INFORMS BRANDING GUIDE

Graphics & Standards

Table of Contents

ABOUT

Overview
Mission Statement
Strategic Goals

LOGO

History
Usage
Scaling
Color
Effects

COLOR PALETTE

Color Identity
Colors
Color Codes

TYPOGRAPHY

Overview
Print
Web

VOICE & TONE

INFORMS Voice
Tone
Creating Content

GRAPHICS

Our Imagery
People
Industry
Icon Library

INFORMS SUB-BRANDS

INFORMS Family
Logo Formulas
Examples

About

OVERVIEW

With more than 12,500 members from nearly 90 countries, INFORMS is the largest international association of operations research (O.R.) and analytics professionals and students. INFORMS provides unique networking and learning opportunities for individual professionals, and organizations, to better understand and use O.R. and analytics tools and methods to transform strategic visions and achieve better outcomes.

MISSION STATEMENT

INFORMS promotes best practices and advances in operations research, management science, and analytics to improve operational processes, decision-making, and outcomes.

STRATEGIC GOALS

1. INFORMS will identify, recognize, and promote the work of our members to show the value their science and practice brings to society.

2. Decision-makers will have access to, and use, innovative technologies and methodologies to transform visions, tasks, or responsibilities into better choices, services, and products to achieve better outcomes.

3. Organizations will identify operations research and analytics as core components of success and institutionalize operations research and analytics input as part of their decision-making processes.

4. Operations research and analytics will advance society and make the world a better place.

Logo

HISTORY

The INFORMS logo was redesigned in 2017, with its initial use being timed with the launch of a new website. The logo evokes movement and growth, highlighting the Institute as the origin for the OR/MS network. The multiple points are inferred in the arrow, highlighting the range of services, fields, and members that comprise INFORMS, all working together toward a common goal of doing better through OR/MS.

A customized version of Futura was made for the INFORMS wordmark, to both give it more personality and make plagiarism more difficult. Futura was created in 1927 by Paul Renner, to create a typeface that was based on geometry and had an appearance of a modern, forward thinking font.

We selected PMS 287, a royal blue, as the primary INFORMS color because blue is traditionally perceived as trustworthy, honest, and dependable. PMS 158, a lively orange, represents inspiration, optimism, sociability and enthusiasm. A vibrant green, PMS 376, rounds out the palette with its connotations of growth, health, and balance. These traits are ones that we are proud to highlight in our membership, and have chosen as our public identity.

The INFORMS logo embodies the strength and energy of our organization and its members, and the consistent and frequent use of the logo across all its products and sub-brands will help to bring INFORMS and its strategic goals to the forefront of the public's perception of O.R. and advanced analytics.

USAGE

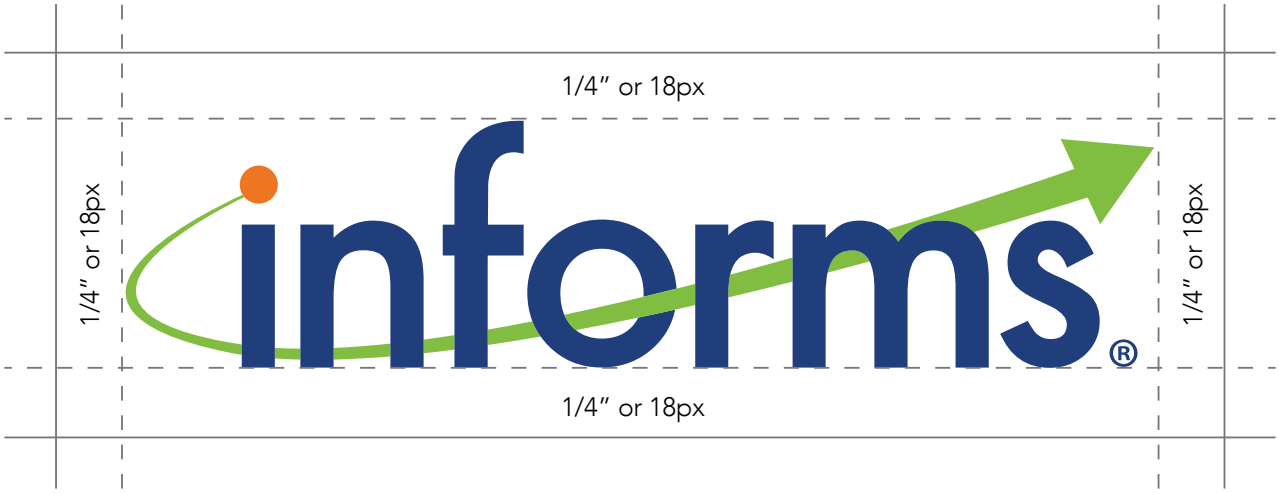
The INFORMS logo must be present on all items produced by and for INFORMS and its sub-brands, including printed collateral, promo items, sponsorship, and environmental graphics at INFORMS events. Always include the registration mark. Because this guide is provided as a beginning framework for the logo use, please contact the INFORMS Public Affairs & Marketing Department with any questions or requests for assistance at graphics@informs.org.





SCALING

The minimum size requirement for the INFORMS logo is 1″ or 72 pixels (px) wide, and the safe space around the logo needs to have a clearance of at least 1/4″ or 18px on all sides. Otherwise, the logo becomes difficult to read when further size reductions are made. Always size the logo proportionally, do not stretch or slant. Always use the logo as 300 dpi for print materials—web logos that are 72 dpi are not suitable for printing.



LOGO COLORS

The logo will appear in PMS 287 (blue), 158 (orange), and 376 (green), or their CMYK or RGB equivalents; grayscale; black, or white; no other colors may be used. However, in a one-color printing situation, the one-color version may be printed in the specified color.

LOGO EFFECTS

No graphic treatments should be used, such as beveled edges, shadows, highlights, or other treatments/effects. Do not use the logo with a patterned background. Do not use gradients or screens for the logo. When creating web or print materials do not use the INFORMS logo as a wallpaper treatment or patterned background.



Color Palette

COLOR IDENTITY

Color, as in the logo design itself, is very important to the INFORMS brand. The color interactions on a page or screen are very important to help create the unique look and feel of the INFORMS brand. These colors, whether used together or as separate palettes, can help create eye-catching visuals with a strong graphic personality. The 'INFORMS' primary colors should be dominant in any design, especially those intended for internal applications. The CMYK palette is specifically designed for 4-color process printing, while the RGB breakdowns with their hexadecimal equivalents are representative of how the colors will look on a computer monitor. These formulas are broken down by percentage, and are created for the purpose of color consistency.


Pantone 287
Pantone 376
Pantone 158
Pantone 7406
Pantone Cool Gray 9

PANTONE 287C
CMYK 100 / 75 / 2 / 18
RGB 0 / 48 / 135
HEX: #003087

PANTONE 376C
CMYK 54 / 0 / 100 / 0
RGB 132 / 189 / 0
HEX: #84BD00

PANTONE 158C
CMYK 0 / 62 / 95 / 0
RGB 232 / 119 / 34
HEX: #E87722

PANTONE 7406C
CMYK 0 / 20 / 100 / 2
RGB 241 / 196 / 0
HEX: #F1C400

PANTONE Cool Gray 9C
CMYK 30 / 22 / 17 / 57
RGB 117 / 120 / 123
HEX: #75787B

Typography

OVERVIEW

The primary goal of typography is effective communication. The selection and consistent use of a typeface help to establish a recognizable "voice" for INFORMS messaging. A typeface is made up of multiple fonts creating a family of options to use in display and text. Good typography is readable, legible, and maintains an aesthetic that supports the overall design. It includes factors such as size, weight, color, and enhancements like small- or all-capitals. The INFORMS Creative Team strives to hand set all pieces with an eye to maintain a good rag, no hyphens, widows, orphans, or "rivers of white." Responsive design on the web will at times hamper these goals, but the ability to consume content across devices furthers the goal of effective communication.

PRINT

Maintaining consistent typography in all INFORMS communications ensures a visual continuity and optimal impact. The typefaces pictured here have been carefully selected to best represent INFORMS. Please exercise the same care in selecting typefaces, as you would when choosing any other branding device. Avenir is the primary typeface that is used throughout all INFORMS branding material. If you do not own Avenir, use Arial in its place.

Avenir Heavy

Main Header Use Only

Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9

Avenir Medium

Sub Header Use Only

Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9

Avenir Light

Body Text Use Only

Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9

WEB

Consistent typography on the INFORMS website ensures a visual continuity and optimal impact. The typefaces shown below have been selected from Google fonts to ensure maximum use across platforms and browsers while complemeting the official print typefaces. Roboto and Lora are the typefaces that are used throughout all INFORMS online properties, and can be downloaded for use from fonts.google.com.

Roboto Medium Header Use Only

Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9

Header 1: font-size: 48px
Header 2: font-size: 48px
Header 3: font-size: 24px
Header 4: font-size: 20px
Header 5: font-size: 18px
Header 6: font-size: 14px

Header Font fallbacks include Verdana, Helvetica, and Arial, San Serif.
Non-bolded: font-weight: 300; bolded: font-weight: 500; line-height: 1.1; color: #333333

Lora Regular

Body Text Use Only

Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9

Body Copy Font fallbacks include Georgia, Times New Roman, and Times, serif.
Font size: 18px; font-weight: 400; line-height: 1.764; color: #202225

Voice & Tone

INFORMS VOICE

Identifying and establishing a tone for any and all communications involving INFORMS ensures our messaging remains clear, concise, and consistent, regardless of the source.

TONE

With a diverse membership spread across the world that encompasses numerous disciplines of study and application, INFORMS strives to create a sense of community and promote collaboration. In addition, the research and work being conducted by our members is changing the world and enhancing our day-to-day lives, and INFORMS plays an essential role in spreading the stories of these impacts. When creating written copy, it is important to keep both the INFORMS mission and the potential audience in mind, to ensure consistency in both content and tone.

CREATING CONTENT

While the content that INFORMS shares about our members and their work can be very technical, it must be translated into easily digestible text that is interesting to non-INFORMS members including media and the general public. Approach all content production from the perspective of telling a story. Share a sense of excitement at the limitless possibilities of analytics and operations research, while weaving in the growing role of INFORMS.

Graphic Elements

OUR IMAGERY

Consistent visual elements help create a strong brand that will immediately be identified as an INFORMS piece. The INFORMS Public Affairs and Marketing Department has curated a selection of images based on industry and people that help tell the INFORMS story. When creating collateral items that includes the INFORMS logo, images MUST be approved by the INFORMS Public Affairs and Marketing Department for legal use. INFORMS will provide a library of images for use that do not require further approval. If graphic is used without permission, and INFORMS receives legal notice of improper use, the fine will be passed on to the party. All graphic elements can be downloaded for use in the library on INFORMS Connect.























PEOPLE

With a growing membership that represents 86 countries around the world, the INFORMS community is comprised of talented, diverse individuals that represent all aspects of analytics and operations research. From students researching a potential course of study or seeking a mentor, to academics and practitioners who continue to push boundaries and explore new theories, to leaders in almost every industry sector who recognize and embrace analytic solutions within their organizations, INFORMS serves as the key to facilitating collaborative opportunities.








+0.22
+0.33%
78.05
+0.22
+0.33%
78.05


CSAV





















INDUSTRY

You don't have to look very hard to see examples of analytics and operations research in action all around us. From delivery schedules and routes, to how law enforcement responds to incidents, to the selection of which food crops to grow, industries that take advantage of the benefits of analytics experience a significant return on investment. The healthcare, transportation, and financial service sectors, to name only a few, have all adopted analytics to improve their operations, while more and more organizations are exploring the potential system optimizations and cost savings benefits.

INFORMS provides many resources to organizations of all sizes seeking information on the benefits of analytics, connecting them with the latest research and discoveries, as well as analytic and operations research professionals with the expertise they require. In addition, within our membership are smaller specialized subdivisions that are devoted to a common theme or technical interest, many of which pertain directly to analytics and operations research applications for industry. Our members are embracing complex problems and unlocking the valuable data needed to enhance decision-making processes and improve day-to-day operations in almost every industry sector.



Calendar / Due Dates



Presentations



Announcements



Presenting



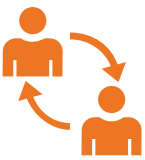
Professionals



Fill Out / Submit



Learning



Transition / Growth



Journals



Organizations



Presenting



Group Success



Awards



General Chair



Volunteering



Career



Job Hunting

ICON LIBRARY

INFORMS has created a library of simple icons to act as visual clues to certain areas of content throughout print and web materials. Please use the following for their intended use to help create a common graphic language and to avoid confusion.



Time Line



Benefits



Challenges



Program Chair



Search / Learn



Students



Teams / Sponsors



Personal Information

INFORMS Sub-Brands

INFORMS FAMILY

To both build INFORMS brand equity, and have the sub-brands benefit from the main INFORMS brand, logos for INFORMS sub-brands (Career Center, Continuing Education, Communities, PubsOnLine, etc.) will consist of the INFORMS full color logo followed by the name of the sub-brand in PMS Cool Gray 9. This may be horizontal or vertical in orientation. They may include an icon that helps the viewer visualize the subject matter.

LOGO FORMULAS

INFORMS Community (Subdivisions, Chapters, and Fora) logos will be constructed to include the INFORMS logo and the community name in all capital letters in PMS Cool Gray 9, Avenir Heavy. They may add an icon to the right of the community name to highlight the theme of the group. They may use a horizontal or vertical oriented logo, depending on the space constraints.

HORIZONTAL EXAMPLES





Horizontal logos will be used as the primary logo for the group, including the header of their community website.

VERTICAL EXAMPLES





Vertical logos will be used as the secondary logo for the group, where horizontal space is small.

HORIZONTAL EXAMPLES OF SPECIFIC INFORMS BRANDS









VERTICAL EXAMPLES OF SPECIFIC INFORMS BRANDS









ONE COLOR EXAMPLES OF SPECIFIC INFORMS BRANDS



