



INSTITUTE OF THE
MOTOR INDUSTRY

IMI SUMMARY BRAND GUIDELINES

NOVEMBER 2014

ISSUE 1

IMI Careers & Resources

IMI Autocity
- Online communities
- Teaching resources
- Learning resources

IMI Auto Jobs

IMI Skill Auto

IMI Learning & Development

IMI Qualifications

IMI Accreditations

IMI Quality Assured
Programmes

IMI Professional
Development (CPD)

IMI eLearning

IMI ePortfolio

IMI Centres Hub

IMI Membership

IMI Membership
- all levels

IMI Magazine

IMI Member Events

IMI Professional Register

IMI Professional Register

IMI Employer
Recognition Scheme

IMI Standards & Research

IMI Sector Standards

IMI Sector Research

IMI Return On Investment
Research

IMI COLOUR PALETTE

Primary



Pantone: 547c

RGB: 0 59 76

CMYK: 100 55 45 45

Hex: #004051

Secondary



Pantone: 5507c

RGB: 157 174 171

CMYK: 45 25 30 5

Hex: #96A7A8

Learning + Development



Pantone: 2583c

RGB: 164 90 159

CMYK: 50 75 0 0

Hex: #95559D

Careers + Resources



Pantone: 123c

RGB: 254 201 23

CMYK: 0 22 90 0

Hex: #FEC91D

Professional Register



Pantone: 3115c

RGB: 47 186 211

CMYK: 70 0 20 0

Hex: #28B8CE

Membership



Pantone: 360c

RGB: 118 184 53

CMYK: 60 0 90 0

Hex: #75B842

IMI LOGO - TWO TYPES

Linear /Horizontal Version



Stacked Version



Minimum size



Minimum size
Of linear version is
40mm in width

Minimum size



Minimum size
Of stacked version is
17mm in width

LOGO USAGE

Using the IMI logo

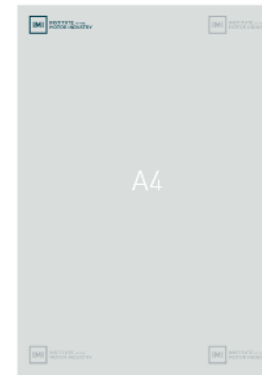
There should always be a minimum clear space of one 'M' cap height but more should be allocated if space permits .

Other versions of our logos are available on request.

Clear space
(Linear version)



Positioning
(Linear version)



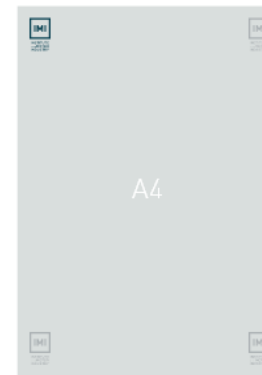
Colour



Clear space
(Stacked version)



Positioning
(Stacked version)



Ideal position for logo is top left - however other positions can be considered. Allow more space from minimum clear space as shown above.



Logo should appear in Primary or Secondary colour or reverse white out of background colour ONLY. It should never appear in any other colour ways.

Usage	Print Font	Web Font	Document / Email	Guidance
Titles	DIN BOLD	DIN NEXT PRO BOLD	TREBUCHET MS BOLD	Use for headings / sub headings in all caps.
Features	<i>Chapparal Regular Italic</i>	<i>Chapparal Regular Italic</i>	<i>Georgia Regular Italic</i>	Use sparingly in sentence case for quotes, pull-outs and supporting copy.
Body	Proxima Nova Regular	Proxima Nova Regular	Franklin Gothic Book	Use as body text, sentence case.

Our photography

All our photography should be coloured greyscale as outlined here.

This will give us real standout presence in the marketplace; have an institutional/authoritative feel and underpin our contemporary classic core style.

People/Places



Unusual angles and composition draw in viewer and aid storytelling.



Where possible show young people - they are the future of our business and project a more forward thinking momentum.



Using relevant objects/ephemera to frame or reflect a subject adds intrigue and drama to an image.

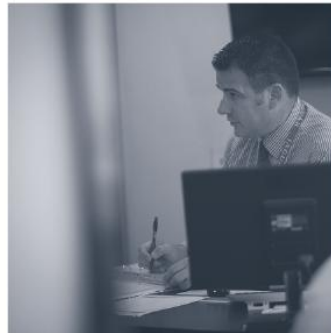


Real people engaging in real activities grounds our brand and underpins storytelling with real gravitas.

Places/Objects



Objects can be highlighted through focus point - throwing people slightly out of focus aids storytelling while still retaining a human presence.



Focus point can be acute using other framing devices to add drama and intrigue.



Use perspective on objects to draw into human story.



Heightened depth of field and acute focus points add drama and intrigue to isolated objects. Use focus points to aid storytelling.

If you have any questions on how to apply our brand or use the logo, please contact the communications team – details below.

If you are printing market material or and wish to use our logo and other brand assets, please contact us and we can supply the right files.

E: comms@theimi.org.uk

T: 01992 511 521