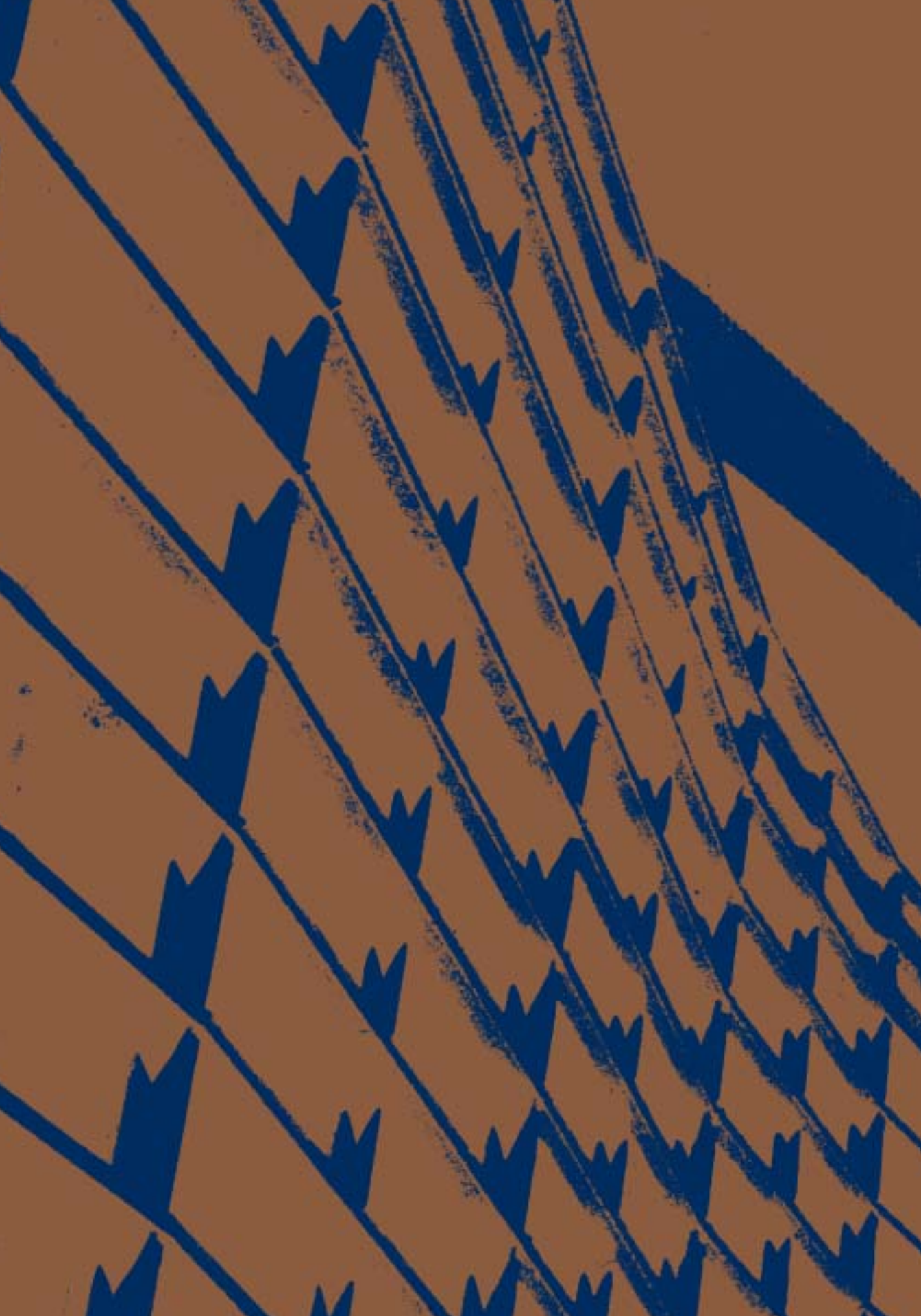




INVESCO FIELD
at Mile High

graphic standards



Introduction

It is with pride and excitement that we present the logo and identity package for INVESCO FIELD at Mile High.

The dynamic design captures the clear objectives of the Metropolitan Football Stadium District and sponsoring partner INVESCO Funds – to combine the heritage of Denver’s football success with the celebration of a world class facility.

The tradition that is Mile High continues with incorporation of Bucky the horse standing guard over INVESCO FIELD at Mile High, while the sleek new look of the state of the art facility below adorns six pillars representing the six counties that have made the new stadium possible.

The colors selected continue the theme of the old and the new. The use of copper on the horse and “at Mile High” give the sense of history and tradition. The use of blue for “INVESCO FIELD” and the structural component of the logo lends itself to a futuristic appeal. The copper trim on “INVESCO FIELD” ties the old and new together.

INVESCO FIELD at Mile High will provide the ultimate experience for football fans and the attendees of the many other events which will take place here.

The new logo will build pride in the new structure, excite fans about the events within and carry on the tradition of a true home field advantage.

Using the logo and its elements properly and consistently is essential to achieving these goals. Your cooperation in the treatment of our logo will enhance the value of both the facility and your relationship with it. In the following pages we will cover precisely how the logo is to be used.

usage

This new identity package for INVESCO FIELD at Mile High has been designed to provide you with the flexibility to use our logo for virtually any approved purpose, while maintaining the consistency and impact of the logo and brand.

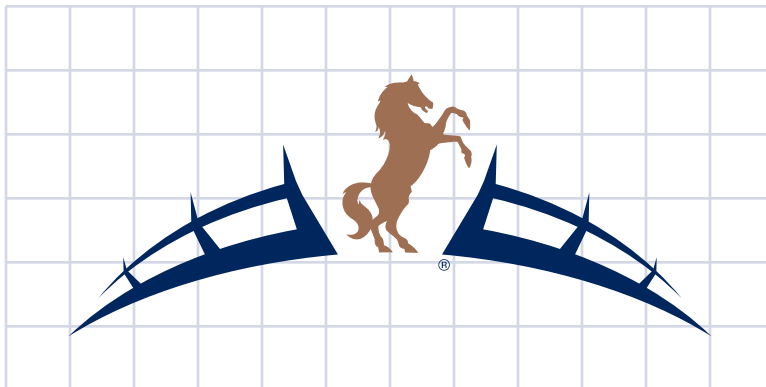
With the many options available for you in this package it is not acceptable to alter the logo or its elements.

Please note the grid which accompanies the primary and secondary logos in this booklet. While not a part of the logos or visible on the accompanying CD, these grids indicate the minimal space which should be left around the logos to build a clean, effective presentation. Please use them as guidelines when placing the logo among other elements or against a patterned background.

PRIMARY



SECONDARY



primary and secondary logos

The primary logo should be the logo of choice whenever possible. This is the complete version which includes all the elements necessary to define and promote INVESCO FIELD at Mile High. It is designed to work effectively in both print and most merchandise applications. You are provided with several versions of this complete logo including a two-color blue (PANTONE 282) and copper (PANTONE 876) version, blue only, copper only, as well as all black. Any one of these may be used at your discretion against a light background. There is also a white version to be used against a dark or patterned background. In choosing a color, your good sense should drive the decision. Which reads best against your given background?

For those who are interested, the type is a modified Frutiger which should not be changed. The "at Mile High" is a custom script created for this logo which should also not be altered.

The secondary logo should only be used in conjunction with the primary logo or word marks. It is not intended to be used alone. It may be used, for example, on merchandise where the primary logo is more prominently displayed or as an icon in printed materials after the primary logo has been previously introduced.



horizontal logos

The two horizontal logos were created for specific use in extreme horizontal applications. These might include a fascia or banner, a bumper sticker or a limited field on merchandise.

We have provided two different horizontal options in the complete range of colors to fit varying field ratios.

Again, the primary logo is preferable to the horizontal logos. They should only be used in specific circumstances in which the primary logo is inappropriate.



word marks

A primary and secondary word mark have been provided for those instances where the visual portion of the logo is difficult to reproduce or cannot be proportioned to fit correctly. This might include banners, signage or applications that are so small that the horse visual becomes unrecognizable.

The word marks continue the use of the logo typography to give you further flexibility while maintaining a consistency to the look. The primary and horizontal logos, however, are preferable to the word marks.

usage reminders

Remember, your attention gives value to the logo and how it contributes to your project. Some rules to keep in mind when using the INVESCO FIELD at Mile High logos:

- **ALWAYS** use the most complete version possible
- **ALWAYS** maintain visual space around the logo (see grid)
- **NEVER** combine the logo with other elements
- **NEVER** change the typography or words in the logo
- **NEVER** change the perspective of the logo
- **NEVER** change the color of the logo
- **NEVER** use single elements individually

logo colors



black



blue
PANTONE 282



copper
PANTONE 876

questions about logo usage?

Call the Director of Communications at the Metropolitan Football Stadium district at 303.244.1002.

intellectual property guidelines INVESCO Funds Group, Inc. for licensees and other third parties

introduction

The trademarks (e.g. logos, slogans and name) and copyrights (e.g. logos) (collectively, “INVESCO IP”) of INVESCO Funds Group, Inc. (the “Company”) are valuable and important assets and, as such, the diligent protection of the INVESCO IP is necessary. Protection begins with proper use, so these Guidelines must be followed when using any of the INVESCO IP per the Company’s consent or by license. Please note that these Guidelines may be modified or revised from time to time at the Company’s sole discretion as necessary to protect the INVESCO IP. No trademarks or copyrights of the Company may be used without its prior written consent.

Any contemplated use of the INVESCO IP including, but not limited to, advertisements, on-air promotional elements, promotional materials, sweepstakes or contest plans, must be submitted to the Company for review and written approval. Verbal approval is never satisfactory.

notice and attribution

Use the “®” symbol after INVESCO IP trademarks and service marks that have been registered in the United States. Use the “TM” symbol after all other trademarks and service marks. (The “SM” designation is an optional alternative for marks used in conjunction with services. Although some of the INVESCO IP are service marks, the “SM” symbol is not widely recognized and as such, the broader “TM” is preferred for both trademarks and service marks.) Use the © symbol after INVESCO IP copyrights that have been registered in the United States.

When it is not practical to use the appropriate legal symbol with every occurrence of the INVESCO IP, it must at least be used when the INVESCO IP is displayed prominently, such as in titles, captions, banners, headlines and tables of content. In addition, at a minimum, the appropriate legal symbol must be used in the first occurrence of the INVESCO IP in text in each chapter or section of any multi-page documents.

When you use the INVESCO IP in any materials, please include a brief statement that identifies the INVESCO IP used, indicates whether the INVESCO IP is registered, and attributes ownership to the Company. For example,

- _____® is a registered trademark of INVESCO Funds Group, Inc.
- _____TM is a trademark of INVESCO Funds Group, Inc.
- _____© INVESCO Funds Group, Inc.2001. All rights reserved.

the ground rules

The INVESCO IP should be used exactly as registered and reprinted exactly as they appear in the INVESCO Funds Graphic Guidelines and/or the INVESCO Field at Mile High Graphic Standards. Additionally, the INVESCO IP must be used in accordance with these Guidelines to refer accurately to products and services. However, the INVESCO IP may not be used:

- As a part of anyone else’s trademarks, names or logos
- To identify products or services which are not the Company’s
- In a manner likely to cause confusion
- In a manner that inaccurately implies that the Company sponsors, endorses or somehow is connected with the activities, products or services of others
- In any way that disparages the INVESCO IP or the Company
- In any way that alters, edits or modifies the INVESCO IP, or uses them on products or services other than for those for which they were originally intended
- By third parties without written authorization or a license from the Company

the grammar rules

The key concept to remember is that trademarks are proper adjectives. Proper adjectives should be set off in text at least by use of an initial capital letter and should modify and be followed by a noun i.e. the generic product or service. Therefore, the following rules must be followed at all times when using the Company’s trademarks.

- **ALWAYS** use the trademark as a proper adjective, which means at a minimum it must be capitalized. It is preferable that the trademark stand out from normal text by using it in all capital letters, and/or in bold type.
- **ALWAYS** follow the trademark with an appropriate noun when it appears in text.
- **NEVER** use the trademark as a noun; never make it plural or possessive.
- **DO NOT** use the trademark as a verb.
- **DO NOT** use the trademark with a hyphen in combination with other words or marks.

Note the rules are different for trademarks and trade names. When using “INVESCO” to refer to the Company (as a trade name) as opposed to the brand of services (as a trademark), it can be used as a proper noun. In addition, design marks and taglines can stand alone; they need not be followed by nouns when they do not appear in as copy or other text.

some examples to illustrate the grammar rules:

RIGHT

INVESCO mutual funds are the premier mutual funds in America.

WRONG

INVESCO is the premier mutual fund in America.

for more information

If you have questions or need additional information, please contact: INVESCO Funds Group, Inc. Legal Department.

index of versions

two color



ifamh_1



ifamh_2



ifamh_3



ifamh_4



ifamh_5



ifamh_6

black



ifamh_7



ifamh_8



ifamh_9



ifamh_10



ifamh_11



ifamh_12

blue 282



ifamh_13



ifamh_14



ifamh_15



ifamh_16



ifamh_17



ifamh_18

copper 876



ifamh_19



ifamh_20



ifamh_21



ifamh_22



ifamh_23



ifamh_24

white



ifamh_25



ifamh_26



ifamh_27



ifamh_28



ifamh_29



ifamh_30

compact disk

Everything necessary for using the logos and identity elements of INVESCO FIELD at Mile High is included on this disc. It includes all acceptable versions and colors.

This disc is compatible with both Macintosh and PC systems. Materials are available in three file formats; .eps, .tif and .jpg.

Please use only the materials on this disc in their proper colors and formats. Do not scan from this booklet.

The background of the image is a stylized, high-contrast representation of stadium seating. It consists of numerous rows of seats, depicted as dark, angular shapes against a lighter, textured background. The rows are arranged in a curved, perspective view, creating a sense of depth and movement. The overall color palette is monochromatic, using shades of brown and black.


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