

# INFORMS BRANDING GUIDE

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ORGANIZE



OPTIMIZE



ANALYZE



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INFORMS is recognized as the premier organization for advancing the profession, practice, and science of operations research and management science.

*-Our Vision*

## Overview

The Institute for Operations Research and the Management Sciences (INFORMS) is the largest professional society in the world for professionals in the field of operations research (O.R.). It was established in 1995 with the merger of the Operations Research Society of America (ORSA) and The Institute of Management Sciences (TIMS).

The society serves the scientific and professional needs of O.R. educators, investigators, scientists, students, managers, and consultants, as well as the organizations they serve, by such services as publishing 12 scholarly journals that describe the latest O.R. methods and applications and a membership magazine with news from across the profession. The society organizes national and international conferences for academics and professionals, as well as members of the society's special interest groups. The Institute serves as a focal point for O.R. professionals, permitting them to communicate with each other and reach out to other professional societies, as well as the varied clientele of the profession's research and practice.

## MISSION

INFORMS will advance the practice, research, methods and applications of OR/MS by:

- Encouraging, facilitating, and rewarding excellence.
- Communicating every aspect of OR/MS to all appropriate audiences through journals, conferences, magazines, the internet, and other appropriate media.
- Promoting the achievements and capabilities of OR/MS professionals to managers and executives, policy makers, and the general public;
- Providing life-long education and career development opportunities to OR/MS professionals.
- Attracting the best people to the field of OR/MS and attracting those in the field to INFORMS.

## HISTORY OF INFORMS LOGO

### Components

The INFORMS logo consists of two components, the symbol and the word mark. The INFORMS symbol contains the acronym for the Institute for Operations Research and the Management Sciences, while the word mark spells out the full name of the organization.

The Institute came into existence when the Operations Research Society of America (ORSA) and The Institute of Management Sciences (TIMS) merged in 1995. The INFORMS symbol highlights the intersection of the fields of operations research and management science by the inclusion of the first initials of these words inside of a rectangle. The rectangle represents a solid base for our areas of interest and acts as a platform for action. INFORMS mission is to support its members in both academia and industry, and is symbolized by its ability to hold up ORMS to the public. The word mark has the name of the Institution spelled out for recognition by individuals not familiar with the fields of operations research and management science.

### Typography

The field of operations research was officially begun in the United States in the 1950's with the contributions of greats such as Philip Morse, George Kimball, William Cooper and George Dantzig. At the same time, in Switzerland, designers were promoting the International Typographic Style, with the goal of emphasizing readability and objectivity, while using a grid to produce clean and simple design. Helvetica, created in 1957, by Max Miedinger, best exemplifies this style. Sans-serif fonts are traditionally used in technical and scientific writings to convey the modern and up-to-date nature of the material. INFORMS has embraced these goals with the use of Helvetica Condensed to represent the efficiency and optimization of our organization. The word mark makes use of Times New Roman Italic, a font typically used for setting books, however, its wide range of mathematical glyphs and symbols honor the technical background of our society.

### Color Palette

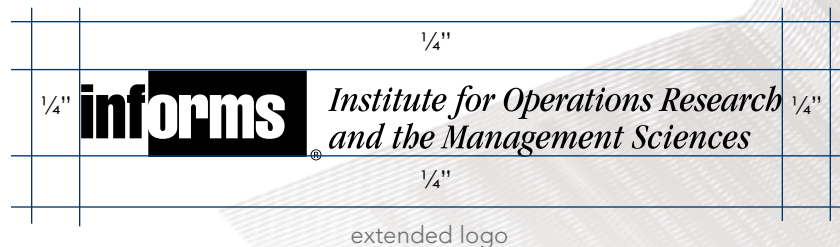
The selection of PMS 287C, a royal blue, as the primary INFORMS color, was made because blue is perceived as trustworthy, dependable, fiscally responsible and secure. PMS 648C, a darker blue, included in the secondary palette, is associated with intelligence, stability, unity, and conservatism. According to studies, blue is a preferred color for corporate America, demonstrating expertise, and suggests precision when promoting technical products. 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 of our organization and its members, and the consistent and frequent use of the logo will help to bring the Institute and its goals to the forefront of the public's perception of operations research and management science.

INFORMS LOGO

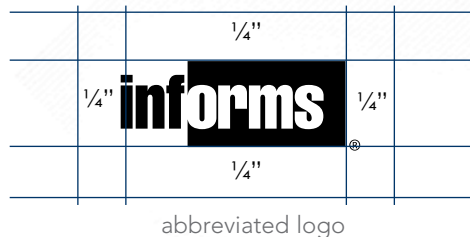


The INFORMS logo has been designed to work as a single entity, and should not be modified in any way. Its preferred one-color state sits on a plain white background with at least a 1/4" margin on all sides. Do not adjust or alter the appearance of the logo in any way. The INFORMS logo should always be used in its entirety (refer to section below on guidelines for the extended logo). Do not use the INFORMS logo more than 2 times on a single page to avoid over-branding or cluttering the page.



Usage Guidelines for the Extended Logo

The extended logo, which includes both the symbol and the word mark, should always be used for external materials, (and/or materials unrelated to INFORMS). Do not change the font or the position of the text in the extended logo. Always include the register mark. When the logo is used with the accompanying text, the area around the logo and text needs to have a clearance of at least 1/4" all the way around. The text must always appear to the right of the logo. Do not stack the text.



Usage Guidelines for the Abbreviated Logo

When the logo appears without the word mark, it is referred to as the abbreviated logo. Always include the register mark. When the abbreviated logo is used, the area around the logo needs to have a clearance of at least 1/4" on all sides. The abbreviated logo should be used in external communications when space is limited, or when the audience is familiar with INFORMS.

## Logo Sizing/Resolution

The minimum size requirement for the INFORMS logo is 0.75" wide. 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 72dpi are not suitable for printing.

## Logo Colors

The logo in its original state, employs 1 color, PMS 287C (Pantone Color Matching System). It may also be used in PMS 648C, 100% black, or in reverse white. Do not change the color of the logo, use multiple colors, or make a gradient or screen of a color.



Grayscale version at 100% black for use on white or light backgrounds.



Color version in PMS 287C or the CMYK equivalent for use on white or light backgrounds.



Reverse version in white for use on black or dark backgrounds. While the logo may appear in reverse white on a solid dark background, please be aware that ALL areas of the graphic must then be reversed as well.



Do not use black logo on dark background.



Do not change the color of the logo.

## 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.



Logo can not be placed on a patterned background.



No shadows, highlights, or glow effects should be added to the logo.



Do not add another color behind the "orms" of the logo.

## INFORMS TYPOGRAPHY

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 font, however Century Gothic may be substituted when Avenir is not available. If both fonts are unavailable, Arial may be used in their place. The family font for Avenir is pictured on page 7. Please do not use condensed or extended versions of this font.

### INFORMS

Use Avenir or Century Gothic all caps when the name INFORMS is mentioned in any copy. This is done to further strengthen the INFORMS branding.

### Chapter Headlines

Use Avenir or Century Gothic for chapter headers. These headers should be 16 point upper case.

### Main Headlines

Use Avenir bold or Century Gothic bold for headlines. It is recommended that 11 point, upper case type be used in PMS158C wherever possible.

### Subhead Treatment

Subheadings should be either Avenir bold or Century Gothic bold and the use of uppercase should be restricted to the first letters of each word. (Chapter headlines and main headlines should use ALL upper case.) Subheads should be 10 point type bold, and use black as the main color whenever it is possible.

### Website Treatment

The INFORMS urls should be in Avenir bold, 9 point and PMS 158C whenever possible. Another color may be used if necessary. All other websites in the copy should be treated as Avenir bold, but not in PMS 158C, this color should be reserved for the INFORMS urls only.

### Body Copy

Body copy, when needed, may appear in either Avenir or Century Gothic. Type size should be 9 point with 13 point leading, and is preferred in 70% black, unless another color is desired for emphasis of important information.

## Avenir

Avenir Light

*Avenir Light Italic*

Avenir Roman

*Avenir Roman Italic*

**Avenir Heavy**

***Avenir Heavy Italic***

## Century Gothic

Century Gothic Regular

*Century Gothic Italic*

**Century Gothic Bold**

***Century Gothic Bold Italic***

## Sample Treatment of Text

sample INFORMS treatment

sample chapter headline

sample headline

sample subhead

website treatment for INFORMS

body copy

INFORMS in copy looks like this.

CHAPTER HEADLINE.

HEADLINE LOOKS LIKE THIS.




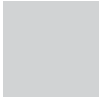
Subhead should look like this.

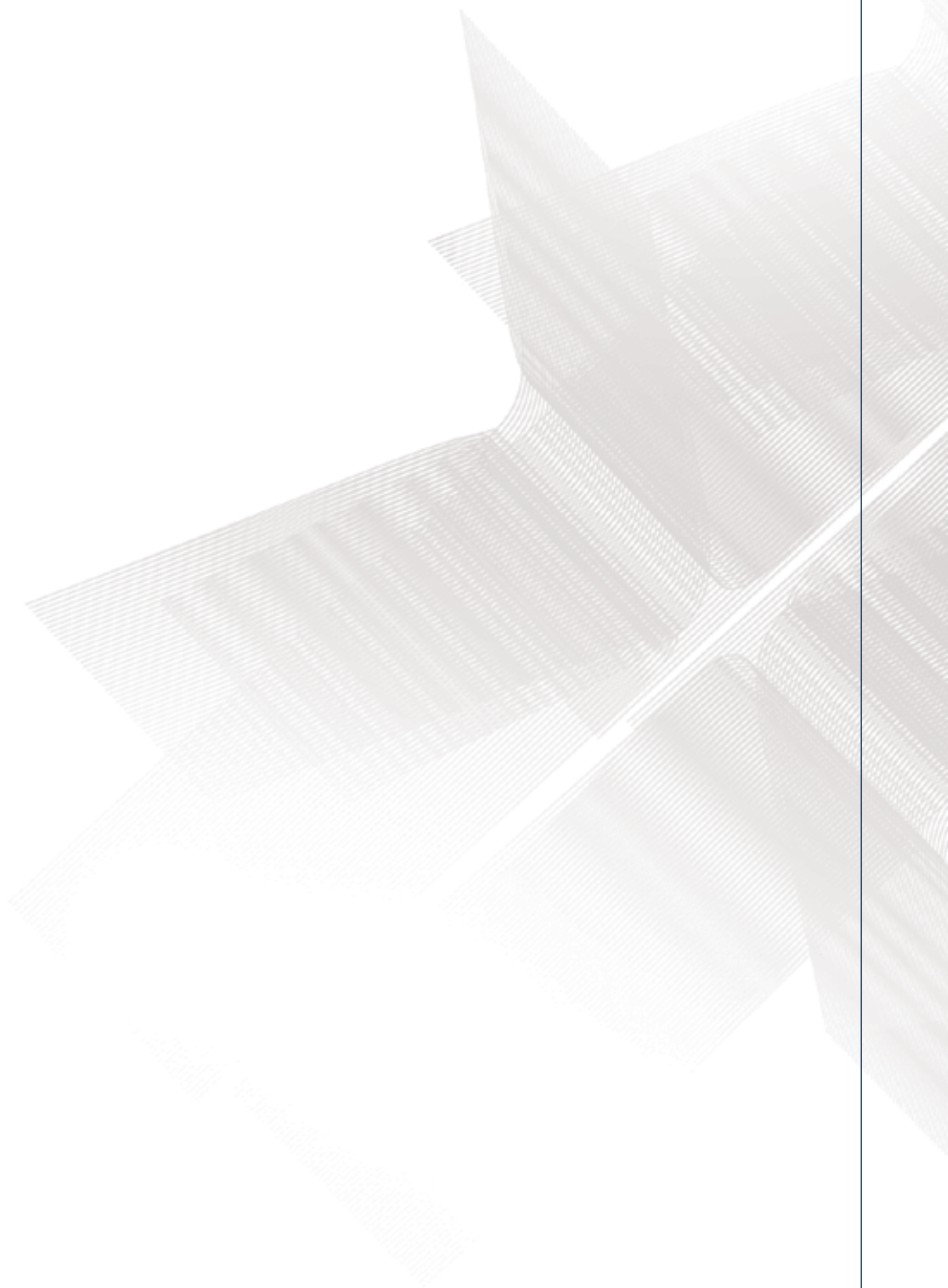
[www.informs.com](http://www.informs.com) (PMS 158)

Body copy should look like this.

## INFORMS COLOR PALETTE

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 in helping to create the unique look and feel of the INFORMS brand. Primary and secondary color palettes have been carefully selected for compatibility, as well as user flexibility. These colors, whether used together or as separate palettes, can help to 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. (Please note that coated PMS colors are slightly different than uncoated PMS colors, just as inks will also appear different on coated versus uncoated stock. Uncoated inks are used only when the stock is uncoated. The ink will look slightly duller than coated inks.) 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.

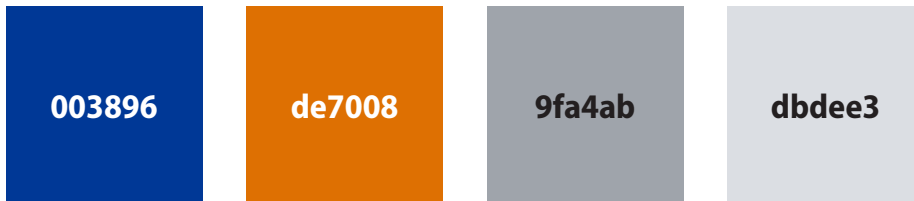
	COLOR	PANTONE	PROCESS	RGB	WEB
PRIMARY		PMS 287C	c= 100 m= 68 y= 0 k=12	r= 0 g= 56 b= 150	#003896
		PMS 158C	c= 0 m= 61 y= 97 k= 0	r= 222 g= 112 b= 8	#DE7008
SECONDARY		PMS 648C	c= 100 m= 62 y= 0 k= 52	r= 0 g= 43 b= 94	#002B5E
		N/A	c= 0 m= 0 y= 0 k= 20	r= 204 g= 204 b= 204	#CCCCCC



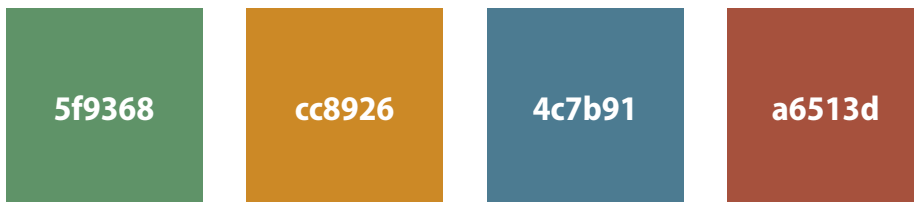
**STYLE GUIDE**  
**INFORMS**  
**February 3, 2009**



**Primary colors:**



**Audience colors:**

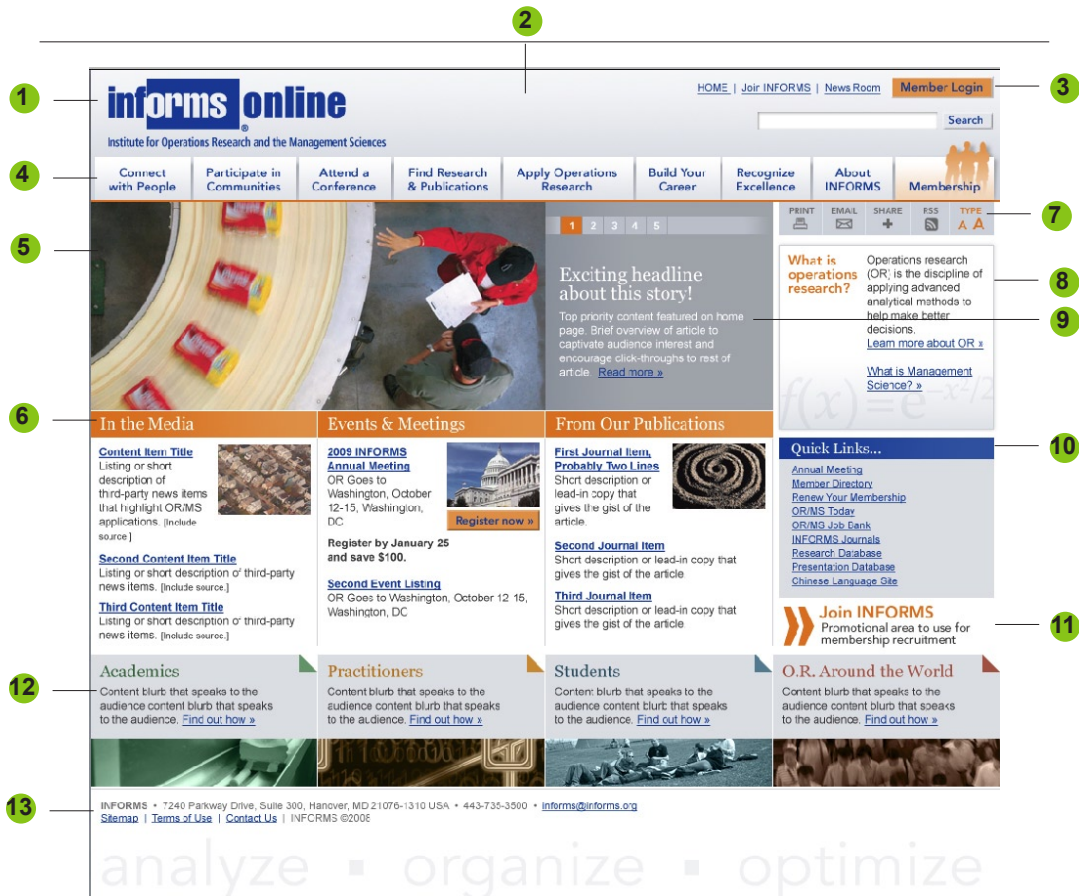


**Secondary colors (for text):**



**Fonts:**

System text = Arial, Georgia  
Graphic text = Avenir



**1 - LOGO**

- Color: #003896

**2 - HEADER COLOR BLOCK**

- Gradient Color: #f4f6f8 to #dcdfe6

**3 - HEADER TEXT**

- Home/Join INFORMS/News Room: #003896, Arial, 11px
- Member login: #1f50a1, Avenir 13px
- Member login box: #dbdee3

**4 - TOP NAVIGATION**

- Headers: # 003896, Avenir LT STD 85 Heavy, 13px/15px
- Color Blocks: Gradient: from # ffffff to e1e4ea
- Membership Box: Gradient from: #ffffff to # f3d5b9

**5 - HOMEPAGE IMAGE**

Main Image: w 490px x 224px

**6 - CONTENT BLOCKS**

- Color Block: Gradient: from #de7008 to #e48f3e
- Title: white, Georgia regular, 18px
- Subheads: #003896, Arial regular, 12px/15px
- Subheads text: #333333, Arial regular, 12px/15px
- Images: max. 100px wide

**7 - TOOLBAR**

- #f48588 = Inactive; #de7008 = Active

**8 - OPERATIONS BLOCK**

- Title: #de7008, Avenir LT STD 85 Heavy, 15px
- Text: #333333, Arial regular, 12px/15px
- Text Links: #003896, Arial regular, 12px/15px

**9 - FEATURE STORY**

- Color Block: Gradient from #89929c to #9fa4ab
- Title: #ffffff, Georgia Regular, 20px/20px
- Text: #ffffff, Arial regular, 12px/15px
- Text Link: #003896
- Number bkgd: #bac0ca
- Numbers: #ffffff, Avenir LT STD 85 Heavy, 12px

**10 - QUICK LINKS BLOCK**

- Color Block: Gradient: from #003896 to #2152a2
- Title: #ffffff, Georgia Regular, 16px
- Box color: #dbdee3
- Text Links: #003896, Arial regular, 11px/15px

**11 - JOIN INFORMS - GRAPHIC BUTTON**

- Title: Avenir LT STD 85 Heavy, 18px
- Text: #333333, Avenir LT STD 65 Medium, 13px
- Arrow: #de7008

**12 - AUDIENCE BLOCKS**

- Color Block: # dbdee3
- Titles: #2d6136;#b56d04; #204b60, #a6513d Georgia regular, 18px
- Text: #333333, Arial regular, 12px
- Text Link: #003896

**13 - FOOTER**

- Text: #666666, Arial regular, 11px
- Links: #003896, Arial regular, 11px

# STYLE GUIDE • INFORMS • ROLLOVERS • February 3, 2009



## 1 - NAVIGATION

- Background gradient: #002b5f to #003896
- Rollovers = #de7008
- Arrow: #ed9e53
- Text: #ffffff, Arial 12 px/15px

## 2 - FEATURE ROLLOVER

- Color: #4c7691
- Box Color: gradient: #e2e5eb to eef0f3
- Text: # 003896, Arial 9px/10px
- Picture: 90px wide

## 3 - TOOLBAR ROLLOVER

- Color: #de7008



**1 - TOP NAVIGATION**

- Rollover color: Gradient from #de7008 to #f79c46

**2 - SIDE NAVIGATION**

- Secondary Buttons: #666666, Arial 12px
- Secondary Button Color: #e1e5e9
- Secondary Arrow Color: #ccd1da
- Tertiary Buttons: #003896; Arial 12px
- Tertiary Button Colors: #cbcf3d
- Tertiary Arrow Color: #e1e5e9

**3 - AUDIENCE NAVIGATION**

- Background Color: Gradient: from #e1e5e9 to #ffffff
- Title: #a9098; Georgia Regular, 15px
- Label: #8a9098 Arial, 12px
- Subtitle Rollovers: #2d6136, #b56d04, #204b60, #a6513d, respectively

**4 - FEATURE BOX**

- Title: #de7008, Arial Bold, 15px/15px
- Intro text: #333333, Arial bold, 11px/12 px
- Subhead: #de7008, Arial bold, 12px/13px
- Text: #333333, Arial regular, 11px/12 px
- Image: max. 80px wide

**5 - FEATURE BLOCK**

- You Are Here: #333333, Avenir LT STD 95Black, 10px
- Breadcrumbs: #003896, Arial, 10px
- Breadcrumb2/Arrows: #666666, Arial, 10px
- Headline: #003896, Georgia regular, 23px
- Main Image: max. 200px wide
- Subtitle: #333333, Arial Bold, 14px/16px
- Quote: #333333, Arial Bold, 12px/16px
- Text Links: #003896, Arial, 12px/16px
- Bullet: Zapf Dingbat, 9px
- Bottom Text Intro: #333333, Arial, 12px/15px

**6 - STANDARD BOX**

- Color Block: Gradient: from #003896 to #2152a2
- Title: Georgia Regular, 16pt
- Box color: #dbdee3
- Text Links: #003896, Arial regular, 11pt/13px

**7 - PAST AWARDS**

- Title: #ffffff, Georgia 17px
- Color Box: Gradient: from #de7008 to #e48f3f
- Text: #333333, Avenir LT STD 65 Medium, 13px
- Year: #de7008, Arial Bold, 14px
- Text: Arial 12px/16px



**1 - BREADCRUMBS**

- You Are Here: #333333, Avenir LT STD 95Black, 10px
- Home: #003896, Arial, 10px
- Member Dashboard: #666666, Arial, 10px

**2 - MAIN AREA**

- Title: #ffffff, Arial, 17px
- Title Bar: #de7008 to #e48f3f
- NonBold Text: #666666, Arial, 12px
- Bold Text: #666666, Arial Bold, 12px

**3 - SUB BOX (BLUE)**

- Title Bar: #de7008 to #e48f3f
- Titles: #ffffff, Georgia Regular, 15px
- Links: #003896, Arial, 11px
- Active tab color: #e1e5e9
- Active tab number: #8b9098
- Inactive tab color: #9ca2aa
- Inactive tab number: #c3c9d3
- Background color: #c4cad4

**4 - SUB BOX (ORANGE)**

- Title Bar: #003896 to #2252a2
- Titles: #ffffff, Georgia Regular, 16px
- Links: #003896, Arial, 11px
- Active tab color: #fde8c4
- Active tab number: #dfb673
- Inactive tab color: #dfb673
- Inactive tab number: #fde8c4
- Background color: #f3d5a4

**5 - QUICK LINKS**

- Title Bar: #003896 to #e48f3f
- Titles: #ffffff, Georgia Regular, 16px
- Links: #003896, Arial, 11px



**1 - SIDE NAVIATION**

- Text: # 333333 Arial 12px
- Box gradient: #b8bdc7 to #edeff1

**2 - LOGIN BOX**

- Community Member Log-in: #333333 Arial Bold, 12px
- White Boxes: max. 181px
- Link color: #003896, Arial, 10px
- Username/password text: #616264 Arial 12px
- Grey button: #ccd1da
- Grey button text: #003896 Avenir 85 Heavy, 12px
- Orange button: #dd7008
- Orang button text: #ffffff, Avenir 85 Heavy, 11px

**3 - HAPPENINGS**

- Color Block: #fdefd5
- Header: #e48a35; Georgia Regular, 20px
- Subhead: #003896, Arial Bold 14px
- Date: #333333, Arial Bold 11px
- Text: #333333 Arial 11px
- Image: max. 180px

**4 - KEY CONTACTS**

- Title: #ffffff, Georgia 16px
- Title box: #16489e
- Background box: # dbdee3
- Name: #333333, Arial Bold 11px
- Text: #333333, Arial 11px
- Email: #003896, Arial 11px





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