

# 3.6

## SUB BRAND APPLICATION

# sub brands

## FOR IM PROGRAMS AND EVENTS

The names of programs or events can be styled with the lower case font and remain compatible with the IM logo. The use of the IM icon is reserved only when a program or event uses the word GLOBAL or WORLD. The O in either of these words can include IM to convey the breadth of ministry around the world or the globe.

the IM in the O can also be used when IM is an integral part of the name. Like IM on location or IM online. Contact IM for guidelines. 610-768-2311

