



**TRADEMARK AND LOGO  
USAGE GUIDELINES**

## THE IMAX BRAND

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**IMAX® is one of the most powerful and respected brands in the media and technology industries. It is recognized worldwide for delivering premium experiences.**

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These guidelines have been developed to ensure that the power of the IMAX brand is preserved at every consumer touch-point.

For approvals of the application of IMAX logos and trademarks, please reach out to your primary IMAX contact.

For any creative/brand-related questions, please reach out to [brand@imax.com](mailto:brand@imax.com).

## THE IMAX LOGO

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**At IMAX, we take pride in our logo and trust our partners to do the same.**

**As a globally recognized symbol of quality, the IMAX logo must be used with the utmost care.**

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The IMAX logo is an original, proprietary piece of artwork. It must not be modified.

To ensure the integrity of our logo, do not recreate or alter the IMAX logo. Only use the original approved digital files obtained directly from [IMAX](#).



## CLEAR SPACE & SIZING

### Clear Space

The IMAX logo must be surrounded by a clear, well-defined space. Keep symbols and other design elements outside the safe zones.



X = 1/2 IMAX logo height

### Sizing

Always ensure that the IMAX logo is legible even when scaled to smaller sizes.

The IMAX logo must be used as provided – the proportion and space between the letters must never change.

The IMAX logo is a registered trademark and the ® symbol should always be used unless scaled smaller than 1 inch for print or 100 pixels for digital.

The IMAX logo in blue, including the registered trademark symbol (®).

2 inches

The IMAX logo in blue, including the registered trademark symbol (®).

1 inch

The IMAX logo in blue, without the registered trademark symbol (®).

0.5 inches

Include the ® symbol

Do not include the ® symbol

## PRODUCT LOGOS

IMAX has created a suite of logo lock-ups to clearly distinguish our various product lines.

These logos can only be used in promoting the specific product.

The logo features the word "IMAX" in a large, bold, blue sans-serif font. Below it, the words "with Laser" are written in a smaller, blue sans-serif font, with "with" in a lighter weight than "Laser".The logo features the word "IMAX" in a large, bold, blue sans-serif font. Below it, the word "Dome" is written in a smaller, blue sans-serif font.The logo features the word "IMAX" in a large, bold, blue sans-serif font, followed by "3D" in a slightly smaller, bold, blue sans-serif font.

## PRODUCT LOGOS CLEAR SPACE

Each product logo must have a clean, clear and well-defined space around it. Maintain symbols and other design elements outside of the safe zones. Ensure that the product logo is always displayed in a legible size, even when scaled to smaller proportions. Use the product logos as provided and without modifications.



X = 1/2 IMAX logo height



X = 1/2 IMAX logo height



X = 1/2 IMAX logo height

## THE IMAX BLUE

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**Pantone 285C is the color blue synonymous with the IMAX brand.**

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IMAX Blue is our preferred logo color and is the common color thread across all touch-points.

This color is a key element in the IMAX color palette, used boldly across our design spectrum or sparingly as an accent.

## BRAND COLORS

### PMS + CMYK – Print

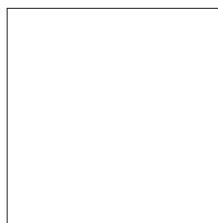
The Pantone Matching System (PMS) produces the most accurate and consistent colors for print. If PMS inks are not available for a given printed piece, CMYK (cyan, magenta, yellow, key/black) values should be used. CMYK values are only to be used when referring to print. Please confirm with your printer when printing CMYK that the values are as best matched to the Pantone swatch as possible on your device.

### Primary Colors



**IMAX Blue**  
PMS 285C  
RGB 0, 114, 206  
CMYK 90, 48, 0, 0  
HEX 0072CE

Preferred



**White**  
PMS - N/A -  
RGB 255, 255, 255  
CMYK 0, 0, 0, 0  
HEX FFFFFFFF

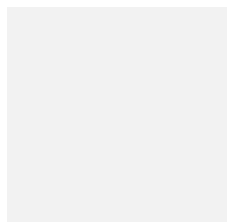


**Black**  
PMS Black C  
RGB 45, 41, 38  
CMYK 63, 62, 59, 94  
HEX 2D2926

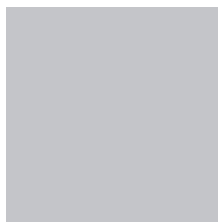
### RGB – Digital

For web and digital use, refer to RGB (red, green, blue) and Hex (hexadecimal) color values. RGB values are only to be used when referring to digital applications.

### Secondary Accent & Complementary Colors



**Light Gray**  
PMS - N/A -  
RGB 242, 242, 242  
CMYK 0, 0, 0, 2  
HEX F2F2F2



**Gray**  
PMS 428C  
RGB 193, 198, 200  
CMYK 10, 4, 4, 14  
HEX C1C6C8



**Dark Gray**  
PMS Cool Gray 10C  
RGB 99, 102, 106  
CMYK 40, 30, 20, 66  
HEX 63666A



**Charcoal**  
PMS 432C  
RGB 51, 63, 72  
CMYK 65, 43, 26, 78  
HEX 333F48



**Midnight Blue**  
PMS 2757C  
RGB 0, 30, 96  
CMYK 100, 95, 4, 42  
HEX 001E60



## PRIMARY LOGO USAGE

### Color Variations

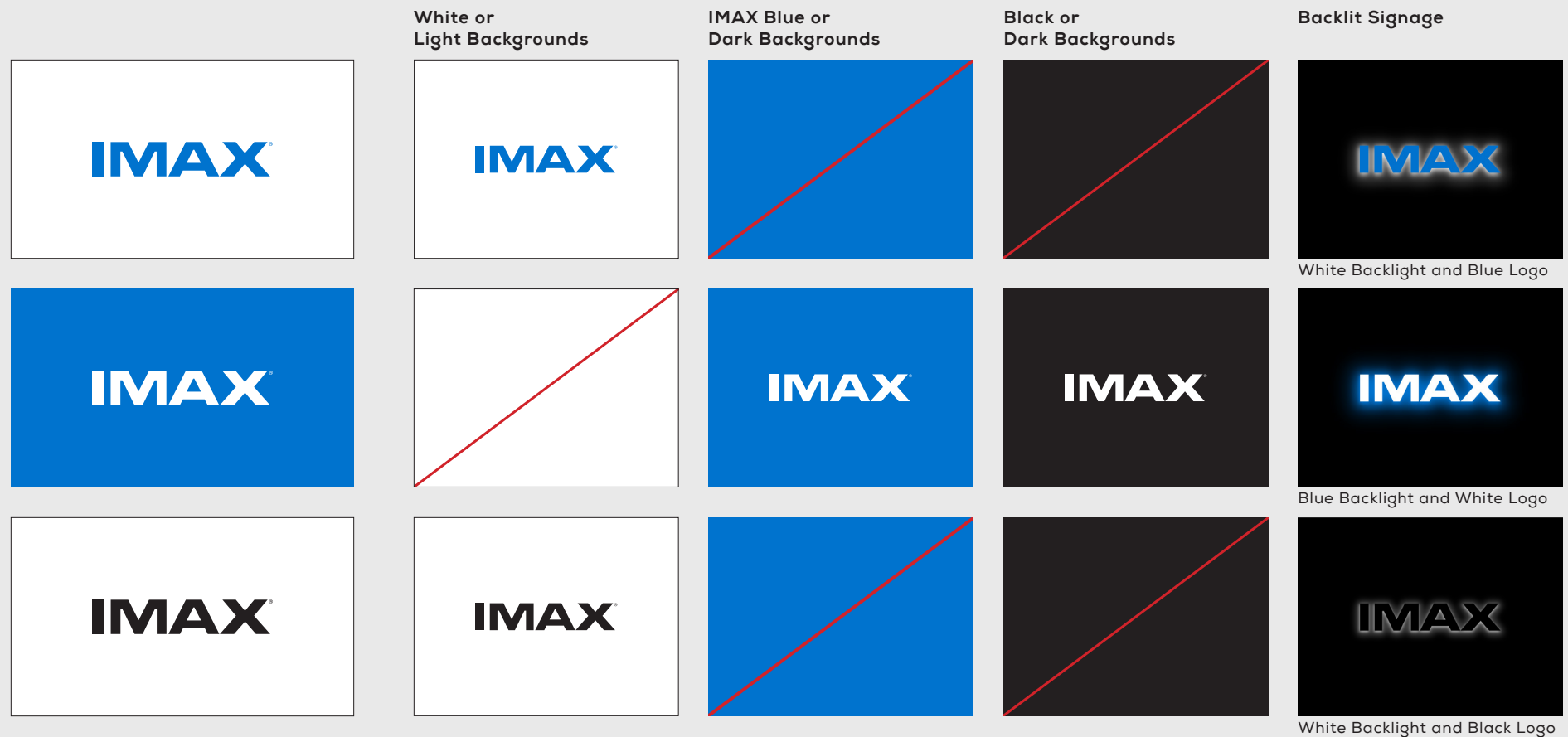
The IMAX logo can only be used in 3 color variations:

- IMAX Blue logo (preferred)
- White logo
- Black logo

### Logo Applications

While there are 3 color variations of the IMAX logo, ensure that the logo color you choose maximizes the legibility of the logo against the background.





- The IMAX Blue logo works best on white or light backgrounds
- The White logo works best on blue or dark backgrounds
- The Black logo works best on light backgrounds or backlit against dark backgrounds



## LOGO USAGE

There is a time and place to use each IMAX logo, based on its purpose and application.

Product logos highlight a specific product and its features to help the consumer gain a better understanding of IMAX's offerings.

					
<b>Local Theatre Marketing</b>	Any materials used to highlight specific IMAX theatre locations such as website, in-theatre promotions, OOH, print, social media, etc.	✓	✓	✓	✓
<b>Film Marketing</b>	Any materials directly promoting a piece of content being played on an IMAX screen.	✓	✗	✗	✓
<b>IMAX Brand Marketing</b>	Any materials provided by IMAX to exclusively promote the IMAX brand and its key differentiators.	✓	✗	✗	✗
<b>Structural Signage &amp; Environment</b>	All signage both on exterior facade and within the theatre environment.	✓	✗	✓	✗
		Across All Touch-points			

## TAGLINE LOCKUPS

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Our tagline is 'Experience It In IMAX®.' It is used on the majority of our marketing materials for film and alternative content.

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These lockups must not be manipulated or adjusted, unless provided or approved by IMAX.



EXPERIENCE IT IN  
**IMAX**®



EXPERIENCE IT IN  
**IMAX 3D**®



EXPERIENCE IT IN **IMAX**®



EXPERIENCE IT IN **IMAX 3D**®

## LOGO MISUSE

IMAX logos must not be modified in any way that compromises its visual integrity. Most likely examples of misuse are illustrated here. These do not cover all possible cases of misuse.



**DO NOT** change the typeface or recreate the IMAX logo.



**DO NOT** add a gradient to the IMAX logo.



**DO NOT** remove the registered mark from the IMAX logo.



**DO NOT** use any other color than specified within these guidelines unless provided by IMAX.



**DO NOT** add any letters, prefix or suffix to the IMAX logo.



**DO NOT** modify the IMAX logo with graphic elements or effects.



**DO NOT** alter the letter placement.



**DO NOT** alter the scale and/or proportion.



**DO NOT** rotate or skew the IMAX logo.



**DO NOT** staircase the IMAX logo.



**DO NOT** rotate logo on its side unless approved by IMAX for extreme placements.



**DO NOT** outline the IMAX logo.



**DO NOT** place the IMAX logo inside a shape.



**DO NOT** place the IMAX logo on a busy background.



**DO NOT** add a symbol or shape.

## APPROVALS & TRADEMARK USAGE

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**IMAX trademarks and logos may only be used by third parties under written license agreements with the company.**

**Any usage of our trademarks and logos that we do not expressly approve in writing is considered not approved.**

**IMAX Corporation may require you to recall and/or reprint any marketing materials that do not meet IMAX's current brand standards including these guidelines, which may be revised by IMAX from time to time.**

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- The IMAX® mark should include the registered trademark ® symbol, except after the first use of the mark in written text. The logo of the IMAX® mark is not considered the first use when it appears before written text.
- The IMAX® mark in written text should always be followed by a proper noun such as, IMAX® theatre, IMAX® movie, and IMAX® technology.
- In all uses, IMAX should appear in UPPERCASE letters.
- IMAX Corporation as a company name is not a trademark and should not include the ® symbol.
- IMAX should not be used in translated or altered form without the prior approval of the legal department.
- A legal line indicating ownership of the IMAX® mark should be placed as a footnote where the mark appears in written text. Where space allows, the full legal line should be used: "IMAX® is a registered trademark of IMAX Corporation." Where space is limited, the short legal line should be used: "® IMAX Corp."

### **Additional Trademarks**

- The IMAX Experience® and An IMAX 3D Experience® are registered trademarks of IMAX Corporation and must include the ® in the United States and Canada.
- Do not use any trademark symbols with these marks in any other countries.
- Experience It In IMAX® should be written with IMAX in uppercase, the remainder of the tagline in initial caps (for example: "Experience It In IMAX®" but never "Experience it in IMAX®").
- Experience It In IMAX®/3D are taglines and should never be incorporated into a sentence.

## LEGAL

### Legal Line Usage

The legal line should be placed anywhere the IMAX logo appears except in environmental applications.

### Legal Line Positioning

The legal line should be placed in a small font at the bottom of any given artwork. The color should be set to 50% transparency or as a footnote where the mark appears in written text.

### Full Legal Line

IMAX® is a registered trademark of IMAX Corporation.

Use the full legal line for digital sizes equal to or larger than 1080 x 1920 pixels and 1920 x 1080 pixels.

### Truncated Legal Line

® IMAX Corp.

Use the truncated legal line for digital sizes smaller than 1080 x 1920 pixels and 1920 x 1080 pixels.

### Trademark Infringement

It is the policy of IMAX Corporation to vigorously protect its registered and unregistered trademarks. If you or any affiliate see an infringement or any misuse of any of our trademarks, please bring it immediately to the attention of:

#### Legal Affairs

##### IMAX Corporation

2525 Speakman Drive

Mississauga, Ontario

Canada L5K 1B1

Tel: 905-403-6500

Email: [trademarks@imax.com](mailto:trademarks@imax.com)

Now that you have our guidelines, you're ready to use our trademarks and logos.  
For any questions, please reach out to the IMAX Global Marketing Team at [brand@imax.com](mailto:brand@imax.com)