

Brand Guidelines



Brand Guidelines

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This guide is intended for anyone producing communications for **IMA Europe**, and outlines the different elements that make up our corporate identity.

The purpose is to ensure that all our work embodies the **IMA Europe** brand attributes, expresses them consistently, and helps to build an awareness of the brand.

Although some rules are fixed, the guidelines are not intended to be limiting, and there is plenty of scope for creative expression. The aim is to create an image that reflects **IMA Europe**, an organisation that is professional, modern and forward looking.

1.1 Corporate Mark / Master logo



The corporate mark consists of 11 stars and the **IMA Europe** typeface. The **IMA Europe** typeface is a combination of bold and light, using a typeface called Frutiger. Each individual letter has been arranged accordingly to create a master logo. The corporate mark will allow reproduction down to a minimum

width of 15mm. The corporate mark has no maximum width, as long as it's positioned horizontally and scaled up or down proportionally.

1.1 Corporate Mark / Logo structure

fig. 1

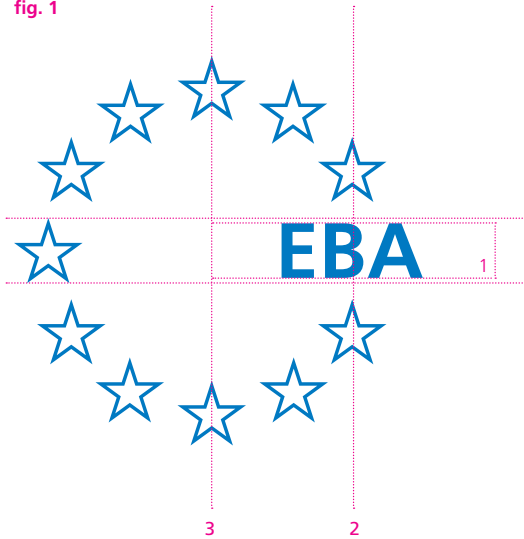
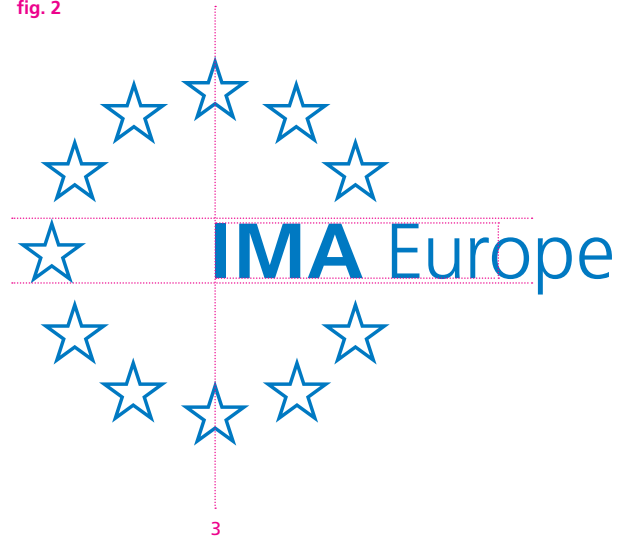


fig. 2



When the abbreviated text element (seen in fig.1 as 'EBA') is within the constraints of box 1 then it should be centred horizontally with line 2.

When the abbreviated text element is larger than box 1 then it should be left aligned to line 3 as seen in fig.2.

Lines 2 and 3 are both aligned through the centre of the respective stars.

1.2 Corporate Mark / Section logos



1.2 Corporate Mark / Section logos



1.2 Corporate Mark / Section logos



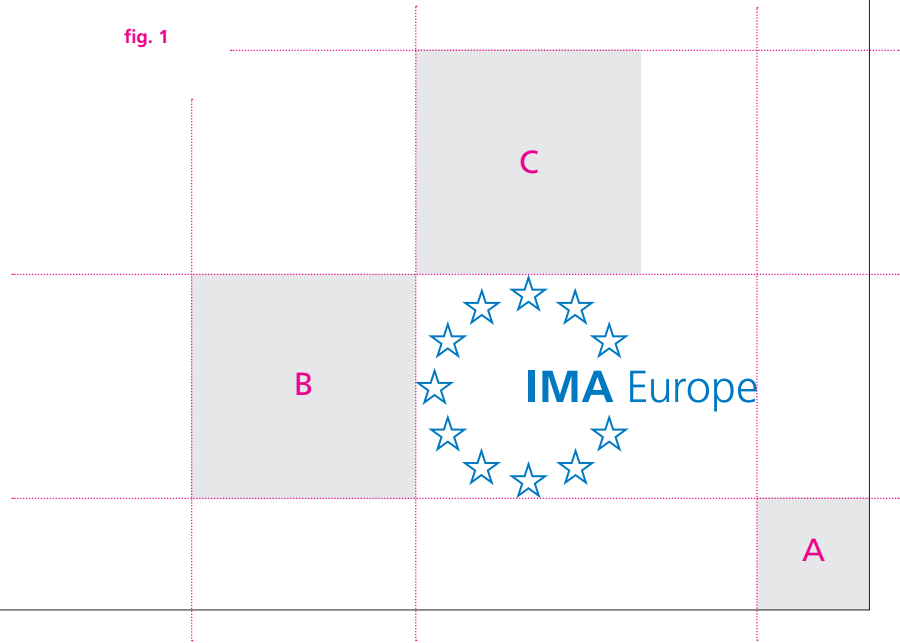
1.2 Corporate Mark / Section logos



1.2 Corporate Mark / Section logos



1.3 Corporate Mark / Protection Zone



The preferred position for the corporate mark is at the bottom of the page (fig.1) or sitting within a blue band (fig.2 - next page).

The protection zone to the left (B) and to the top (C) of the logo is the distance from the top to the bottom of the group of stars.

Figure 1

The protection zone around the corporate mark is an equal distance from the bottom and the right edge of a page (A).

1.3 Corporate Mark / Protection Zone

fig. 1

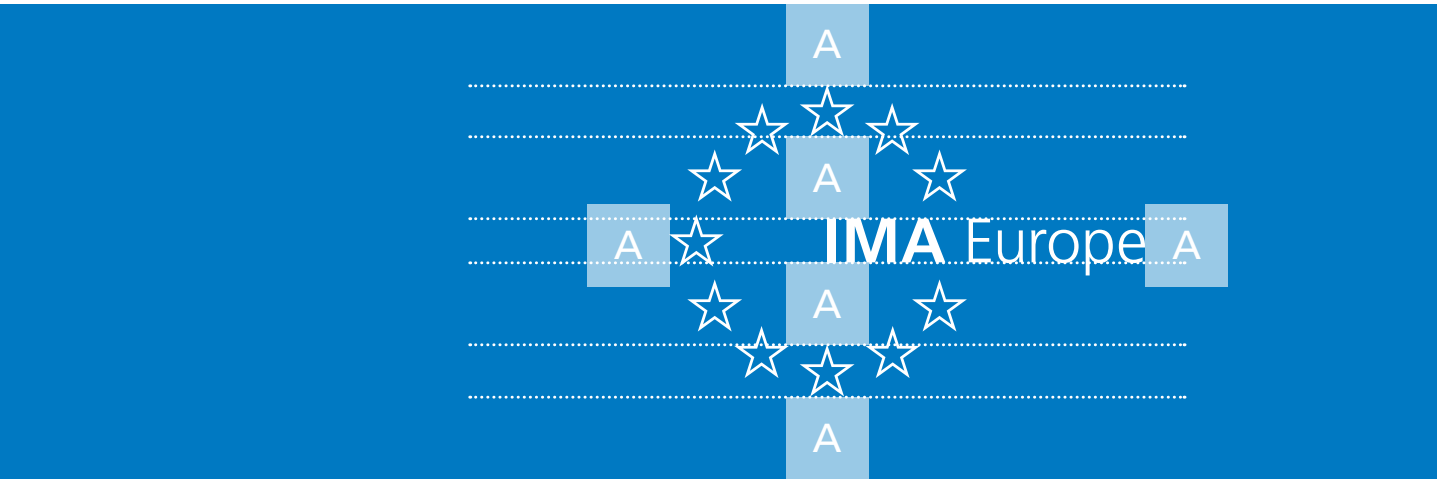


Figure 1

When the corporate mark sits within the blue band it needs to sit with a minimum protection zone.

The distance from the top and bottom of the logo needs to be no less than measurement (A).

1.4 Corporate Mark / 1 Colour

fig. 1



fig. 2



Figure 1

1-colour version for use on a white background.

Pantone Blue 300
C:100 M:44 Y:0 K:0
R:0 G:121 B:193

Figure 2

1-colour version for use on a blue background.

Pantone Blue 300
C:100 M:44 Y:0 K:0
R:0 G:121 B:193

1.5 Corporate Mark / Mono colour

fig. 1



fig. 2



Figure 1

Mono colour version for use on a white background.

Figure 2

Mono colour version for use on a black background.

1.6 Corporate Mark / Incorrect usage

fig. 1

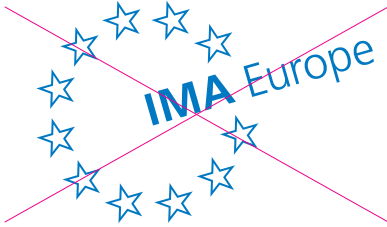


fig. 2

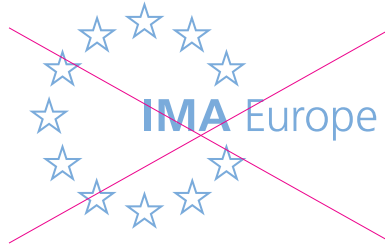


fig. 3



fig. 4



fig. 5



fig. 6



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ulput lor irilit iriusto odigna autpat nonulla

How not to do it

The corporate mark only appears in the versions specified earlier. The examples above are incorrect.

Figure 1

The logos should never be placed on an angle.

Figure 2

The logos should never appear as a tint of the solid blue.

Figure 3

The logos should never appear in a different colour.

Figure 4

The text which sits inside the stars should never be moved.

Figure 5

The stars should never be solid blue.

Figure 6

Text should never sit inside the protection zone.

1.6 Corporate Mark / Incorrect usage

fig. 7



fig. 8

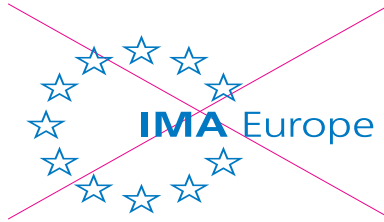
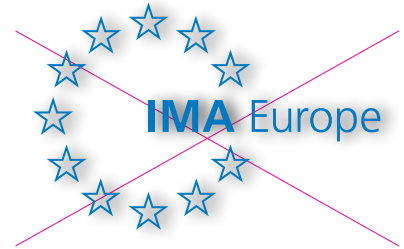


fig. 9



How not to do it

The corporate mark only appears in the versions specified earlier. The examples above are incorrect.

Figure 7

The logos should never appear as solid blue when being used on images.

Figure 8

The logos should never be distorted.

Figure 9

Drop shadows should never be applied to the logos.

2.1 Type / Primary Typeface

Marketing and print applications should use:

Frutiger LT Std font family

Frutiger LT Std 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890"β?!(,.)"

Stationary and correspondence should use:

Arial

Frutiger LT Std 55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890"β?!(,.)"

Web application:

Arial

Frutiger LT Std 65 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890"β?!(,.)"

When Frutiger is not available Arial is acceptable as a substitute.

2.2 Type / Secondary Typeface

Marketing and print applications should use:

Frutiger LT Std font family

Frutiger LT Std 46 Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890"B?!(,.)"

Stationary and correspondence should use:

Arial

Frutiger LT Std 56 Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890"B?!(,.)"

Web application:

Arial

Frutiger LT Std 66 Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890"B?!(,.)"

When Frutiger is not available Arial is acceptable as a substitute.

Frutiger LT Std 75 Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890"B?!(,.)"



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