

GIPS® Standards Logo Usage Guidelines

Investment firms claiming compliance with the Global Investment Performance Standards (GIPS) may want to use the GIPS logo in a compliant presentation or in advertisements that adhere to the GIPS Advertising Guidelines. Only firms




that comply with the GIPS standards may use the GIPS logo as provided in these GIPS Logo Usage Guidelines. Use of the GIPS logo is not required to claim compliance with the GIPS standards.

Logo

This is the full color GIPS logo. Please use this color version whenever possible when reproducing the logo.



These are the colors used to create the logo:

	Pantone 194 dark red	C-0	M-91	Y-56	K-34	R-170	G-38	B-61
	Pantone 650 blue gray	C-31	M-12	Y-0	K-0	R-171	G-201	B-234
	Pantone 654 dark blue	C-100	M-69	Y-0	K-38	R-0	G-59	B-119

Size

The logo must be large enough to be easily legible. The logo must be no smaller than 2 inches (5 cm) across. In larger sizes, maintain the sizing at regular increments of 1/4 inch (6 mm). The GIPS logo must be equal to or smaller than the firm's logo, if displayed.

In this example, only the logo letters are easily legible because the logo is too small.



Clear Space

Clear space refers to the area surrounding the logo. In order for the logo to be quickly recognizable, it is important that this space remains empty. The minimum clear area around the logo should be equal to 2 times the height of the Global Investment Performance Standards line.



Black and White Logo

Although using the color logo is preferable, there are some instances where this is not possible. In these cases, please use the black and gray version shown here. The gray dots are 15% and the rest should be black.



Reversed Out Logo

Please use the logo in all white when it appears on a dark background.



Proper Trademark Usage

The following disclosure must be made whenever the GIPS logo is used: "GIPS® is a registered trademark of CFA Institute. CFA Institute has not been involved in the preparation or review of this report/advertisement." This does not replace the firm's compliance statement.

The GIPS logo must be placed on compliant presentations and/or in advertisements that adhere to the GIPS Advertising Guidelines.

The logo and GIPS acronym must not be used as part of a company logo, brand, or trademark of a firm or placed in such close proximity to a company logo or name that it appears the GIPS logo certifies the firm's compliance

Please direct questions regarding proper use of the mark and/or branding, and any requests from others to use the mark to CFA Institute at standards@cfainstitute.org.

For more information on the GIPS standards please visit www.gipsstandards.org.