



VISUAL IDENTITY GUIDELINES

December 2025 V2



IPMX is a trademark of the Alliance for IP Media Solutions (AIMS).

The IPMX name, logo, and certification marks are owned by AIMS and are used under the terms defined in the IPMX Brand Usage Guidelines. This Visual Identity Guidelines document provides direction for the visual presentation of the IPMX brand and does not supersede or replace the AIMS policies governing trademark usage, certification marks, or compliance.

PRIMARY LOGO

The IPMX mark represents the shared vision of the AIMS community, reflecting a commitment to open standards, interoperability, and professional quality in media experiences.

The IPMX logo is a bespoke type mark and must not be adapted in any way.

The logo should only be reproduced from master artworks and should not be redrawn or altered.

PRIMARY LOGO



ALTERNATE LOGOS

Wherever possible the primary logo should be used in all instances. In circumstances where the primary logo cannot be used then the logo should appear in all white or all black.

ONE-COLOR BLACK



ONE-COLOR WHITE



PRIMARY LOGO

CLEAR SPACE

A clear visible area should always be kept around the IPMX logo equal to 1 x the longest side of the triangle within the mark.

No graphic elements should go inside this or touch the IPMX logo in any way.

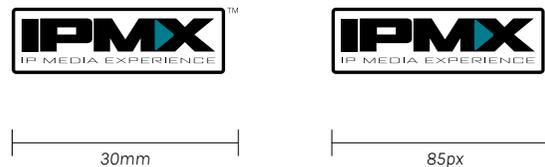
MINIMUM SIZE

To ensure clarity and legibility the IPMX logo should not be reproduced under 30mm when printed or 85px on screen.

CLEAR SPACE



MINIMUM SIZE



PRIMARY LOGO

DO'S AND DON'TS

To retain a professional and consistent brand it is important that the logo should be used correctly, and not be adjusted in any way as outlined opposite.

The logo should only be reproduced from master artworks and should not be redrawn or altered.



DO NOT: Stretch the logo in the vertical plane



DO NOT: Stretch the logo in the horizontal plane



DO NOT: Create 3D or perspective distorted versions of the logo



DO NOT: Rotate the logo



DO NOT: Reproduce the logo in an unapproved color



DO NOT: Apply special filters or effects to the logo



DO NOT: Change the positional elements

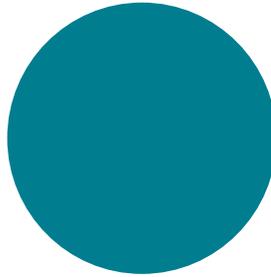


DO NOT: Give the logo a drop shadow

COLOR

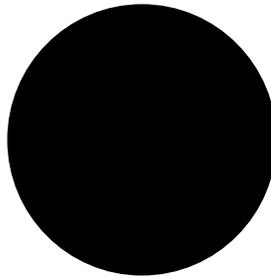
The IPMX color palette consists of a teal color, along with black and white.

This color should be used consistently throughout all visual communications and marketing material.



TEAL

Pantone	7713C
CMYK	C100, M0, Y29, K24
RGB	R0, G125, B143
HEX	#007D8F



BLACK

Pantone	Process Black
CMYK	C0, M0, Y0, K100
RGB	R0, G0, B0
HEX	#000000



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