

# IRIS+ Logo



Color Designations and  
Application Matrix

# IRIS+ Final Logo

## Color Designations

### Logo Lockup



### GIIN Brand Color Designations

- Tangerine PMS 715
- Navy PMS 303

- Tangerine 175-CP  
c=0/m=54/y=93/k=0

- Navy 303-CP  
c=100/m=75/y=56/k=41

- Black
- 50% Gray

- Black 100%

- White Reverse
- Tangerine PMS 715

- White Reverse

### File Names

IRIS-Plus-2PMS.eps  
IRIS-Plus-2ColorHEX.svg  
IRIS-Plus-2Color-HEX.png

IRIS-Plus-CMYK.eps

IRIS-Plus-Grayscale.eps  
IRIS-Plus-Grayscale.png

IRIS-Plus-Black.eps  
IRIS-Plus-Black.png

IRIS-Plus-Dark-CMYK.eps  
IRIS-Plus-Dark-HEX.svg  
IRIS-Plus-Dark.png

IRIS-Plus-White.eps  
IRIS-Plus-White.png

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## Application Matrix

	EPS/SVG Format	PNG Format
WEB	IRIS-Plus-2ColorHEX.svg IRIS-Plus-Dark-HEX.svg	●
Collateral (1 or 2 color PMS Spot Color)	●	
Collateral (4 Color Process)	●	
MS Word (Laser Printer/Ink jet - b&w)		●
MS Word (Laser Printer/Ink jet - Color)		●
PowerPoint		●
Solid Color Silkscreen	●	
Embroidered Items	●	
1 color printing	●	
Professional Signage	●	