



ESTD 1920

TechSafe®

Showcase your earned recognition

OUR BRAND  
BUILDS  
FUTURES



# Your badge of honour

IMI TechSafe recognition demonstrates that you have the skills and knowledge to work on either electric, hybrid or ADAS technologies.

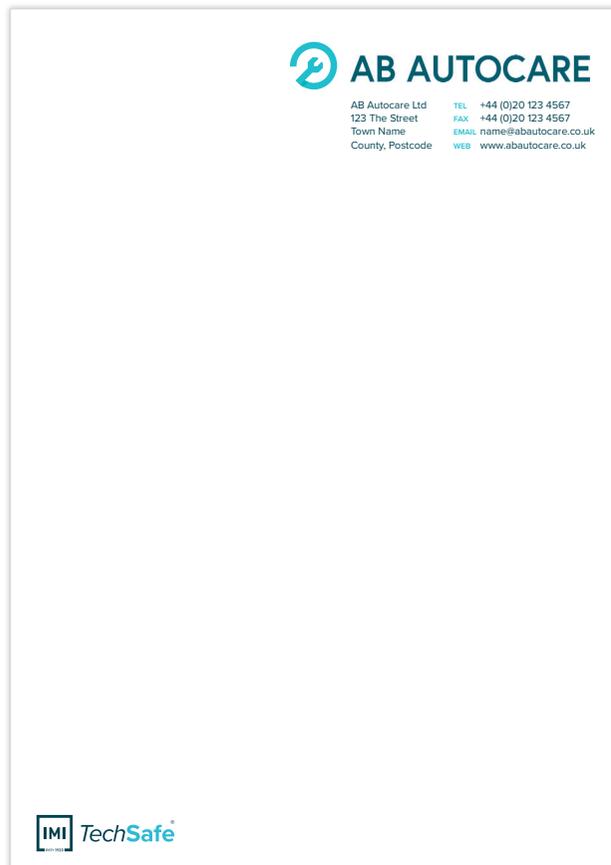
With the industry shifting towards electric and hybrid vehicles, and ADAS technologies becoming ubiquitous, it's important we have a workforce that can work safely and inspire confidence. IMI TechSafe recognition is available for IMI members who have completed a valid IMI TechSafe entry route qualification.

**Put simply, IMI TechSafe is currently the only professional standards for working on electric or hybrid vehicles and/or ADAS technologies.**

### Displaying your credentials

Here are common examples of where your business might use the IMI logo. As illustrated here, please ensure that the IMI logo is secondary to your company logo to avoid misrepresentation.

#### Letterhead



#### Compliment Slip



#### Business Card



### IMI TechSafe Logo

There is one version of the IMI TechSafe logo. This logo can be used to promote the TechSafe standard when applied to any relevant product or service, including but not limited to, ADAS, Electric and Autonomous Vehicles. IMI partners can use this logo to promote TechSafe approved products and services but must seek prior approval and adhere to the guidelines as follows.

### MILESTONE LOGO

Linear



There should always be a minimum clear space of one 'M' cap height but more should be allocated if space permits (see positioning illustrations). The 'M' cap height is the same as that of the 'M' from the 'IMI' logo.

Minimum size



Clear space (Linear version)



### Using the TechSafe Logo

There are a number of different versions of the logo to give versatility and flexibility depending on usage and backgrounds. A general rule is to always ensure the logo has a sensible level of contrast and is legible when applied to a background.

Colour Logo



Mono



Secondary colour usage



Whiteout



**The IMI Logo: Rules relating to its usage**

To protect the logo's integrity and consistency, please adhere to the following.



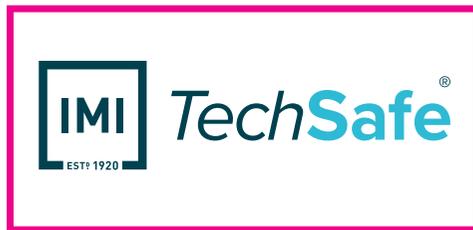
Never rotate the logo



Never distort the logo



Never change the colour of any part of the logo



Do not place the logo in a frame or box



Do not place elements in the safe area



Do not place logo on imagery containing lots of detail



Never isolate the word mark



Never add extra space, break up logo elements or interchange logo elements



Never add drop shadows or any such effects