



INSTITUTE OF THE
MOTOR INDUSTRY



INSTITUTE
OF THE MOTOR
INDUSTRY

GUIDELINES LOGO FORMATS

There are three variants of our logo: Linear (Top) Stacked (Bottom Left) and monogram (Bottom Right).

Where space allows the linear version should be used, 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.

GUIDELINES WHITE LOGOS

The white-out versions of the logos should be used when on a colour background or on a background image (when appropriate). The general rule is to always ensure the logo has a sensible level of contrast and is legible when applied to a background.



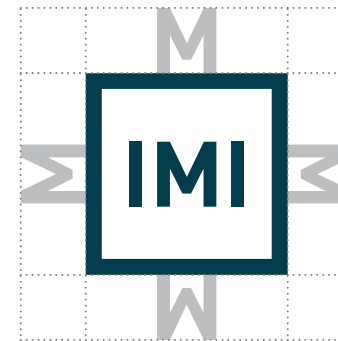
GUIDELINES MINIMUM SPACE

As a guideline there should be a minimum space of one 'M' cap height around the logo (see positioning illustrations left). However this would usually be considerably more where the space allows.

GUIDELINES MINIMUM WIDTH

The minimum width for the logos are:

- Linear - 40mm
- Stacked - 17mm
- Monogram - 6mm



GUIDELINES

LOGO MISUSE

Some examples of how **not** to use the logo!



Don't - Skew the Logo.



Don't - Break up elements, add extra space or interchange elements.



Don't - Isolate the word mark.



Don't - Recolour the Logo.



Don't - Change the fonts.



Don't - Add a dropshadow.



Don't - Place elements over the logo.



Don't - Distort the Logo.



Don't - change elements of the logo.