

# OUR **BRAND GUIDELINES** AND HOW TO USE THEM

FOR IMI APPROVED CENTRE USE ONLY

## The professional body for people working in automotive since 1920

The IMI is, and has been, the professional body for all individuals working and studying in the motor industry, and the authoritative voice of the sector for over 100 years.

We're proud to be transforming the automotive industry by setting, upholding and promoting professional standards - driving skills acquisition, establishing clearer career paths, and boosting public confidence.

Our vision is to build a skilled, adaptable, diverse and professional international automotive workforce.

Our mission is to provide our members with the skills and professional recognition to achieve their career ambitions.

Our focus is to support automotive professionals to be the best they can be across the globe.

This guide will help to build our brand through clear, consistent communications that engages and informs. If you have any queries relating to how to use our brand guidelines or would like to request versions of our logos or approved imagery, please email the marketing department who will be pleased to help:

[marcommsinbox@theimi.org.uk](mailto:marcommsinbox@theimi.org.uk)

### IMI Logo

From 2021, this logo – which pays homage to the IMI's formation – is the only logo that should be used.

There are three variants of the Milestone Logo: Stacked, Linear and Monogram.

Where space permits the Linear version (with strapline) should be the primary choice but the Stacked version should always be considered and applied if design warrants.

The monogram should only be used as an endorsement on badges, certificates or items of merchandise.

Linear version



Stacked version



Monogram



Minimum size



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

Minimum size



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

Minimum size



*The minimum size of the monogram is 10mm in width*

### Logo Application

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



Never rotate the logo



Never distort the logo



Never use the logo in colours outside the palette



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  
APPROVED CENTRE

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

## Using the IMI Logo

The Milestone logo can be positioned in any corner but ideally top left. 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.

Monogram version appears on continuation sheet only.

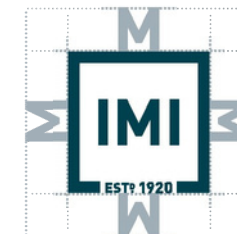
Clear space  
(Linear version)



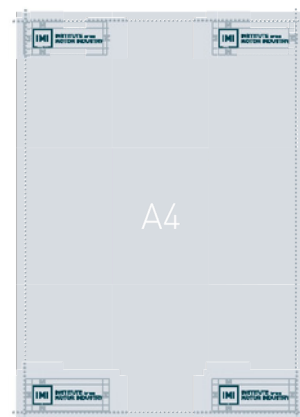
Clear space  
(Stacked version)



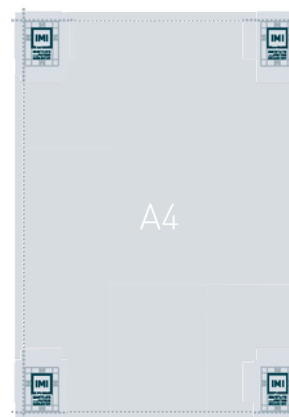
Clear space  
(Monogram)



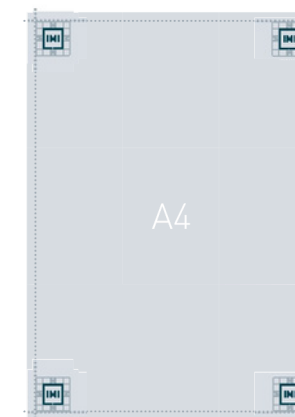
Positioning  
(Linear version)



Positioning  
(Stacked version)



Positioning  
(Monogram)



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

## Using the IMI 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



Whiteout



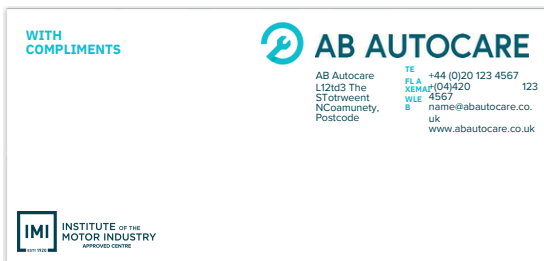
Mono



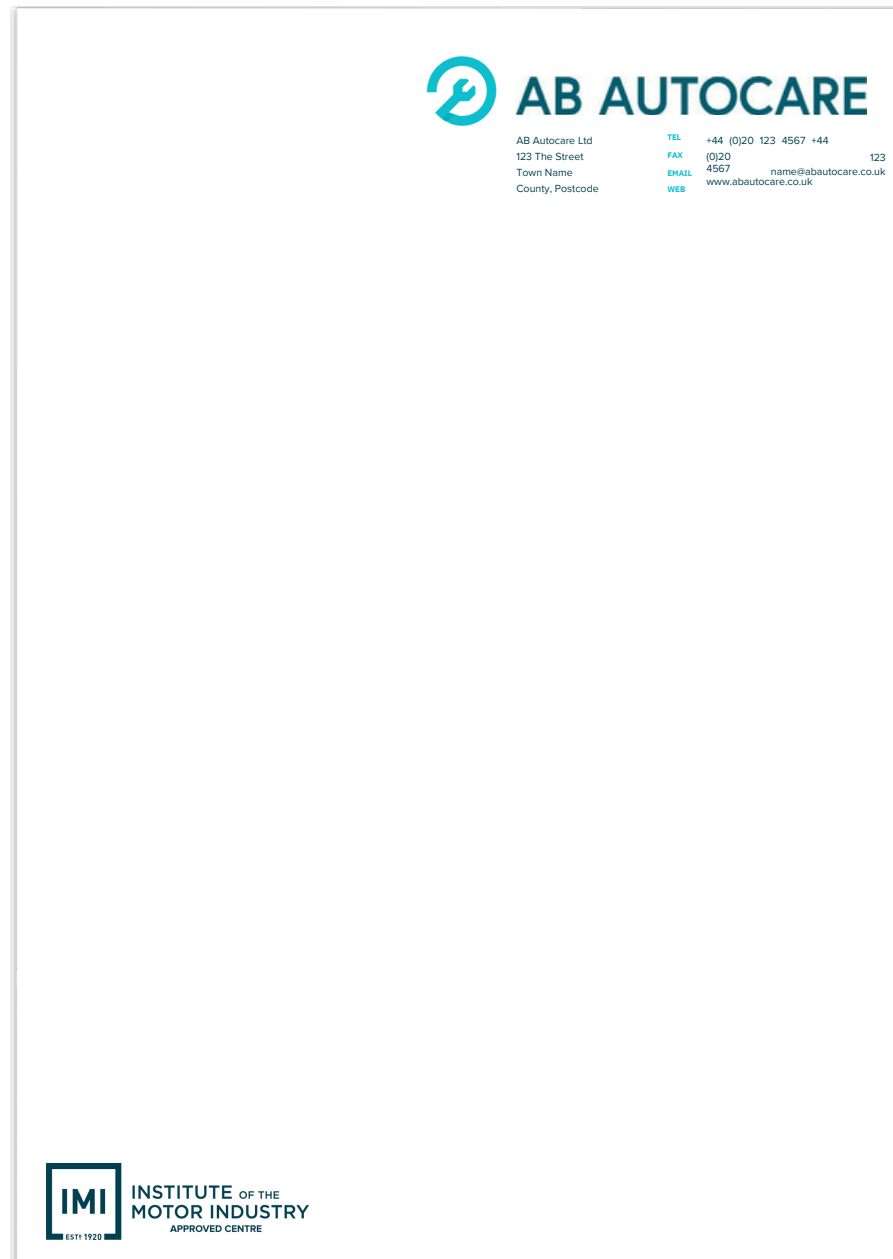
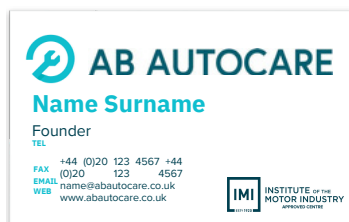
## Displaying your credentials

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.

### Compliment Slip



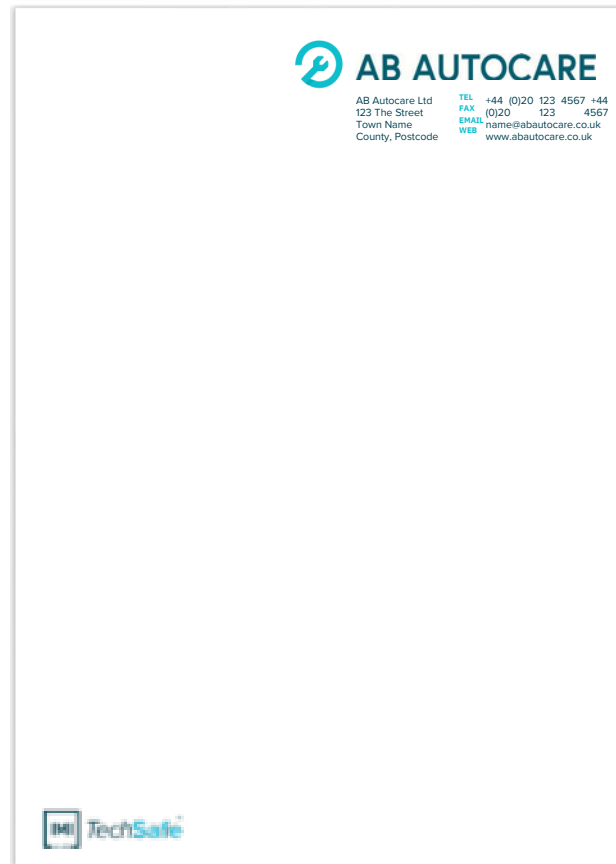
### Business Card



## 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.

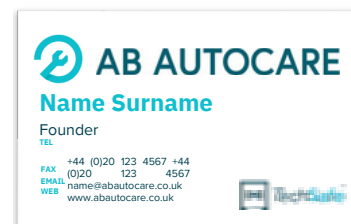
### Letterhead



### 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

### IMI Hashtags

A collection of hashtags have been created to use across all social platforms and relevant media to help categorize and track content.

# #IMICommunity

# #MoreToMotor

# #ProudToBeIMI

## Our Contacts

For any questions relating to the guidelines, please contact the marketing department.

[marcommsinbox@theimi.org.uk](mailto:marcommsinbox@theimi.org.uk)