



# BRANDING

## BRAND TOOLKIT

- Identity Collateral

## IDENTITY COLLATERAL

Call Card (with photo) Elements:

1. IIUM Logo
2. IIUM Logotype
3. Leading the Way Tagline

Name:

Front - Montserrat Bold 10 pt

Back - Montserrat Bold 18 pt

Title and Position:

Montserrat Medium 7 pt

Address block text:

Montserrat Regular 6 pt

Call Card (without photo) Elements:

1. IIUM Logo
2. IIUM Logotype
3. Tagline

Name:

Front - Montserrat Bold 10 pt

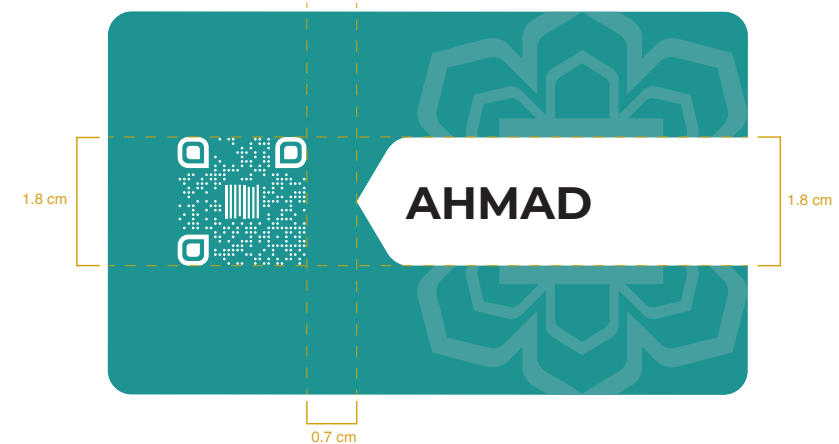
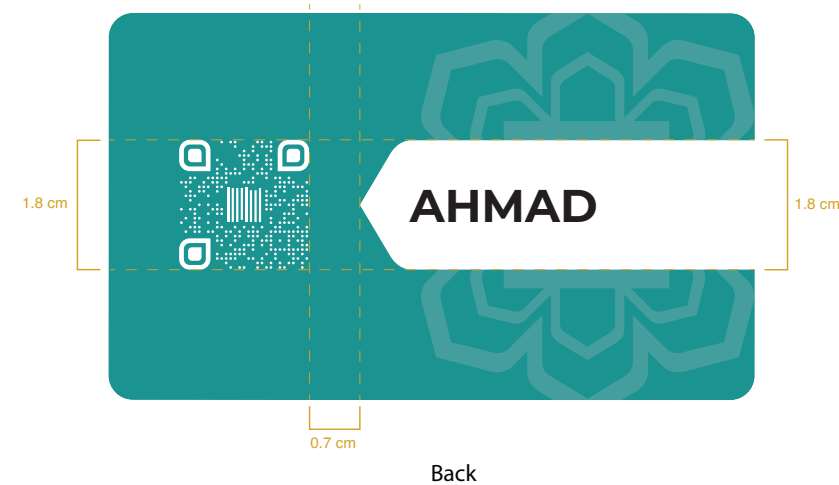
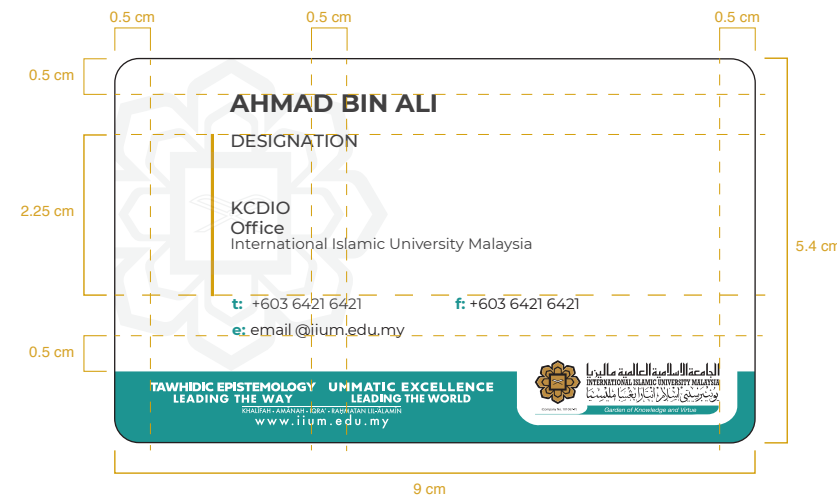
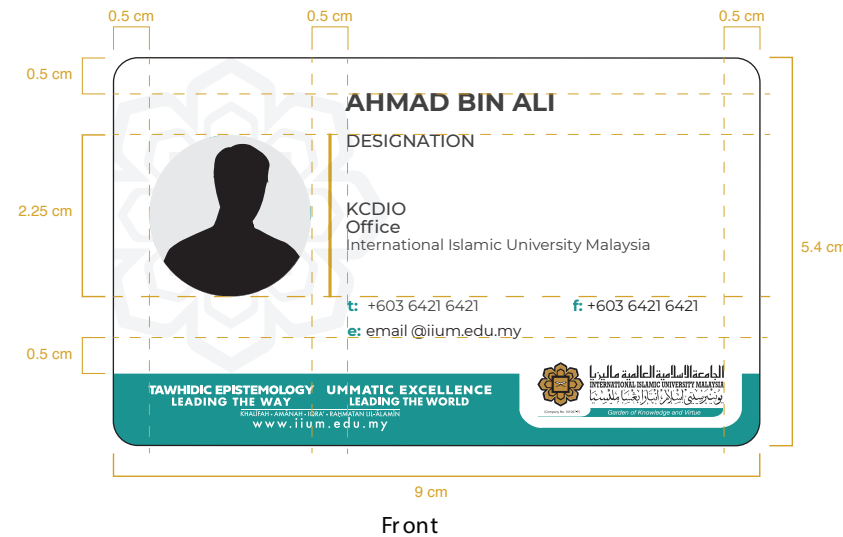
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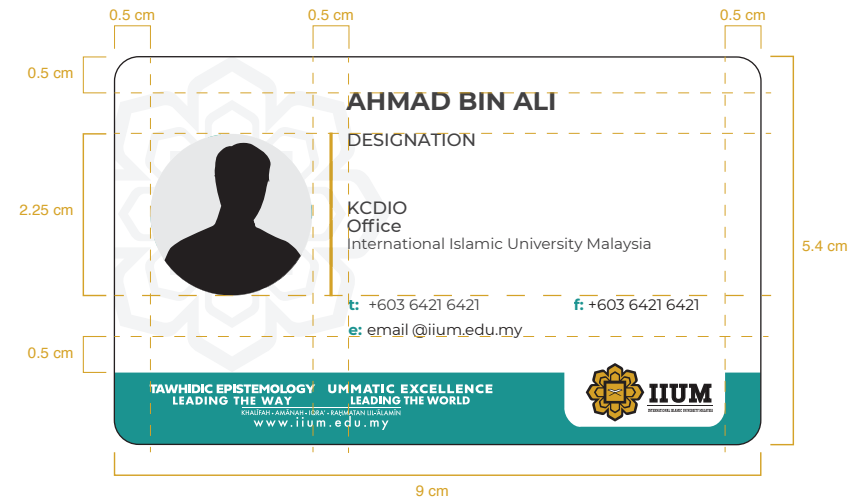
Back - Montserrat Bold 18 pt

Title and Position:

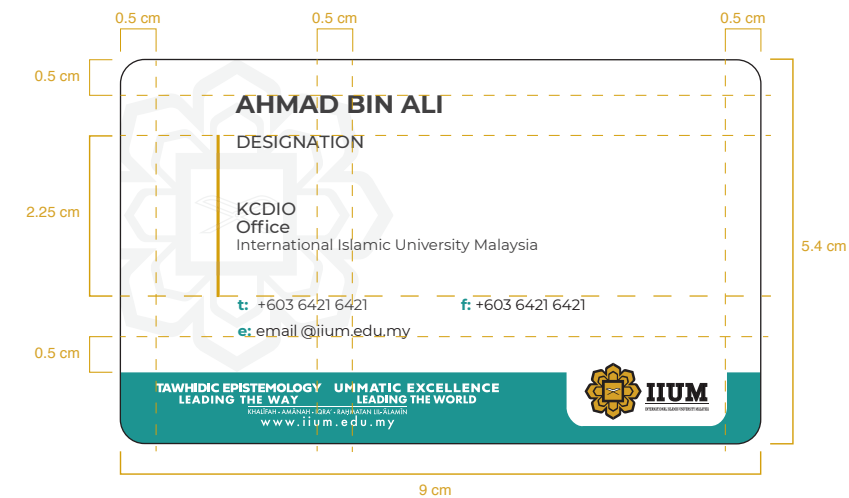
Montserrat Medium 7 pt

Address block text:

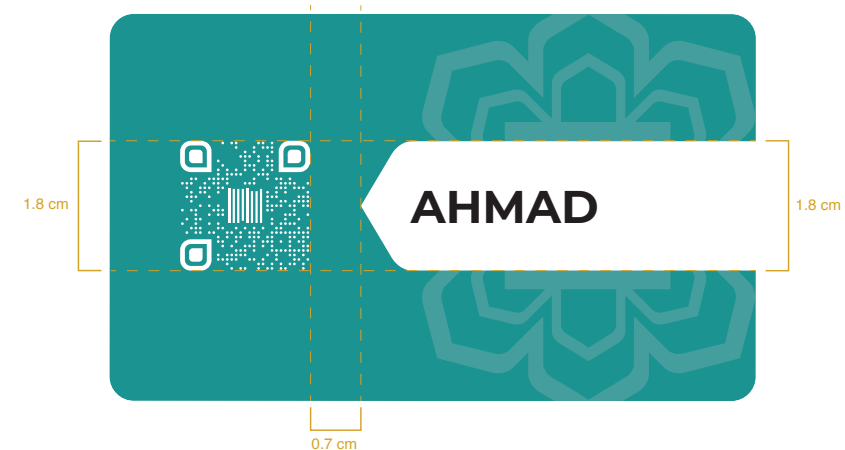
Montserrat Regular 6 pt



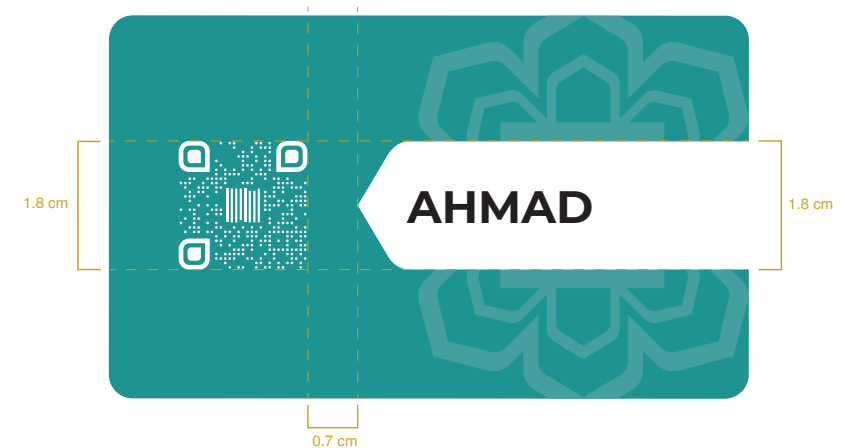
Front



Front



Back



Back