

# USAGE GUIDE

## IMARK CANADA

NOVEMBER 2018

### Usage

#### Clear zone



Preferred clear zone (X) is equal to the height of "IMARK" in the logo

### Colors

#### Color formulas



Pantone® 485

C 0 M 95 Y 100 K 0  
HEX DA291C



Process Black

C 0 M 0 Y 0 K 100  
HEX 000000

### Additional Formats

#### Black/1-color



#### White/Reversed

