

IAMMPS · LOGO USAGE SPECIFICATION · VERSION 1.0 · 2026-09-28

The IAMMPS logo, and how it must be used

This document tells you what the mark is, how to place it, and what may not be done to it. It is written so that following it is easier than not following it.

The marks. The IAMMPS name, the IAMMPS logo and the Enhance and Elevate strapline are the property of Poorna Srikar Maremanda. Permission to use them is given on the terms set out here, is not a transfer of any right in them, and may be varied or withdrawn at any time. Where a symbol is used beside the mark at all, it is the trademark symbol.

These requirements govern your use of the marks, not ours. We produce our own lockups, arrangements and variants of the mark for our own products, interfaces, packaging and materials, and we will go on doing so. An arrangement you have not seen before is still ours. Do not read the files in this kit as the complete set, do not treat a variant of ours as permission to make your own, and do not create, adapt or rearrange one yourself. If you need an arrangement that is not here, ask and we will either send one or make one.

1. THE APPROVED CUTS

Every file below is generated from one source. These are the cuts supplied for your use. A file that did not come from us is not one to use, however close it looks.

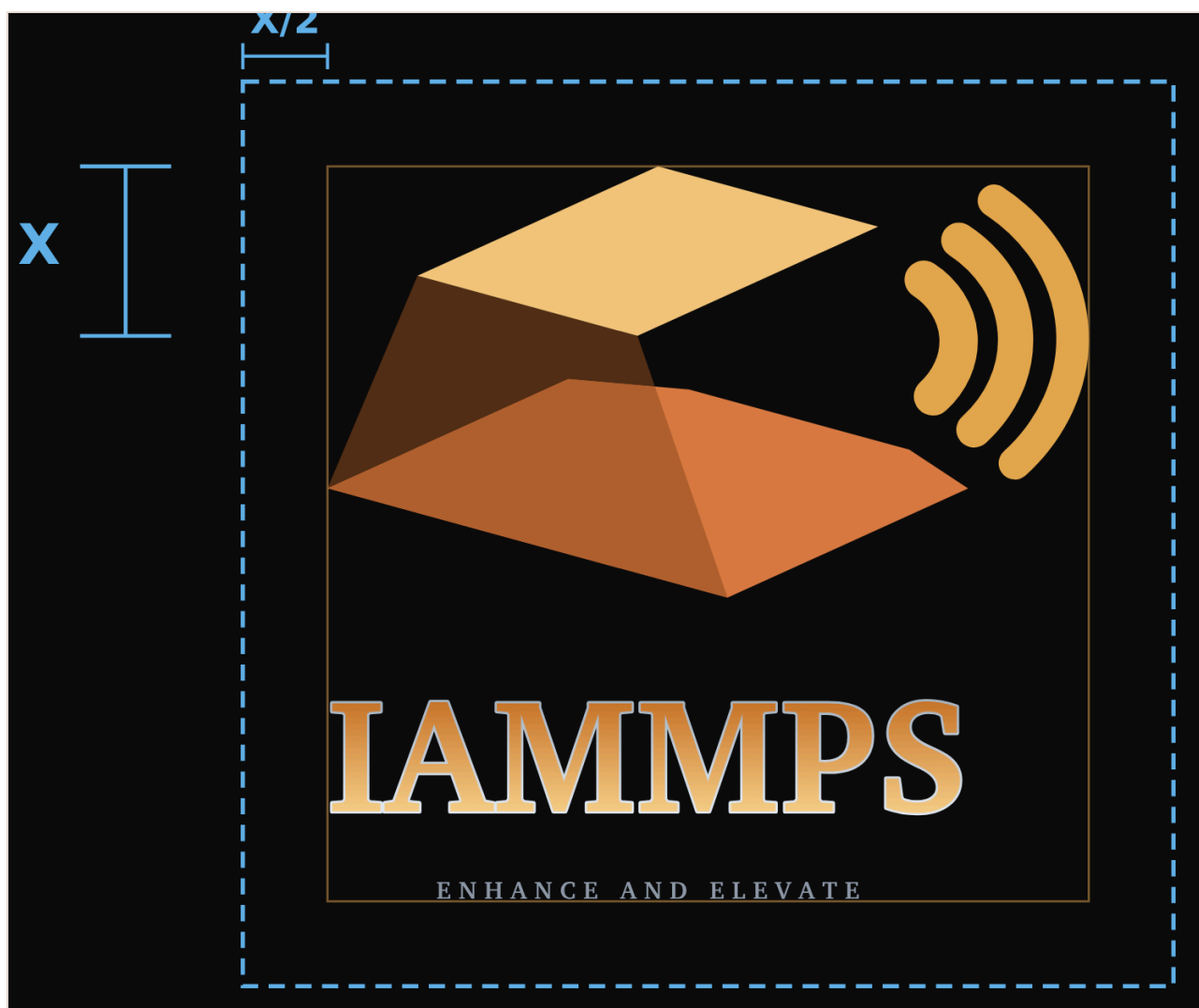
USE	CUT	GROUND IT IS MADE FOR
The primary mark , general use	primary lockup	black, or transparent over a dark ground
The primary mark on paper or a pale page	primary lockup, light	white to cream
Credits, title cards, and print at size	credits lockup	as above, and it carries the copyright notice
Headers, signatures, letterhead	horizontal lockup	either, matched cut
Where the name is already set	emblem	either
App and browser icons	the icon set	as supplied, per platform



There is a light cut and it is not optional. Pale gold on cream is barely there and the bright silver border on cream is not there at all. On a light ground, use the light cut. It is the same drawing with the same geometry, at a lower value.

2. CLEAR SPACE

X is the height of the roof slab, the pale gold top plane of the room. Keep at least $X/2$ clear on every side of the mark. Nothing enters that area: no text, no rule, no other mark, no edge of the page or the screen.



Gold box is the extent of the mark. Blue dashes are the minimum clear space, $X/2$ on every side, which is 11.1 per cent of the mark's width.

3. MINIMUM SIZES ON A SCREEN

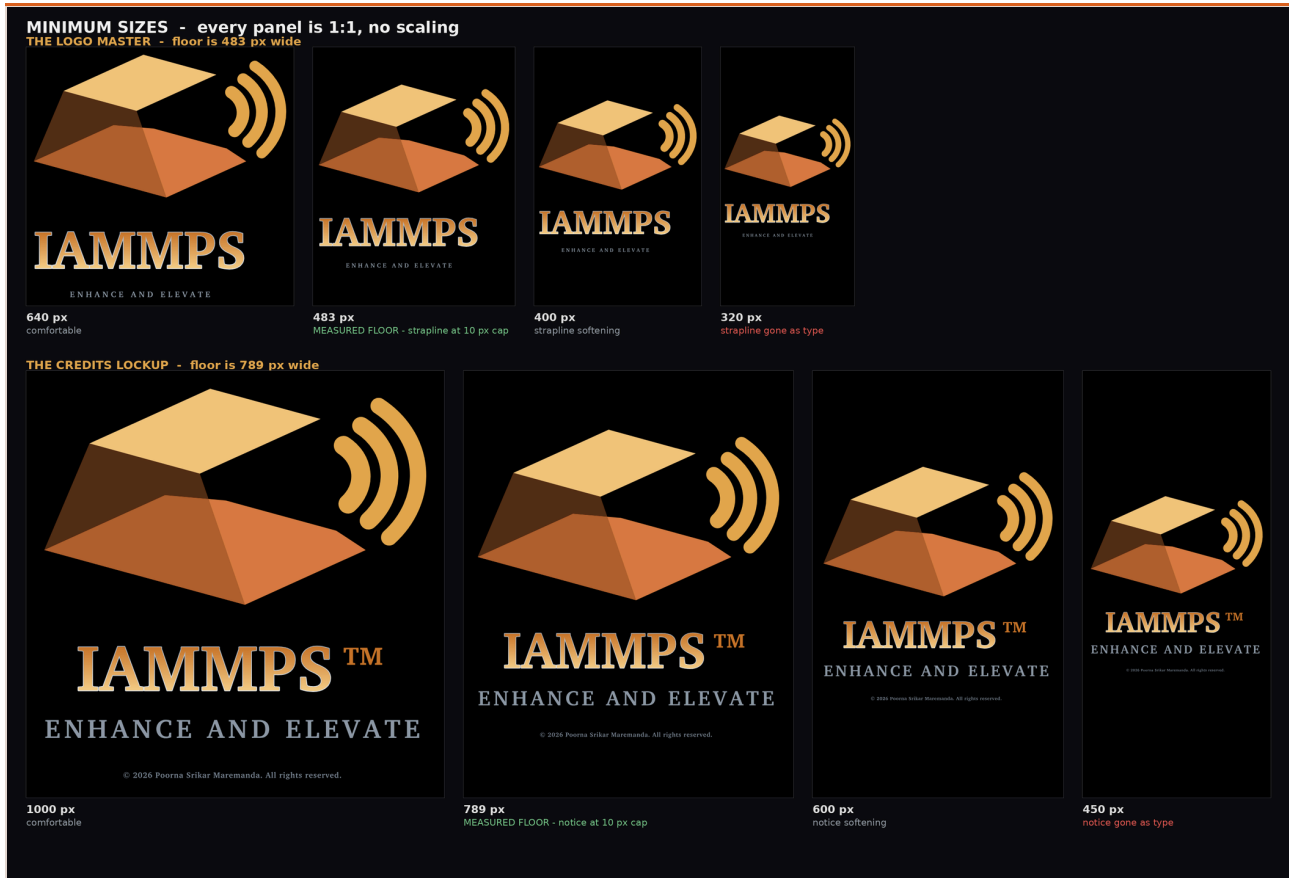
These are measured, not chosen. Each cut's smallest piece of type was rendered down a size ladder and read for the point at which its strokes stop producing a fully opaque pixel and the line turns into a grey smear. The floor below is the size at which the smallest text in that cut still holds a cap height of 10 pixels.



These are screen floors and they do not govern print. Ten pixels is what a display at about 96 pixels to the inch needs before a stroke stops being a grey smear. A press has no pixel grid, and its own floor is in section 3a. Using the screen floor on paper makes the mark needlessly large; using it as a print floor on a dark ground makes it too small.

CUT	SMALLEST PART	ITS CAP HEIGHT	MINIMUM SIZE
primary lockup, no notice	the strapline	10 px	234 x 219 px
primary lockup, with the notice	the notice	10 px	789 x 807 px
logo master (strapline, no notice)	the strapline	10 px	483 x 467 px
vertical lockup (no strapline)	IAMMPS	10 px	75 x 67 px
horizontal lockup	IAMMPS	10 px	111 x 24 px

The primary mark comes in two cuts and they differ in one thing. The credits cut carries a copyright notice, and that line is deliberately small against the rest of the mark, so the whole lockup needs 789 pixels of width before it is readable. The general cut is the same drawing without that line, and it holds to 234 pixels. Same emblem, same wordmark, same strapline, same spacing. Use the credits cut where there is room for the notice to be read, and the general cut everywhere else.



Every panel above is reproduced at its true size. Nothing is scaled.

3A. MINIMUM SIZES IN PRINT

A press is not limited by cap height. It is limited by the **thinnest stroke** it can hold, and a generous cap height says nothing about how fine the hairlines inside it are. So the floor below comes from the stroke, measured the same way as everything else here: each cut was rendered at 4000 pixels wide and the narrowest continuous run of ink was taken across every scanline of the band its smallest part sits in.

A light mark on a dark ground needs twice the stroke of a dark mark on a light one. Ink spreads slightly as it meets the stock. On a dark ground that spread closes a fine gap, so a hairline that would merely thin when printed dark on light disappears when printed light on dark. The two columns below are not a preference between them; they are two different physical limits.



CUT	THINNEST STROKE	DARK ON LIGHT	LIGHT ON DARK
primary lockup, no notice	0.375% of the width	23.5 mm	47.0 mm
logo master (strapline, no notice)	0.175% of the width	50.4 mm	100.8 mm
vertical lockup (no strapline)	2.000% of the width	4.4 mm	8.8 mm
horizontal lockup	1.450% of the width	6.1 mm	12.2 mm

What this means in practice. A visiting card is 90 by 55 millimetres. The primary lockup fits on one comfortably when it prints dark on light, where it needs 23.5 millimetres. Printed light on a dark card it needs 47.0 millimetres, and at that width its clear space reaches the edge of the card, so nothing else can share the face with it. If you want a dark card, use the horizontal lockup, which needs only 12.2 millimetres reversed.

The figures assume lithography on uncoated stock, where a press holds a 0.25 point stroke printing dark on light and needs 0.5 point printing light on dark. A coated stock holds finer and a digital press finer still, so these are the safe floors rather than the absolute ones. Below them the strapline does not look thin, it breaks.

4. COLOUR

These are the values. Do not sample them off a screenshot, and do not convert to CMYK without the press profile, because a guessed conversion is worse than none. For print, take the vector PDF and these numbers to the printer.

ELEMENT	VALUE	
Roof	#F2C57C	
Floor	#D87C42	
Wall over floor	#B0602E	
Wall over ground	#542E15	
Waves	#E3A84F	
Wordmark gold, dark ground	#F6CE87 to #C9762B	
Wordmark gold, light ground	#D8912F to #94500F	
Border silver, dark ground	#E4EAF0 to #A9B4C0	
Border silver, light ground	#97A2AE to #5A6672	



One further permitted rendering: where a process cannot carry colour at all, such as a single ink print or an engraving, the mark may be reproduced in one solid colour, black on light or white on dark, with no other change. Ask first and we will supply the file.

5. WHAT IS NOT PERMITTED

Every panel below is the real artwork with one change applied to it. None of them is a drawing of a mistake. They are the mistakes.



- Do not stretch, squash, rotate, tilt, skew or mirror it.
- Do not recolour it, tint it, or apply it in a colour taken from something else.
- Do not add a shadow, glow, bevel, outline, texture or any other effect.
- Do not re-set the name in another typeface. The wordmark is artwork, not a font choice.
- Do not remove, add to, or rearrange any part of it, including the three waves.
- Do not place it on a ground that does not let it read.
- Do not enclose it in a box, badge, circle or container that is not ours.
- Do not crowd it, and do not lock it up with another mark so the two read as one brand.
- Do not use it as your own channel art, avatar, app icon, favicon or product branding.
- Do not use it, or anything confusingly similar, in a name, domain or handle that would suggest a connection with us.
- Do not imply that we sponsor, endorse, certify or are affiliated with you when we do not. See section 6, which is the part of this document we enforce.

6. ASSOCIATION, CERTIFICATION AND FINISHED WORK



Everything above is about keeping the mark legible, and on all of it we would rather help than object. This section is different in kind. It is about anything that could mislead someone about who made what, or about what we have approved, and these are the things we act on.

Our mark does not go on your work

Putting the IAMMPS logo on a mix, a master, a deliverable, a reel, a release or a piece of promotional material says that we were involved in it. Do not do that unless the work has been through a review or a certification with us and you hold a current permission that covers that specific work. This holds whether or not a fee was paid, and whether or not our software was used to produce the work. Using our software does not put our name on the result.

Certification

IAMMPS review and certification is a service with its own terms. Only work that has been through it may carry a certification mark from us, or be described as IAMMPS certified, IAMMPS verified, IAMMPS approved, mastered or checked by IAMMPS, or anything to that effect. We treat a claim of certification we did not give as a serious matter, because the value of the certification to the people who did earn it depends entirely on it being true.

Your business is not our business

Do not use the IAMMPS name, logo or strapline, or anything confusingly similar to them, as or within the name of a company, product, service, studio, facility, application, channel, account, handle or domain **where that use would suggest a connection with us or with our products**, or where it trades on our reputation. Do not apply to register any of them, or anything confusingly similar, as a trade mark, a company name or a domain name.

A personal account or handle that has nothing to do with our field, makes no claim about us and is not trading on our name is not what this is aimed at.

None of this depends on what field you work in

These requirements apply to any use of our name, logo or strapline, in any industry and in any medium. A use that has nothing to do with audio is still a use of our property.

7. THE ARTWORK RULE

Use the file. Never rebuild the mark. Do not trace it, redraw it, rebuild it in another program, extract it from a screenshot, a video frame, a PDF or a web page, or regenerate it with any tool. A rebuilt mark is not the mark, and a rebuilt mark is the single most common way an unauthorised version enters circulation. If you do not have the file you need, in the format or at the size you need, ask and it will be sent.



8. ATTRIBUTION

Where a credit, a legal line or a colophon is appropriate, use exactly this:

IAMMPS, the IAMMPS logo and Enhance and Elevate are trademarks of Poorna Srikar Maremanda.

The credits lockup already carries its own copyright notice and trademark symbol, so no additional line is needed beside it.

9. IF YOU ARE NOT SURE, AND IF WE ASK YOU TO CHANGE SOMETHING

Write and describe what you want to do. We would rather answer a question than send a letter, and we generally say yes. If we do ask for a change, we will tell you which requirement is engaged and what would resolve it. We will never ask anyone to change an opinion, a rating or a conclusion about our products. Only things that could mislead someone about who made what, or about what we have approved.

IAMMPS · Poorna Srikar Maremanda, sole proprietor trading as IAMMPS

Version 1.0, 2026-09-28. This specification may be updated. Permission to use the marks is granted on these terms and may be withdrawn.