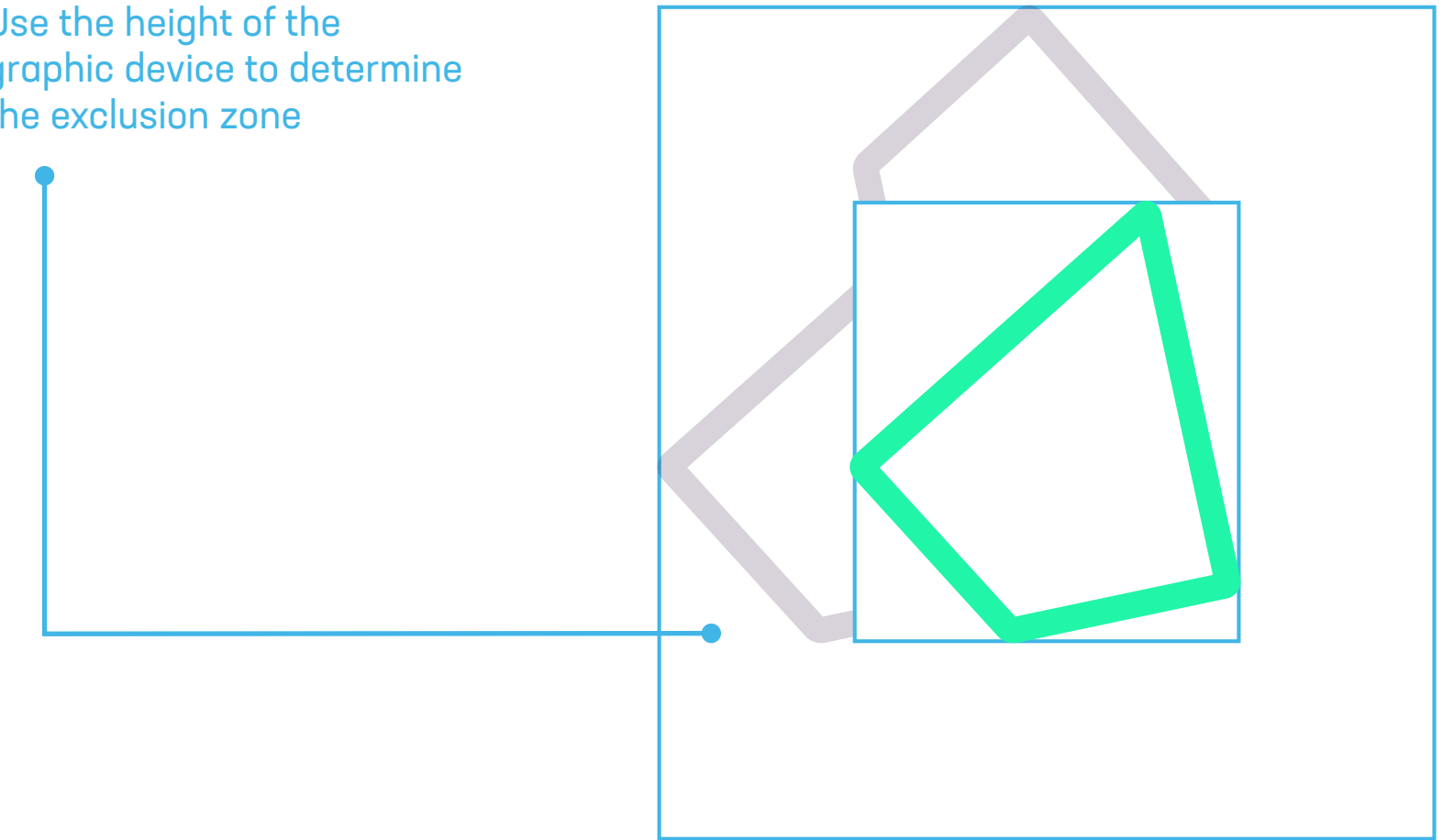
iress

iress

iress

Logo
Alternative

In some instances where space is limited, we can use the rocket/ graphic device on its own.

For guidance on the graphic device proceed to the next section.

Use the height of the graphic device to determine the exclusion zone

Iress I Market-leading financial

iress.com/

Logo Usage

Our logo is an important part of our brand toolkit so we must use it with consistency and care.
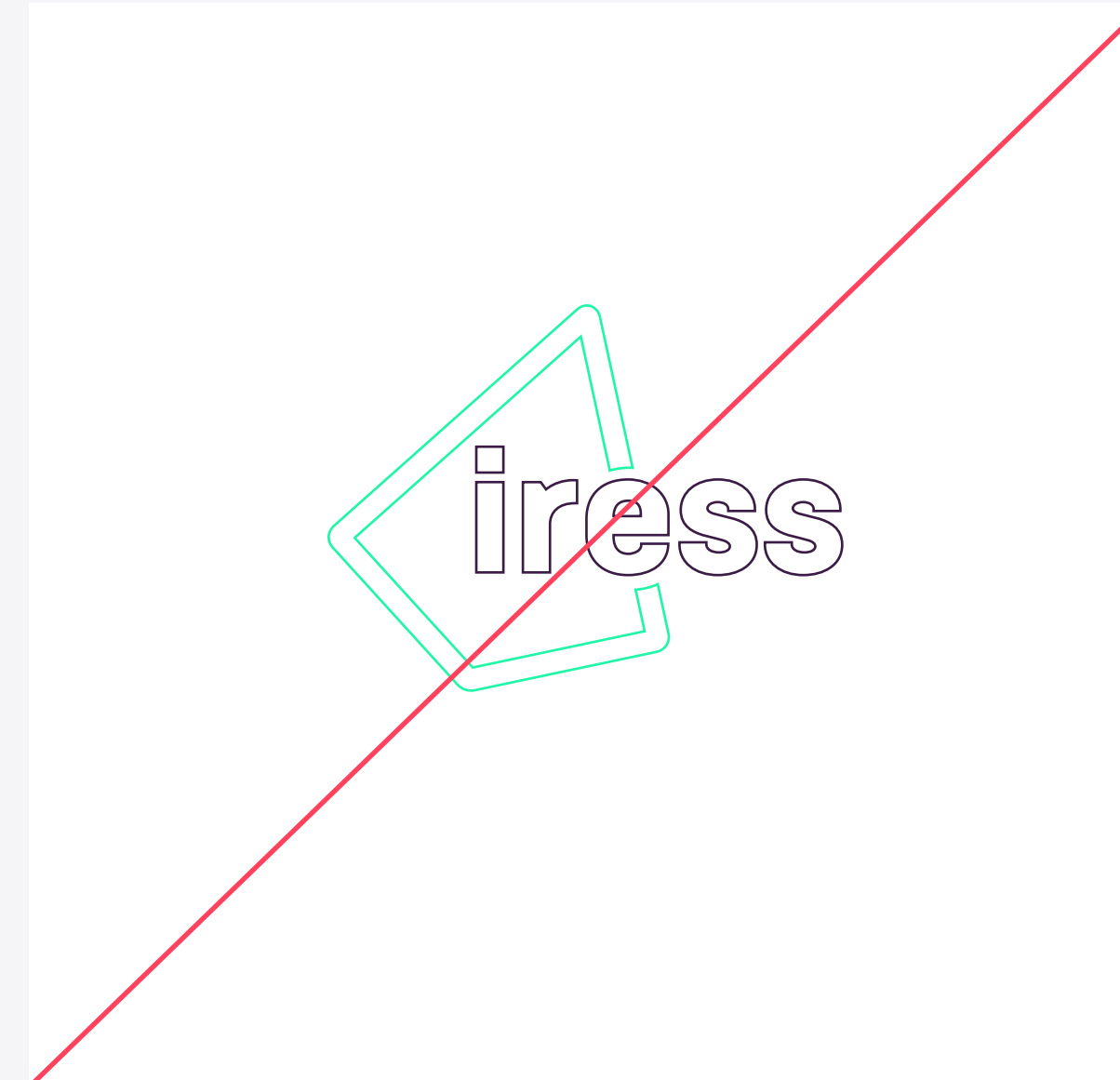
It's a visual representation of high performance.

Always use the original master artwork files. Never try to recreate the logo – it should not be altered in any way.
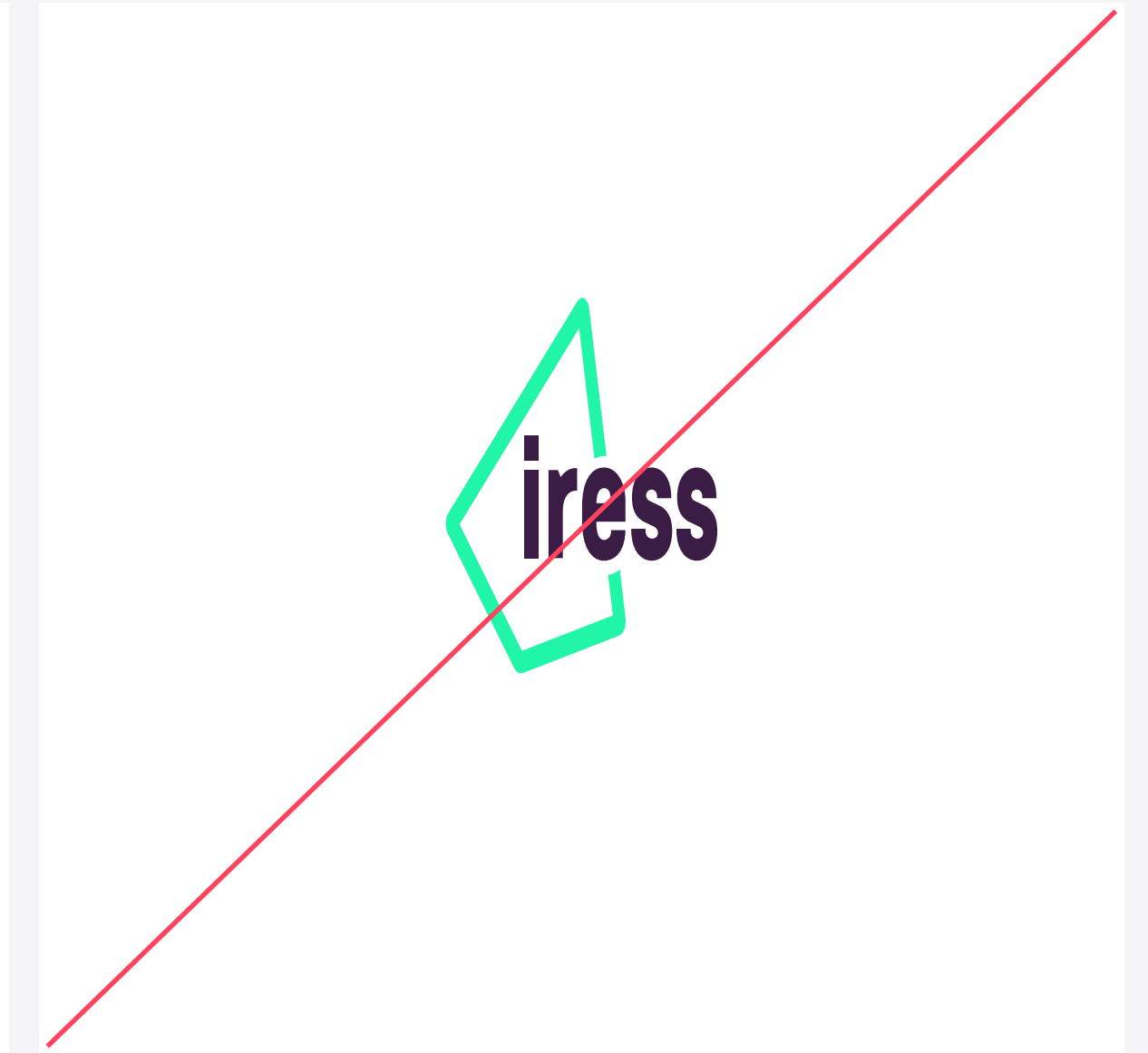
✓ **Always** use the master artwork files

❌ **Do not** outline or add a stroke to the logo

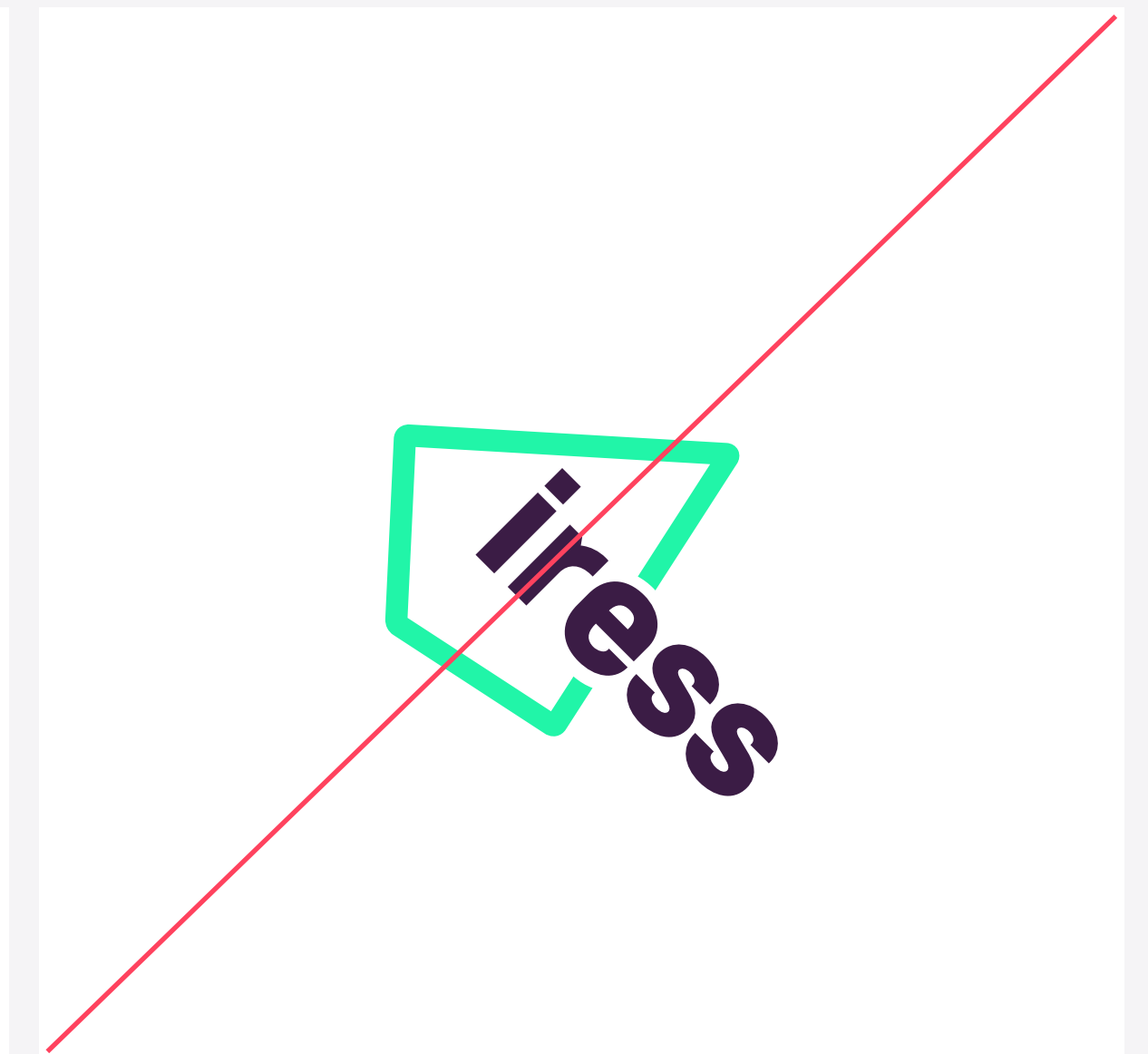❌ **Do not** distort or alter the logo in any way

❌ **Do not** use the wordmark alone

❌ **Do not** add filters or effects to the logo

❌ **Do not** rotate the logo

Sub brands
Overview

As a guide, we try to avoid creating subbrands.

Please don't create any sub-brands without talking to the corporate marketing team.

We want to build the Iress brand and identity. Multiple identities and subbrands can make that task much more difficult.

Master brand

iress

Sub brands

nmp education

foundation

community