



INSTITUTE  
OF THE MOTOR  
INDUSTRY

Supporting you in your career

# OUR BRAND BUILDS FUTURES



# Show off your professional status

The IMI is here to help you get the recognition you need as a skilled automotive professional.

We are proud to be growing a diverse global community of likeminded individuals and, our focus is to support you to be the best that you can be. Our entire community, from students, members, employers and centres are proud to be connected with us and they want to share their experiences working with the IMI.

To help you share your affiliation, here is a simple overview of our brand which details usage of the IMI's Milestone logo.

**Proud to be part of the IMI? Help us tell your story by working with our MarComms team. Mail us today: [marcomms@theimi.org.uk](mailto:marcomms@theimi.org.uk)**

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## POST NOMINALS

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## Usage of the IMI logo

### Who can use the IMI logo?

- The IMI logo may only be used by IMI members. A member can be an individual who has come into membership directly, via a course, accreditation, MOT or other relevant product. Our centres are also members.

### What logo should we use?

- The IMI Milestone logo was created to reflect the year we were formed; this is the logo that should be used. There are two variants of this logo; linear and stacked. Where space allows the linear version should be the primary choice. The stacked version can be applied if the design warrants.

### What can the logo be used on?

- Stationery, marketing materials, websites and signage controlled by the member.

### Where should I place the logo?

- The IMI logo should sit secondary to your company logo.

### Am I able to change the logo?

- No, it should not be modified in any way or used as part of any logo or trading name. For specific rules relating to its use, please see the following pages.

### Can we use other elements of the IMI's corporate identity?

- No, the logo is the only element that can be used.

### How do I obtain the logo?

- Please contact the Marketing team at [marcomms@theimi.org.uk](mailto:marcomms@theimi.org.uk)

### Can I insert a link to the IMI website from my website?

- Yes, the IMI welcomes links to/from other websites providing that: The use of the words IMI; The Institute of the Motor Industry, the address [www.theimi.org.uk](http://www.theimi.org.uk) and the logo should be confined to providing link information only. Website copy must not imply or suggest a relationship, product or service endorsement, or agreement with the IMI. Any other use of the above will be deemed unauthorised, unless it has been approved by the Institute of the Motor Industry Marketing team. The IMI corporate identity is registered and protected by trademark law.

## MILESTONE LOGO

Linear



Stacked



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



*The minimum size of the Linear version of logo is 40mm in width*

Minimum size



**INSTITUTE  
OF THE  
MOTOR  
INDUSTRY**

*The minimum size of the Stacked version of logo is 17mm in width*

Clear space (Linear version)



Clear space (Stacked version)



### The IMI Logo: Colours

There are a number of different versions of the logo available for members to use:

1. Colour: primary and most commonly used
2. Mono: only to be used if colour isn't available, ie on material that is printed in black and white
3. White Out: provides flexibility if logo is placed on a dark background

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



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

INSTITUTE OF THE  
MOTOR INDUSTRY

Never isolate the word mark



INSTITUTE OF THE  
MOTOR INDUSTRY

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

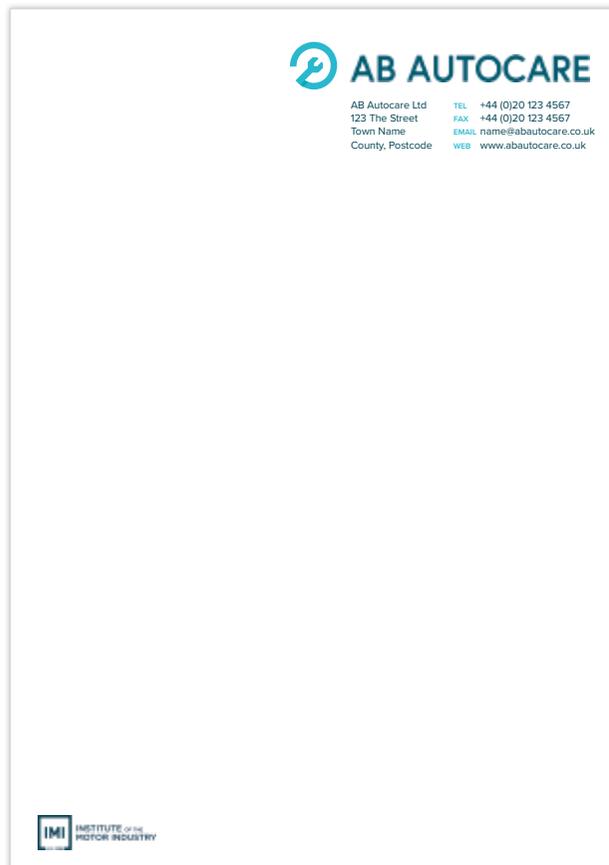


Never add drop shadows or any such effects

## 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



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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

### Post-Nominal usage header

Num is, furnum dem facem viviric re terisul  
usqueri cone culvign ontimo in publiis, me  
convo, Catque movivertist? Furnin rei se et;  
hactuscio Casta, quam pro et prei serfeci  
templiu ssenteribus, signos et faccivistrum  
apece ducibus publium consulost publii  
cem ina praecritia res et vivatinatqua  
reo tam tempr Sp. Hebatis. Videmque  
adducon fitum, Ti. Nam te faurnum faudam  
sendiis tescitilii ses fuemquid niu que aut  
ponveri ostemqu astimei in Etrit. Unius.