



ROI Institute Logo specifications

Typeface: Adobe Garamond Regular

Ink colors: Red: PMS 202 (dark red) and 85% black | HEX: #820e2e | RGB: 130, 14, 46 | CMYK: 14, 96, 61, 37
Gray: HEX:4b5254 | RGB: 75, 82, 84 | CMYK: 75, 62, 56, 18

Type sizes: "ROI" is twice the point size of "INSTITUTE" (e.g., if "INSTITUTE" is 12 pt., "ROI" will be 24 pt.). The space between "ROI" and "INSTITUTE" should be the same point size as "INSTITUTE."

The "R" is 1/3 the size of "INSTITUTE." Since superscripting reduces text to less than 1/2 of size, it is necessary to create a separate text box and align it with the top of the "E" in "INSTITUTE."

Copyright Verbiage

The following language is required to be appropriately placed on all ROI Institute materials, documents, marketing materials, brochures, research reports, job aids, and other content protected under ROI Institute copyrights.

Include the symbol ©, or the word "Copyright", the year of first publication of the work; and the name of the copyright owner.

See example below:

© Copyright 1995-2022 ROI Institute, Inc. All Rights Reserved.

Co-Branding

On the ROI Methodology Foldout Model, a Partners' logo/branding can be placed on the second page in the bottom right-hand corner in the white space above the small print that reads: ROI Institute, ROI Methodology, ROI Certification, and Certified ROI Professional are registered trademarks owned by ROI Institute, Inc.

On the ROI Methodology Application Guide, a Partners' logo/branding can be placed at the bottom of the last page (labeled "Notes"), centered above the page number and underneath the note lines.

Consult ROI Institute for usage on other documents.