

IONS

INSTITUTE OF **NOETIC SCIENCES**

Brand Guidelines
2019

Primary Logo

The staple of our visual identity is our logo.

The primary wordmark should not deviate from the original shown to the right. It should not be cropped, stretched, or distorted in any way.

Our wordmark should always be represented in the primary brand dark blue unless shown in monochrome. These guidelines can be found on [page 14](#).

Vertical Lockup



Horizontal Lockup



Knockout

The full lockup knockout version of the logo can be used on its own or as an overlay on images and photography when needing to include the full brand name.

The “IONS” only knockout version can be used in instances where the brand is already recognized and only the IONS acronym is needed.

