IMI Brand Guidelines

Our brand and how to use it

THE INSTITUTE OF THE
MOTOR INDUSTRY

www.motor.org.uk

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The value of a brand

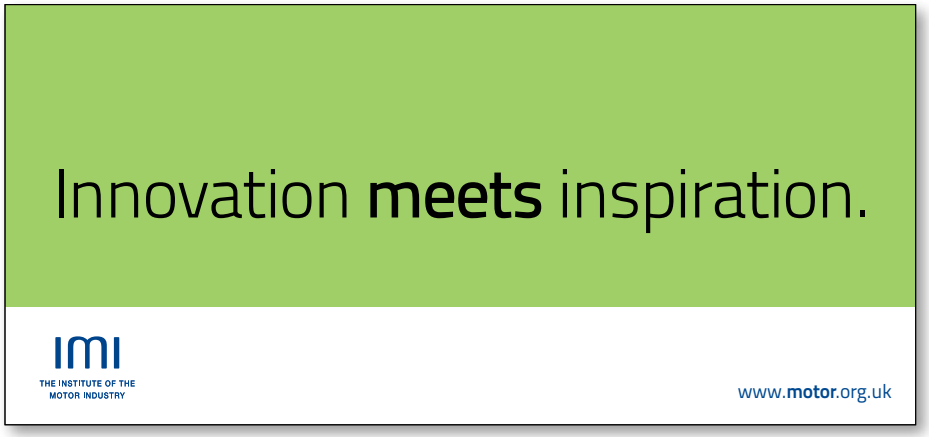
Most of us can identify hundreds of brands simply by their colour, graphic style or font. We only identify **with** a brand when it chimes with our own values, aspirations or beliefs.

In the first instance, these guidelines are intended to help us to create recognition for our new brand through a consistent use of colours, fonts, logos and graphic devices.

Appearances do matter and we want people to notice and remember us.

But more importantly, they set out how, through the use of a more challenging, thoughtful, inspirational and dynamic tone of voice, the brand will enable us to connect with more people more effectively.

A strong brand is our opportunity to showcase the heritage, achievements and aspirations of the IMI. Applied effectively across all our communications it will build our reputation and, through its credibility, generate long term relationships built on trust.



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What do we want our brand to communicate?

Our brand must demonstrate that the IMI has a unique history of innovation and a future full of promise.

We are a membership organisation and our strength is drawn from the people who participate in our community. Our brand must talk to members and potential members, partners and stakeholders about what a future with the IMI will deliver.

We are **inspiring, energetic, determined, expert, bold, professional, trustworthy, intelligent, enterprising and innovative** in all we say and do.

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The logo

The corporate logotype is made up of two elements, the IMI typographic device and the wording: The Institute of the Motor Industry. There is a set relationship between these two elements and they must only be used together and never in isolation.

The logotype has been specially designed and is unique to the IMI. It must not be redrawn or recreated in any way. To ensure high quality reproduction, the logotype must always be reproduced from master artwork provided by the IMI marketing department.

Positioning

The logo should be used on the bottom left of our materials.

Logos must not be reproduced smaller than 18mm, as this is the minimum size at which our name is legible. In exceptional circumstances when the logo must be used at a smaller size, show it without the strapline.

Exclusion Zone

The exclusion zone is half the height of x

Minimum size

CMYK		RGB	
C	100	R	11
M	75	G	39
Y	0	B	117
K	20		

The logo should be reproduced in the IMI corporate blue

Colours

Our colour palette is limited in order to ensure continuity across all of our materials.

The use of solid green is a strong brand identifier which is fresh, contemporary and distinctive.

The green can be overlaid with white or black text and can be used in its own right as body copy or subheads to provide emphasis.

Additional colour should only be provided through photography.

P 375C

CMYK		RGB	
C	41	R	160
M	0	G	206
Y	78	B	103
K	0		

GREY

CMYK		RGB	
C	15	R	220
M	0	G	221
Y	0	B	222
K	0		

BLACK

CMYK		RGB	
C	0	R	0
M	0	G	0
Y	0	B	0
K	100		

WHITE

CMYK		RGB	
C	0	R	255
M	0	G	255
Y	0	B	255
K	0		

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The fonts

Using our font consistently is a powerful way to build brand recognition.

The IMI has two available fonts. Our preference is to use the primary font wherever possible.

The primary font

Our primary font is Tiltillium and should be used on all our printed materials. It is a modern sans serif font which is easy to read when used as body copy but distinctive enough to provide visual interest in the form of a headline.

1. Headlines should be Tiltillium. If appropriate, a key word or call to action in your headline can be highlighted in **Tiltillium Medium** for emphasis.
2. Body copy should be Tiltillium light.

The secondary font

Arial is our secondary font and should be used for all text if you have not received Tiltillium.

It should be used for communications generated in-house such as letters, reports, PowerPoint slides and memos.

Arial should also be used for all electronic communications, unless it is possible to embed Tiltillium into a format such as a pdf which will not be corrupted when opened on another computer.

Tiltillium light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Tiltillium medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

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Additional brand elements

1 Block to highlight text in green or grey

"We're here to propel the industry forward. To challenge traditional thinking and to champion new ideas at every level of automotive retail. We've been innovating since 1920. (In those days they called it being new fangled.) Now we're better equipped than ever to support individuals

"We're here to propel the industry forward. To challenge traditional thinking and to champion new ideas at every level of automotive retail. We've been innovating since 1920. (In those days they called it being new fangled.) Now we're better equipped than ever to support individuals

2 Square bullet points in green or black

- black square bullet
- green square bullet

3 Square boxes containing numbers or letters

a Esectet ut del ute digna
b agnit accummolor
c aliqui tis nullutpat wis

1 Esectet ut del ute digna
3 agnit accummolor
6 aliqui tis nullutpat wis

4 The IMI web address should be positioned in the bottom right hand corner of all covers of printed materials/adverts with'motor' highlighted in **Tiltillium Medium**

www.**motor**.org.uk

5 Green or grey backgrounds behind cut out imagery

6 Green headings or sub heads

Example subhead in green

Ommodo euipisl dolor ing et prat. Odolor se ting eliqui bla feui psu scipis dipit at. Et lor amcorem vel dunt volobor in eliquisl utat utatisim ing ea facipis nis nis at erciduis dolobor si.

Laoreet nis esed tatin er sit lam et laortio nsenit verit nulputpat in et lum velis ad minisi bla autpat num ipsum alit ad dolorercin ulla facil iliquisLamconum molorerosto dolorem elis accum zzriure deliquat ea feuipsu stionse quisi.Unt ulla accum enim nisi bla

7 Grey keylines to highlight text (as above)

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Choosing imagery of people

If our brand is to feel relevant to our target audience it is important to choose images of people who look 'real'. Where possible we should try to use images of actual IMI members. If we have to choose models, we should avoid people who are implausibly good looking or bland and instead choose people with character and personality who look as if they could be IMI members.

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Tone of voice

The appropriate tone enables us to demonstrate that we mean what we say.

It's not enough to simply state 'we are an innovative organisation'. We need to prove it by expressing that idea through words which challenge, surprise or inspire.

If we are talking about being dynamic we need copy which is pacey, punchy and to the point. When we are challenging traditional thinking we need to avoid cliché and jargon.

Most importantly, the tone must be appropriate for the audience. We are all able to moderate our tone in speech - we would know instinctively to speak differently to our boss, a close friend or a room full of delegates during a conference address. We must remember to do the same when we are addressing a particular target audience via an email, a press ad or with a brochure.

1. It's factually correct and has a clear call to action but this headline lacks fizz or personality and offers no convincing reason for the reader to respond.
2. This headline isn't credible. It talks the talk but doesn't walk the walk.
3. Again, it's true but the language is flat and the tone is pedestrian. 'Can' is indecisive and there is no clear benefit or hook to persuade the viewer to read on.
4. This headline has a strong play on words which tells the reader that we're changing and that we are driving change. It works on a number of levels, is punchy, challenging and intelligent.

1

2

3

4

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Bringing it all together on printed materials

Green background

Headline in Tiltillium light. Emphasis given in Tiltillium medium

Copy in Tiltillium light. Emphasis given in Tiltillium medium

White band to hold logo

Reflection of image on white

Logo on white, and placed bottom left

Cut out image

Web address placed bottom right

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Bringing it all together on printed materials

Square number boxes

Square bullet points

Grey panel to highlight text

Green background to hold image

Sub heads in green in Tiltillium medium

text in green Tiltillium light

Credible imagery

Green panel to highlight text

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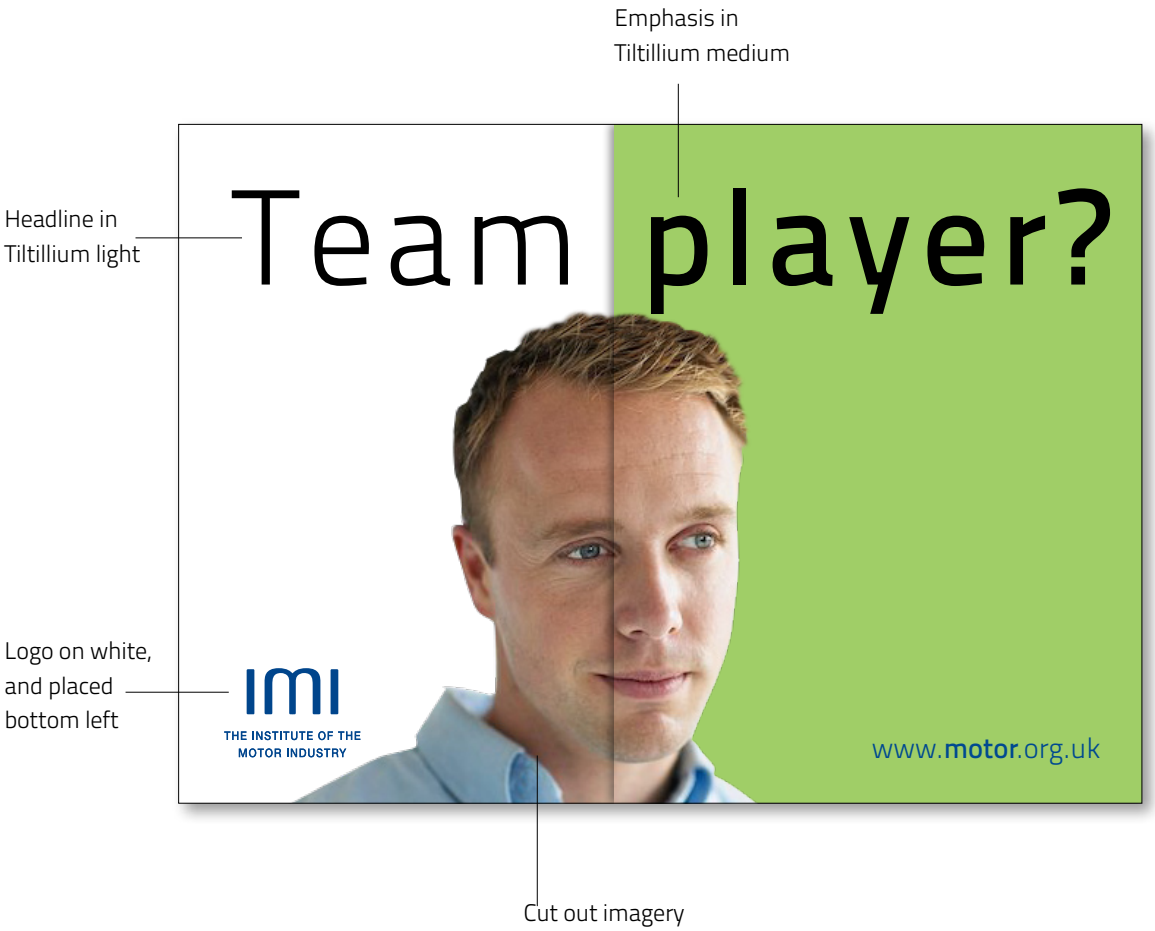
Bringing it all together on printed materials



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Bringing it all together on exhibition and promotional literature

The logo on its white band should be shown at the top, rather than at the bottom, when there is a danger it would otherwise be obscured. For example, on free standing exhibition materials.

Exhibition stand/banner

Logo shown top left to ensure eye level impact

Square bullet points

Web address placed under copy

Memory stick promotional item

Logo white out on a solid colour

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Bringing it all together on digital materials

Here the logo and white band are shown at the top, rather than the bottom, to ensure the branding does not slip off the bottom of the screen.

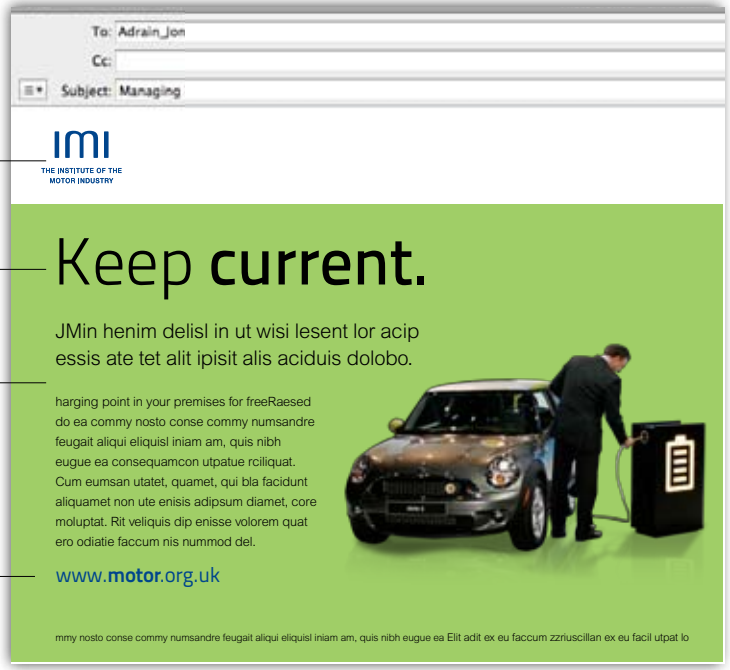
HTML

Logo shown top left to counter possibility of dropping off the screen

Headline (graphic) in Tiltillium

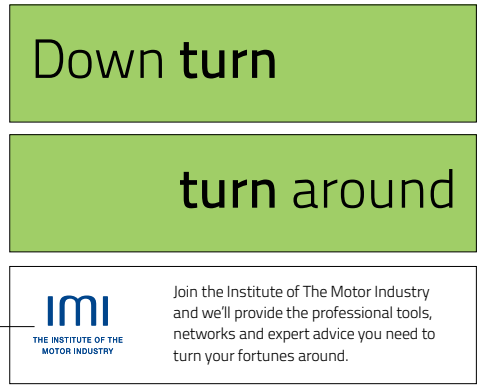
Copy in Arial

Web address placed under copy



Animated web banner

Logo on white, and placed bottom left



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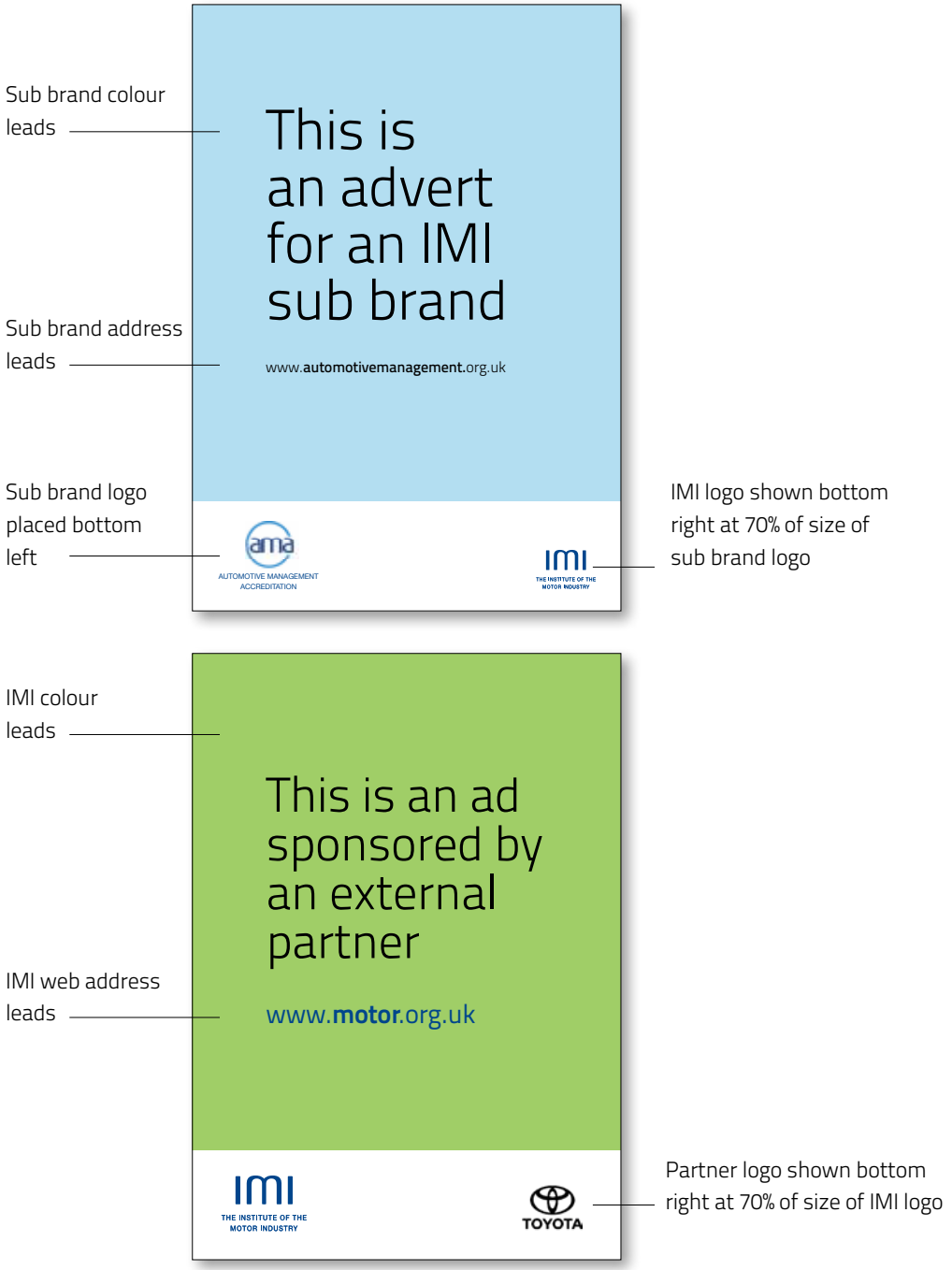
Logo usage with internal and external partners

We must be sensitive to the needs of our partners regarding the use of their logo and should always endeavour to adhere to their own brand guidance regarding clear space and background colours.

Our white band has been introduced to facilitate the consistent use of logo placement.

The following examples show our preferred placement choices. If in doubt, refer to the IMI Communications department for further guidance.



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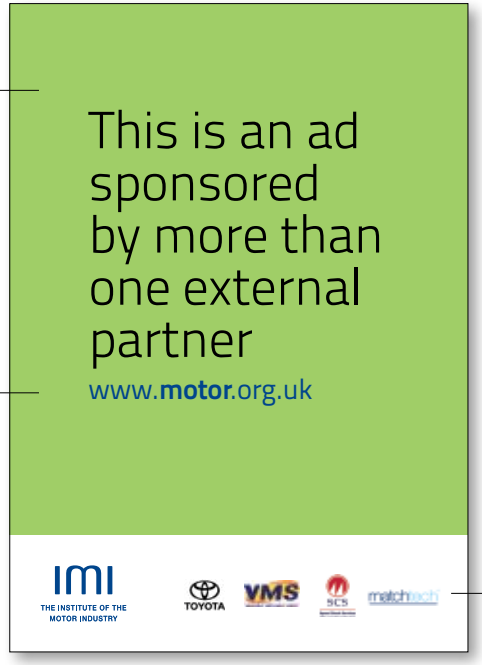
Logo usage with internal and external partners

IMI colour leads

IMI web address leads



Partner logos shown bottom right at a maximum of 70% of the size of the IMI logo - adjust to fit.

CPD
Continuing Professional Development logo usage

There are 2 different CPD logos with specific uses for each one.

CPD

IMI APPROVED

1. **CPD – IMI Approved**
   This represents training courses provided by our Partners

CPD

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2. **CPD – Institute of the Motor Industry**
   This represents other CPD activity such as training courses, events and conferences, and published content in print and online

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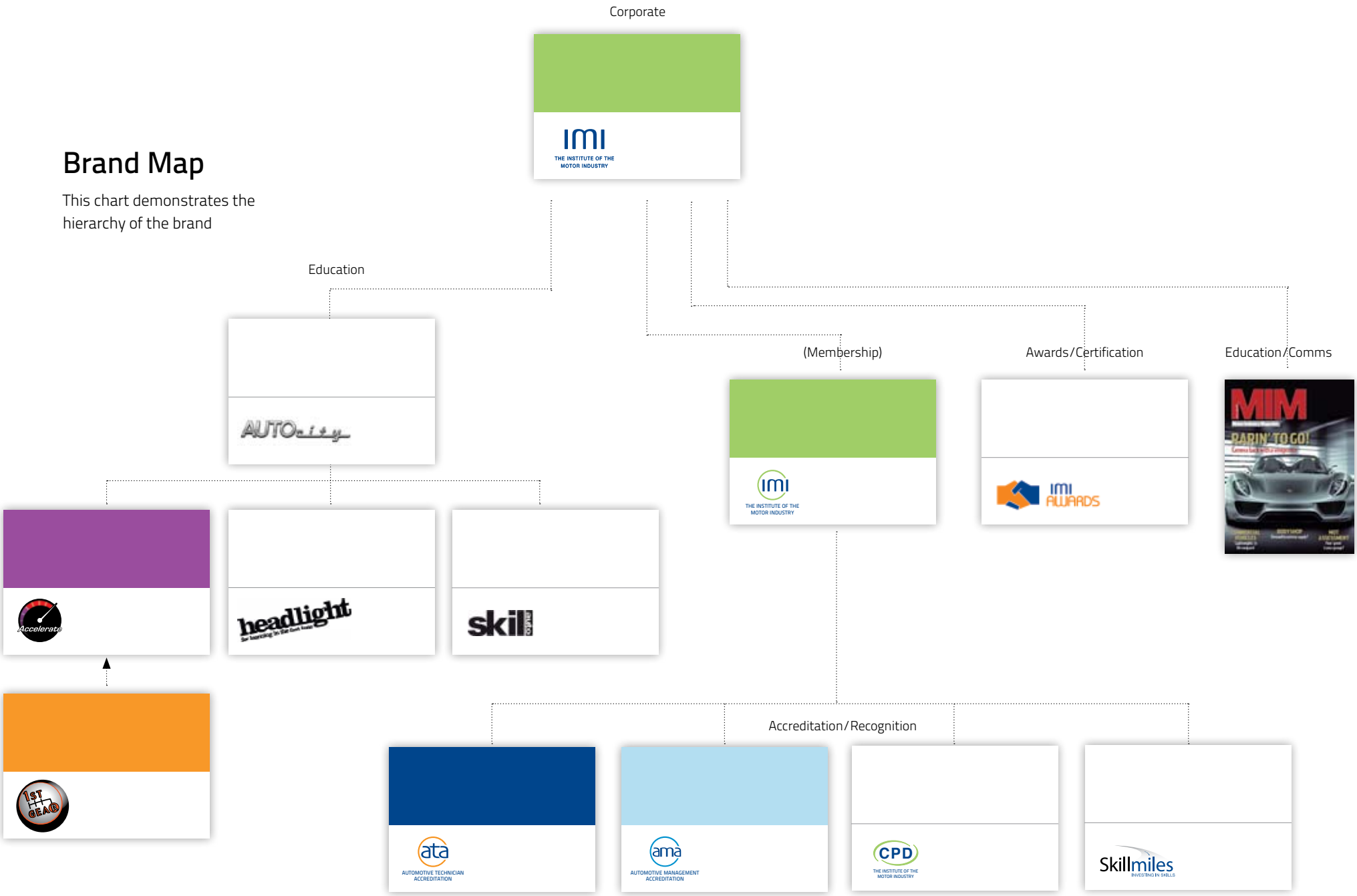
Brand Map

This chart demonstrates the hierarchy of the brand