



I.M3

Brand Guidelines

01 – 11 / Strategy

What does IOM3 stand for & the thinking behind our visual identity.

12 – 26 / Toolkit

A guide to using our visual identity.

14 / Long logo

17 / Other logos

18 / Sizing

20 / Do & Don't

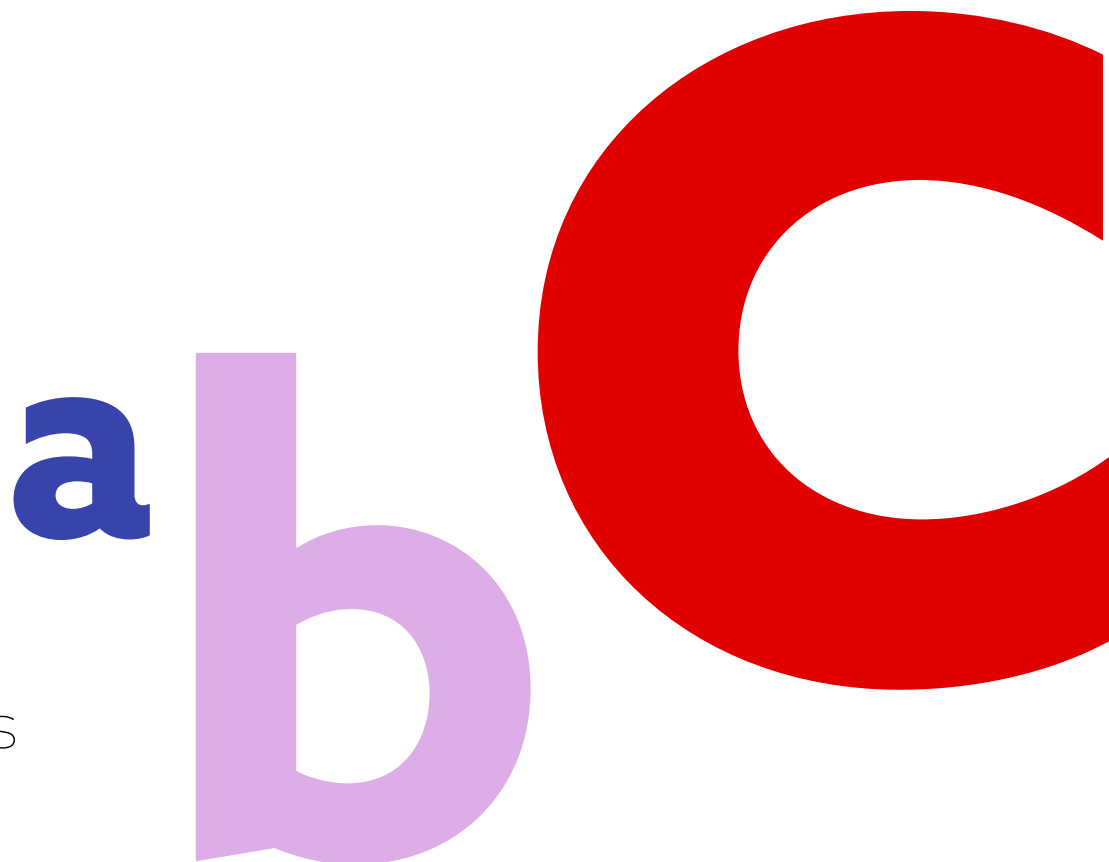
21 / Typeface

22 / Colours

25 / Imagery

28 / Gallery

Best practice applications of our visual identity.



Contents

I.M3

Strategy

1


We are the Institute of Materials, Minerals and Mining (IOM3), a major UK science and engineering institution whose activities promote and develop all aspects of the materials cycle, from exploration and extraction, through characterisation, processing and application, to product recycling and reuse.

We support professionals in materials, minerals and mining to become heroes of the transition to a low-carbon, resource efficient society, not villains. We seek to be the best professional membership body we can be by providing modern, flexible services, quality technical content and value for money.



Our strapline is...

The global network for the materials cycle.



Proposition

3

**Forward
looking.**



I.M3

**Stepped in
history.**

Mindful.

I.M3



Dynamic.

Innovative.



I.M3

**Environmentally
conscious.**





Inclusive.

I.M3



Global.

**Leading the
change.**



I.M3

**Valuing
the past.**



Learned.



I.M3




Passionate.



An authority.

I.M3



A supporter.

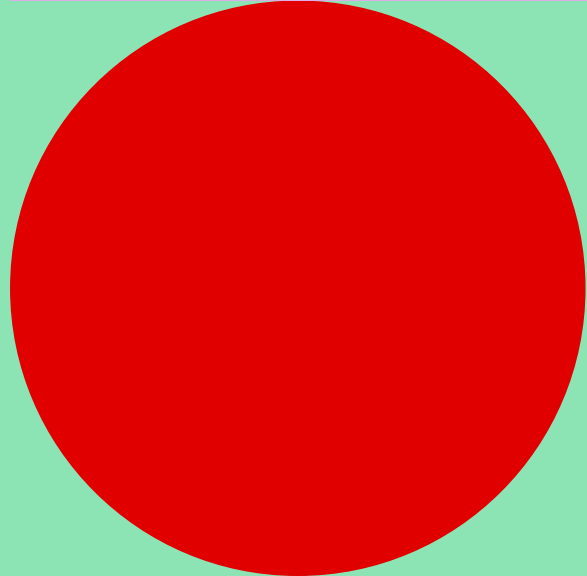
To all
materials cycle
disciplines...

I.M3



we are home.

I.M3

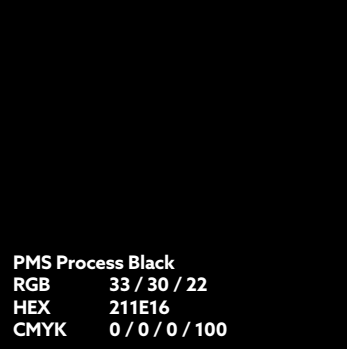


Toolkit

12



IOM3



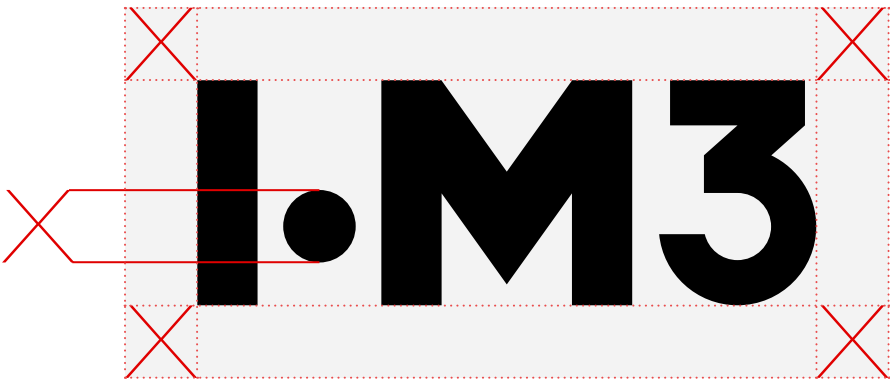
PMS Process Black
RGB 33 / 30 / 22
HEX 211E16
CMYK 0 / 0 / 0 / 100

Strong, simple & striking.

Embodying the forward looking nature of IOM3, our lettermark is the cornerstone to our visual identity.

Remember our lettermark should always be present, and the most important element in any communication. It must be clearly visible wherever it is used and must never be redrawn or modified.

There are rules for its application but it is a flexible system that allows freedom and diversity. The exclusion zone (indicated by the box) is the minimum area around the lettermark that must remain clear of typography or other graphic devices. Ultimately, clear space increases our visibility and impression on the audience.



Lettermark

Lettermark - internal design preference.

I.M3

Long - primary option.

I.M3 Institute of Materials,
Minerals & Mining

Stacked - secondary option.

I.M3
Institute of Materials,
Minerals & Mining

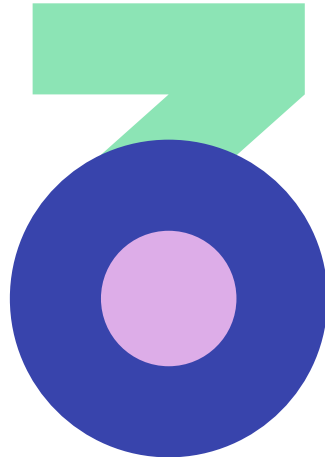
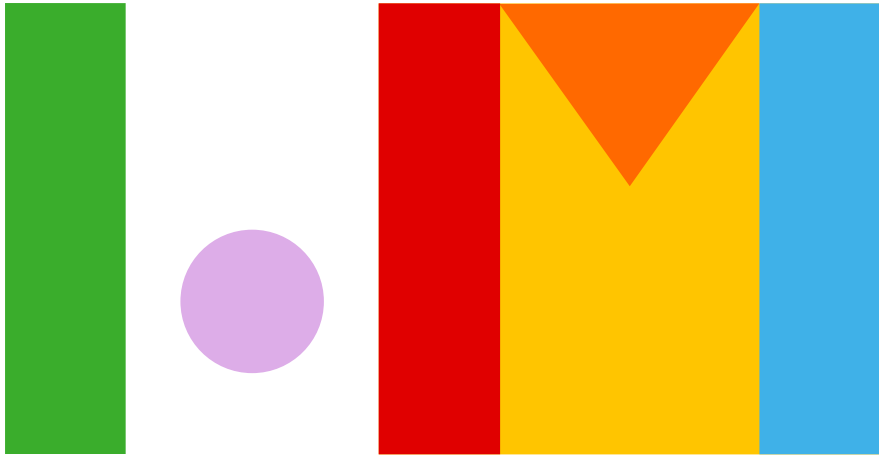
Confident, bold & dynamic.

To convey its message quickly we aim to use our lettermark alone and therefore, kept simple, versatile, and memorable. We do acknowledge that this will not always be appropriate, so we have created two logos where the lettermark has been supported by our full name.

These logos should be used if it is not obvious the communication is coming from us, if reference to IOM3 written out in full is not present within the communication or when the logo is featured in a line up of logos.

The long logo should be used as standard for third parties. The stacked option should only be used in exceptional circumstances where the long logo is too wide.

Long logo



How IOM3 was built.

Our lettermark plays on the idea of different shapes coming together to build IOM3. This represents the mergers of diverse bodies, and the eclectic mix of people and ideas, which have come together to form the Institute we know today. The various shapes make reference to the fact that our differences can become our strengths when we work together towards a common goal.

The use of thick straight lines conveys a feeling of strength and stability. These are juxtaposed with the circles which convey support and inclusivity. The o, representing of, has been downplayed to a small circle which hovers in line with the circle at the centre of the 3. The circle is also a link to the sphere in our old logo and a nod to IOM3's global aspect.

This schematic shows how the logo is built from various shapes. It is not intended for use as a logo.



Our building blocks.

The shapes which make up our logo can be used as design devices. When used with our lettermark, we create a visual language that is instantly IOM3.

Don't feel you have to use these in every design. They are a tool to make the communication more clear, not to distract from the main message. Play with scale, form and colour. Use them to hold information, an image or to add movement to a design.

There is great potential for endless compositions, so get creative and experiment. **Celebrate our variety as an Institute.**

Our Institute is vast.

To streamline our visual identity, we have created a logo system. Subsidiary logos have been divided into 4 categories, each being allocated a shape, which then becomes part of their individual logos. The logo framework is our lettermark reversed out of one of our 4 brand shapes, followed by* a word or abbreviation, which should always match the height of the lettermark. *above for technical communities.

Technical Community Logo example below.

Technical Community

I.M3

Networking Community Logo example below.

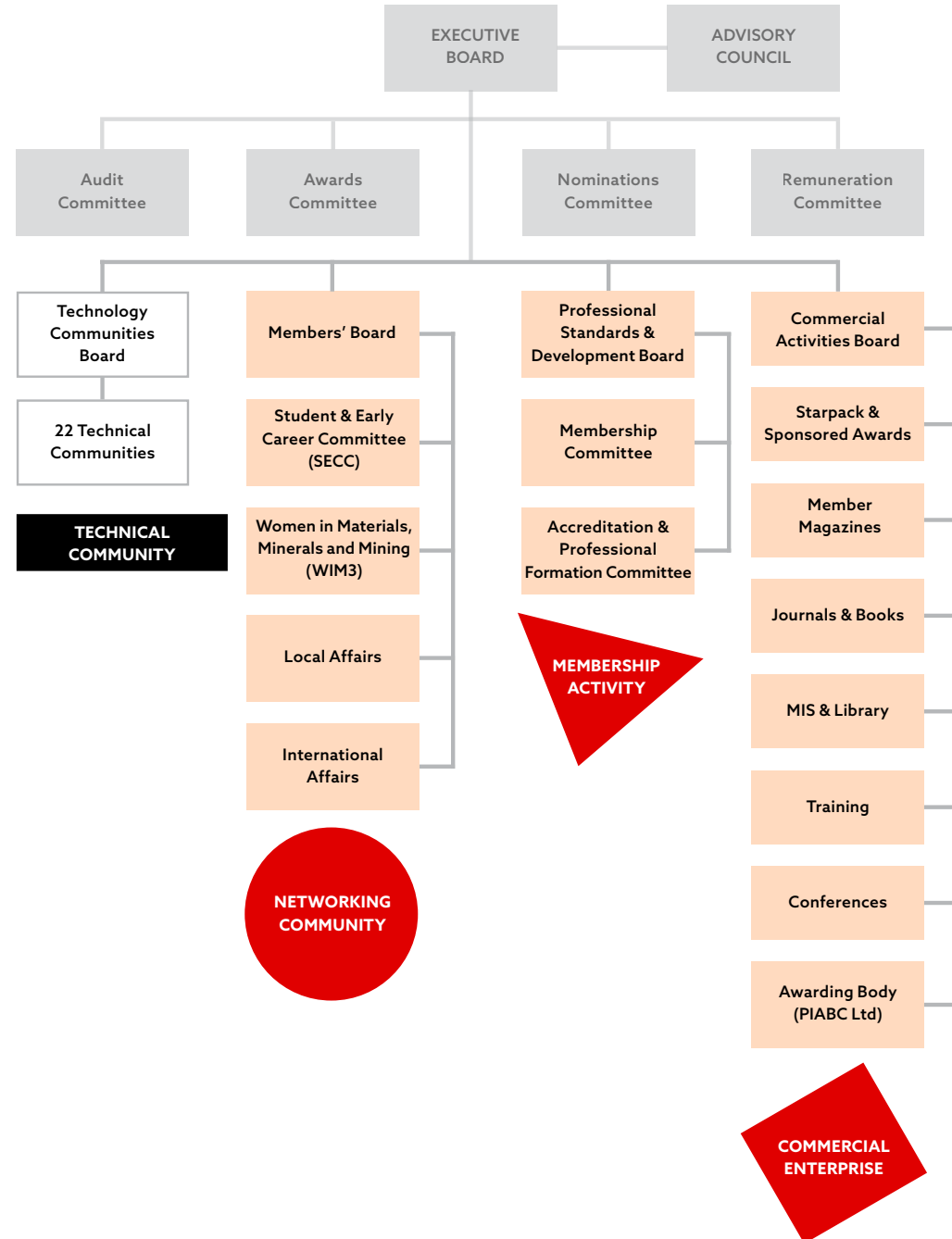
I.M3 WIM3

Membership Activity Logo example below.

I.M3 Awards

Commercial Enterprise Logo example below.

I.M3 Events



Other logos 17

min
10mm
55px

I.M3

min
10mm
55px

I.M3 Institute of Materials,
Minerals & Mining

min
15mm
70px

I.M3 Abbreviation

I.M3 Name

I.M3 Name

Technical
Community

I.M3

We want to be seen.

Our minimum size guide makes sure our logo is always readable and recognisable.

Minimum size rule for print:

Not to be used below 10mm high / 15mm for Subsidiary logos.

Minimum size rule for screen and web:

Not to be used below 55 pixels high / 70 px for Subsidiary logos.

Image file formats are also important, so that quality is high and our logo is **never pixelated**. Below are recommendations of file types for specific formats:

- Animated logos: .svg or .png format
- Original files or vector files: .ai or .eps (recommended as they can be scaled to any size without loss of high resolution)
- Digital usage as in a PowerPoint or Keynote: .png (which allows transparency) or .jpg
- Print: .ai, .eps or .tif

Composites Group
I·M3

Elastomer Group
I·M3

Materials Processing & Manufacturing Group
I·M3

Surface Technologies Group
I·M3

Surface Technologies Corrosion Subgroup
I·M3

Iron & Steel Group
I·M3

Mining Technology Group
I·M3

Mining Technology Sustainable Development Subgroup
I·M3

Mining Technology Ground Engineering Subgroup
I·M3

Non-Ferrous & Light Metals Group
I·M3

Defence, Safety & Security Group
I·M3

Energy Materials Group
I·M3

Polymer Group
I·M3

Energy Transition Group
I·M3

Packaging Group
I·M3

Mineral Processing & Extractive Metallurgy Group
I·M3

Ceramics Group
I·M3

Ceramics Clay Technology Subgroup
I·M3

Construction Materials Group
I·M3

Materials Characterisation & Properties Group
I·M3

Biomedical Applications Group
I·M3

Adhesion & Adhesives Group
I·M3

Joining Technologies Group
I·M3

Joining Technologies Adhesion & Adhesives Subgroup
I·M3

Natural Materials Group
I·M3

Applied Earth Science Group
I·M3

Sustainable Development Group
I·M3

Sustainable Development Resources Strategy Subgroup
I·M3

Wood Technology Group
I·M3

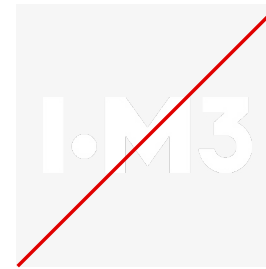
Our Technical Communities.

The colour wheel has been spread between all of our technical communities so that no two are similar, ensuring every community cluster has a distinct and recognisable colour.

Where a technical community has its own historic logo, its new colour will be taken from that logo to keep the link to its heritage.

However, in community clusters, the communities take the same colour as the 'main theme'. Ceramics, Functional Materials, Materials Science & Technology, Polymers and Surface Engineering all have communities which sit under a 'main theme' and so share a colour. This allows the viewer to see the links between communities, encouraging interaction and exploration.

Each community has also been given a new identifying image which is abstract in nature to draw the viewer in and spark interest to find out more.



Using our lettermark.

Our visual identity is very flexible to allow us to communicate to and about the wide breadth of our Institute. However, to make sure our lettermark is always used to it's full potential we have a few rules.

Our lettermark should be used in either black (when on a light colour or image) or reversed white-out (when on a dark colour or image). There may be occasions where, for practical or aesthetic reasons, the logo needs to be produced in an alternative colour. This will be at the IOM3 design teams discretion.

There should always be significant contrast between the logo and the background. When using the logo on photographic backgrounds, ensure it is positioned where it is clearly visible and on an area which is free from detail.

Do & Don't

Azo Sans

Azo Sans

Azo Sans

Azo Sans

Azo Sans

We only use one font. Azo Sans.

Azo Sans has 12 weights, so please use whichever best communicates the message.

Azo Sans features a geometric skeleton combined with more humanist features that make it feel warmer and friendlier.

In our long logo, subsidiary logos, and for titles and headings we always use an ampersand.

Typeface

| | |
|--|--|
| | Secondary dark grey RGB 41, 41, 41 HEX #292929 CMYK 0, 0, 0, 84 PMS Black 6 |
| Secondary light blue RGB 63, 177, 232 HEX #3FB1E8 CMYK 62, 10, 0, 0 PMS 298 | Secondary grey RGB 181, 183, 185 HEX #B5B7B9 CMYK 29, 21, 21, 2 PMS Cool grey 4 |
| | |
| Secondary yellow RGB 225, 197, 0 HEX #FFC500 CMYK 3, 18, 100, 0 PMS 109 | Secondary orange RGB 255, 105, 0 HEX #FF6900 CMYK 0, 62, 100, 0 PMS 1505 |
| | |
| Secondary dark blue RGB 56, 68, 172 HEX #3844AC CMYK 84, 74, 0, 0 PMS Reflex Blue 072 | Secondary mint RGB 140, 228, 181 HEX #8CE4B5 CMYK 43, 0, 38, 0 PMS 351 |
| | |
| Secondary lilac RGB 221, 173, 231 HEX #DDADE7 CMYK 17, 34, 0, 0 PMS 2562 | Secondary green RGB 58, 173, 44 HEX #3AAD2C CMYK 71, 0, 100, 0 PMS 361 |



Colour speaks volumes.

Being an expression of our identity, they evoke emotions – feelings of warmth, security, excitement, curiosity or home. Emotions drive decisions. Consistent use of colour provides a common link between departments.

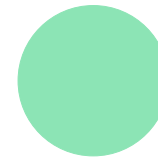
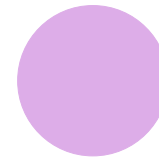
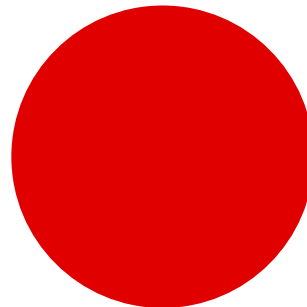
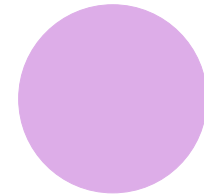
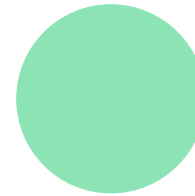
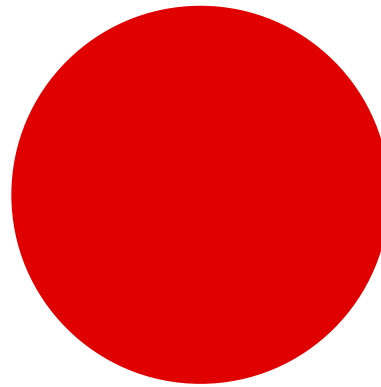
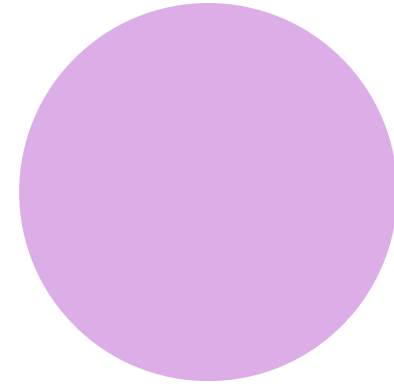
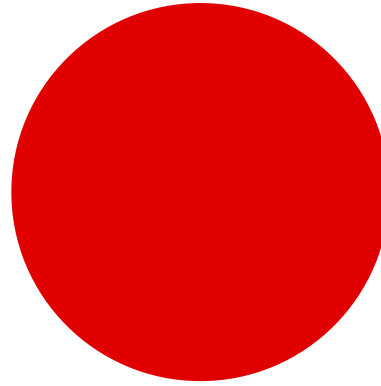
Primary colours help quickly identify a brand. This is the core colour. Secondary colours highlight and complement the primary colour.

Primary, then secondary.

Our primary red should always be present on communications in some way. Our secondary colours can be used as accent colours if needed, but only ever use a maximum of three secondary colours with the primary red.

We're all for creativity, but please use this guide to strengthen our visual identity. The balance of colour should always favour our primary red.

Use different tints, tones and shades of the primary and secondary colours to stay true to the visual identity while providing diversity.



Our red is great.

Use it with maximum impact.

To help strengthen IOM3 brand recognition, maintain balance and unity in design and deliver visually cohesive communication the following options can be applied:

- Typography can be red
(secondary colours at designers discretion)
- Images can be made monochrome red
(secondary colours at designers discretion)
- Whole pages can be flooded red
(secondary colours at designers discretion)

*With brand red behind the image
choose Luminosity found under
Effects > Transparency in InDesign.*



IOM3 red



Micro and macro.

Representing how IOM3 can be both the leader and supporter of our diverse membership, we use a diverse range of imagery. IOM3 sees the bigger picture, whilst also caring about how our members sit within it as individuals.

Our people imagery should always be as natural as possible and get technical imagery checked for accuracy if needed. Our detail and patterned imagery should draw the viewer in and create intrigue.

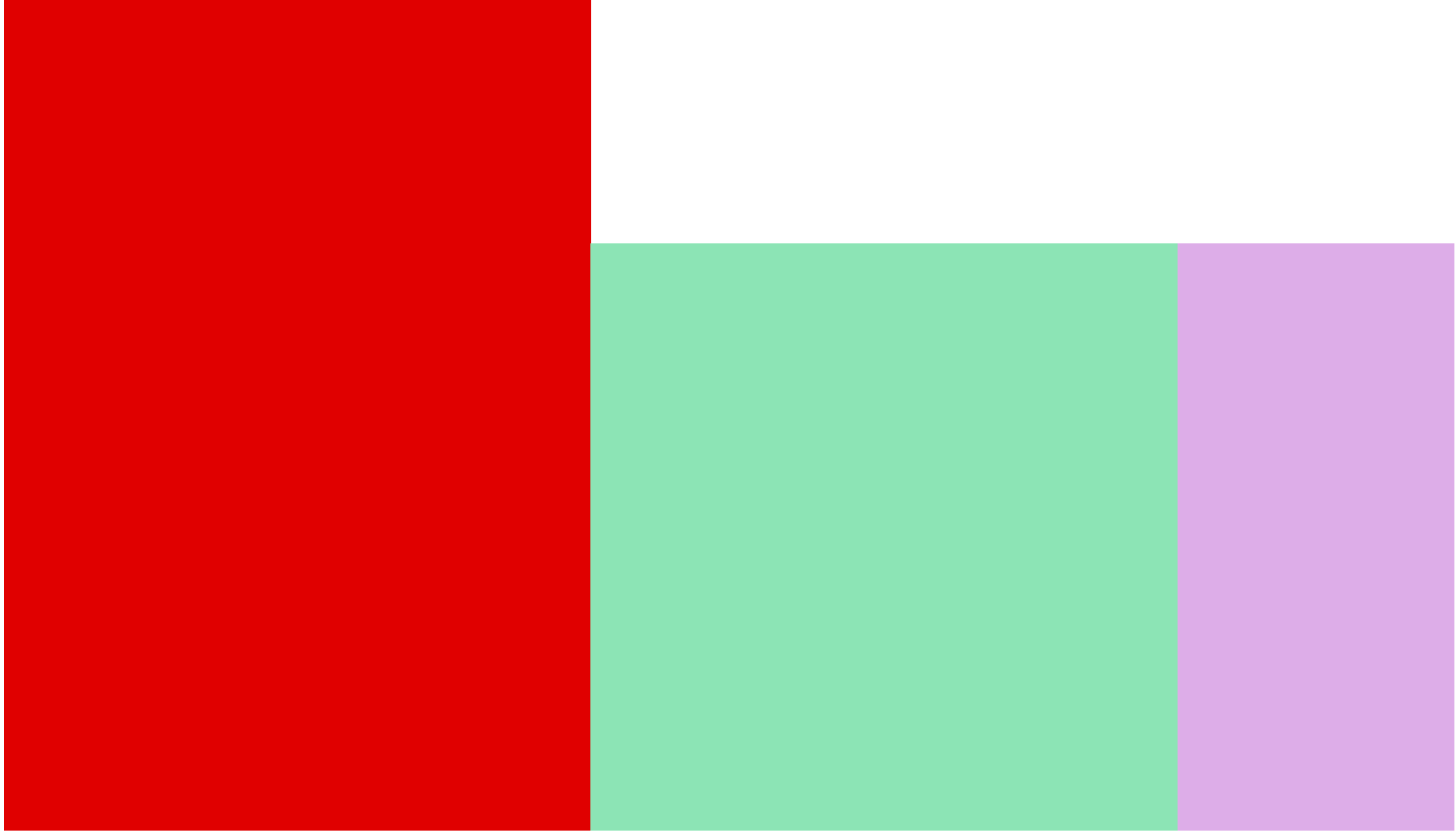
When used together they should complement each other and reinforce whatever communication is being made.

Imagery

Space is needed.

Negative space – or white space – is the area of the layout that is left empty. It doesn't take away, it adds.

One clear message makes more impact than many, all vying for attention. Achieving clear communication demands clarity and the confidence to believe that **less is more.**



We use 3 page sizes for print.

1 / A4. 2 / 210mm square. 3 / DL.

Format

I.M3



Gallery

28

Business cards.

Each team member will get a different colour to shape combination on their card, celebrating our individuality and personal skill set.



Kim Bowden
HEAD OF IT

+44(0)20 7451 7365
kim.bowden@iom3.org
www.iom3.org

Institute of Materials, Minerals & Mining
Shelton House, 12 Stoke Road,
Stoke-on-Trent ST4 2DR



Dr Colin Church
CEnv FIMMM
CHIEF EXECUTIVE

+44(0)20 7451 7365 | +44(0)7957 686416
colin.church@iom3.org | @DrColinChurch
www.iom3.org

Institute of Materials, Minerals & Mining
297 Euston Road, London NW1 3AD



Dr Diane Aston
HEAD OF EDUCATION &
PROFESSIONAL DEVELOPMENT

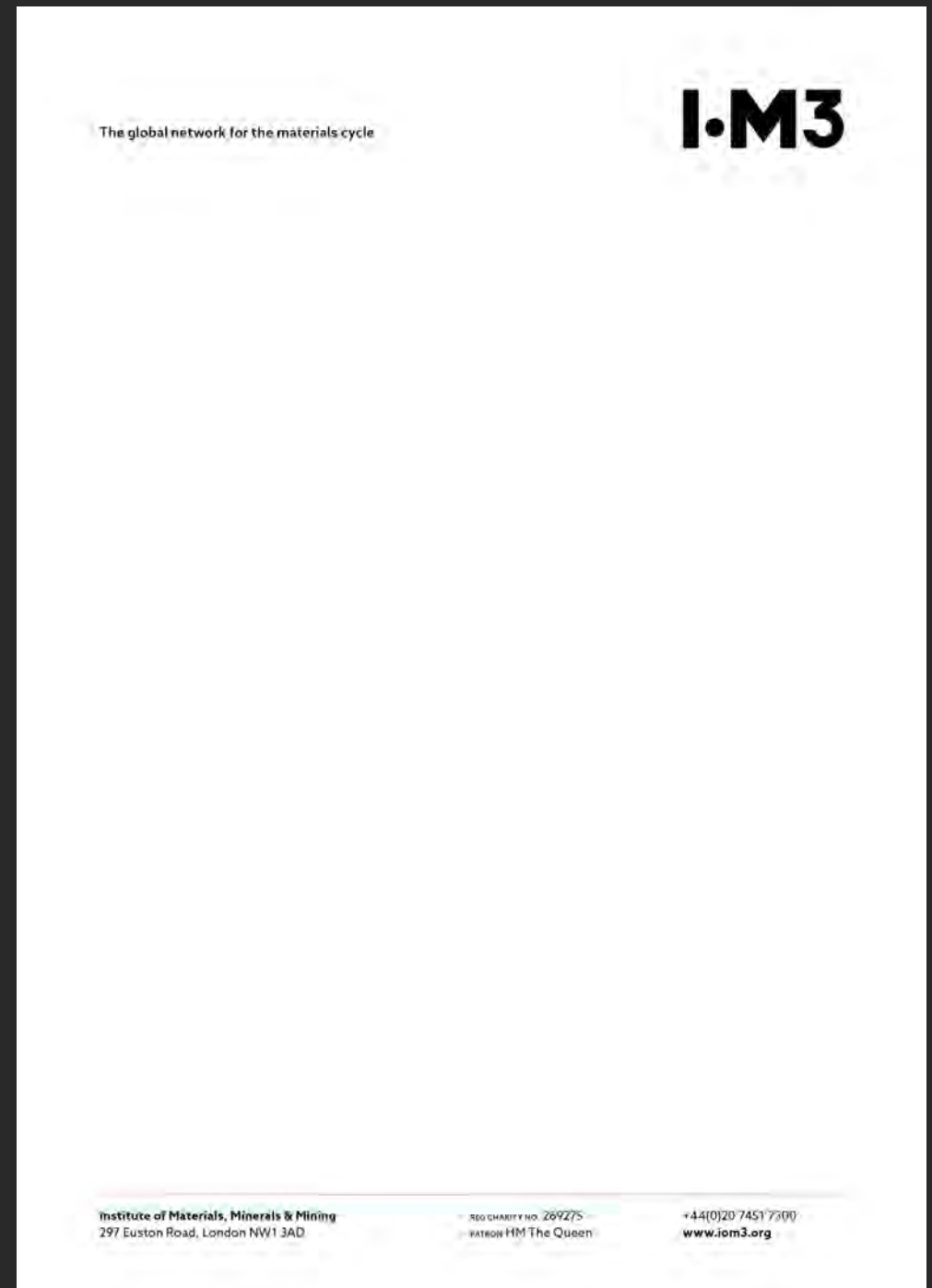
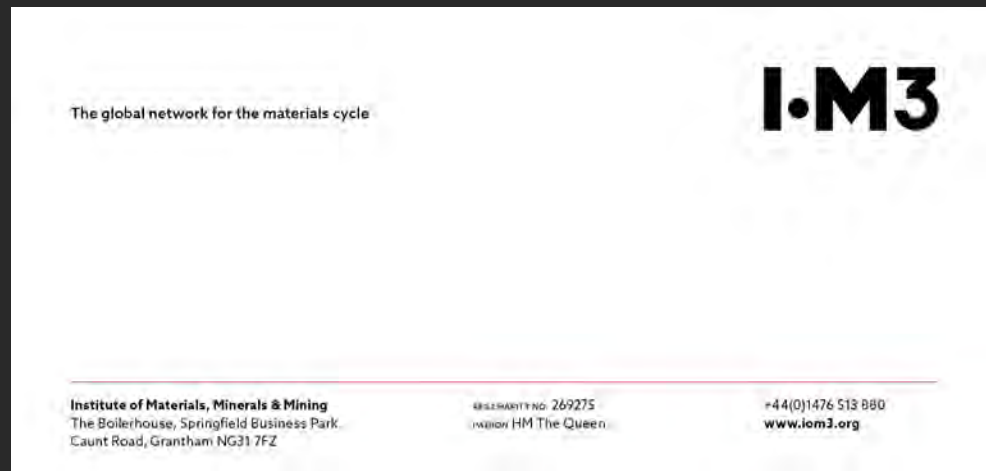
+44(0)1476 513 882
diane.aston@iom3.org
www.iom3.org

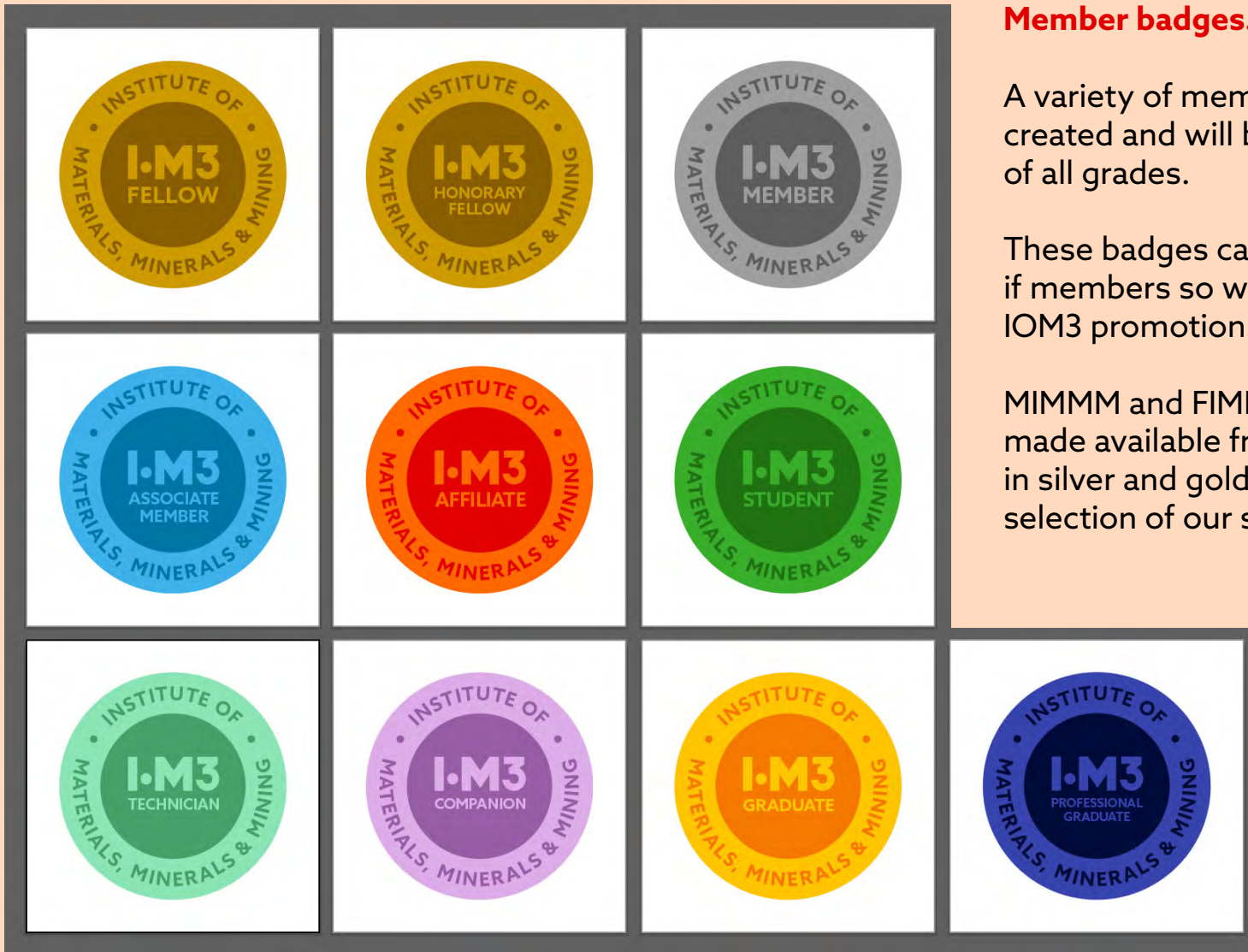
Institute of Materials, Minerals & Mining
The Boilerhouse, Springfield Business Park,
Caunt Road, Grantham NG31 7FZ



Letterhead & comp slip.

Clean, modern design which maximises our lettermark and highlights our strapline and brand red in a subtle way.





Member badges.

A variety of membership badges have been created and will be made available for members of all grades.

These badges can be added to email signatures, if members so wish, giving them status and IOM3 promotion.

MIMMM and FIMMM will also have physical badges made available from the Membership department, in silver and gold. The other member grades use a selection of our secondary colours.

Email signature.

Our email signature features a white IOM3 lettermark in a dark grey box, which sits next to the relevant information. This box links directly to the IOM3 website.

The IOM3 box can be replaced with a membership badge if appropriate.

The email banner is our brand rectangle shape, with social media links below this, each inside a brand circle shape.



Joe Rampley
Graphic Designer
The Institute of Materials, Minerals & Mining
297 Euston Road, London NW1 3AD
020 7451 7349 | www.iom3.org



Certificates.

The watermark background is made up of our brand shapes in different formations. This watermark changes for each department / certificate type. The design is bold and simple and brings together all the certificates we present under one 'look' to strengthen our brand recognition.

The white border allows any team member, or certificate recipient, to print a digital certificate off if needed without effecting the design.

The Membership and Awards certificates have the background pre-printed, with the IOM3 lettermark gold foiled. This is to provide extra protection on forgery of the membership certificates and give the Award certificates prestige.



I.M3 PD  Approved

Approved Assessor

This is to certify that
John Smith
has attended a course on the Accreditation of Higher Education Courses and Approval of Industrial Professional Development Schemes, and is licensed to carry out these assessments on behalf of IOM3

From To
2020 **2021 (Medium 18pt)**

Director of Membership
& Professional Standards

The Institute of Materials, Minerals & Mining
Registered Charity No. 269275 | www.iom3.org



I.M3

INCORPORATED BY ROYAL CHARTER TO PROMOTE AND DEVELOP ALL ASPECTS OF THE SCIENCE AND TECHNOLOGY OF MATERIALS, MINERALS AND MINING

In accordance with the Bye-Laws and by Resolution of the Council

Name Here (Medium 24pt)
has been awarded the grade of
Grade Here (Medium 18pt)
of the Institute of Materials, Minerals & Mining

President Chief Executive

Date:

Membership Number:

The Institute of Materials, Minerals & Mining
Registered Charity No. 269275 | www.iom3.org



I.M3 Accredited Programme

Certificate of Accreditation

This is to certify that the following course at
UNIVERSITY OF OXFORD
MEng Materials Science (Medium 18pt)
has been accredited as meeting the academic requirements for
CEng (Medium 18pt)
for the intakes
2019-2024 (Medium 18pt)

Chief Executive

No.



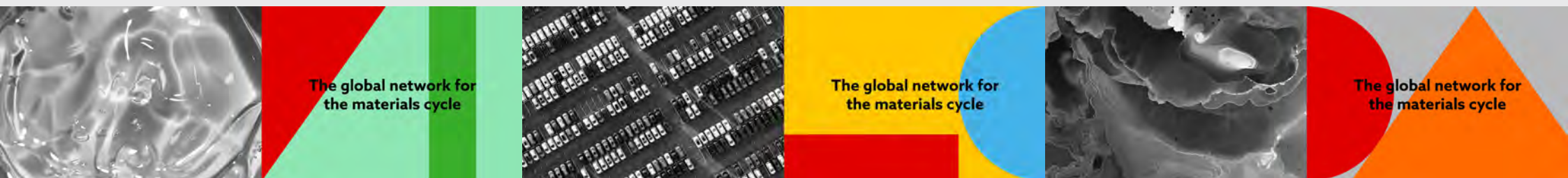
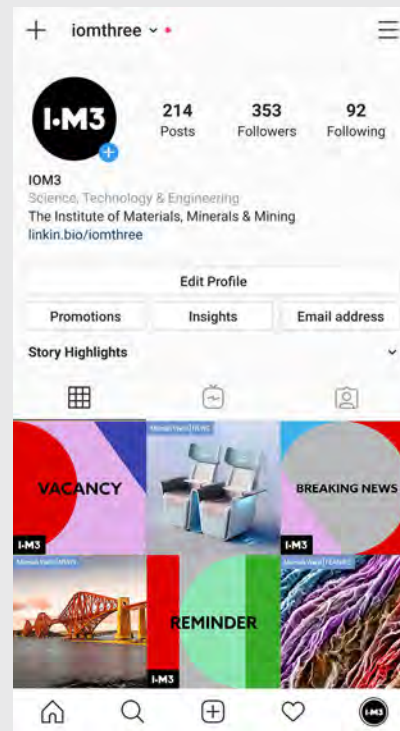
The Institute of Materials, Minerals & Mining
Registered Charity No. 269275 | www.iom3.org

Social media.

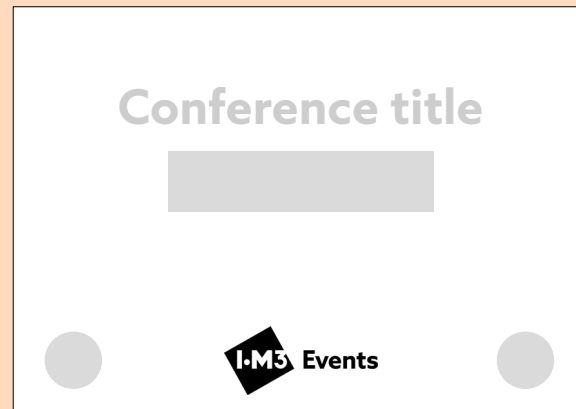
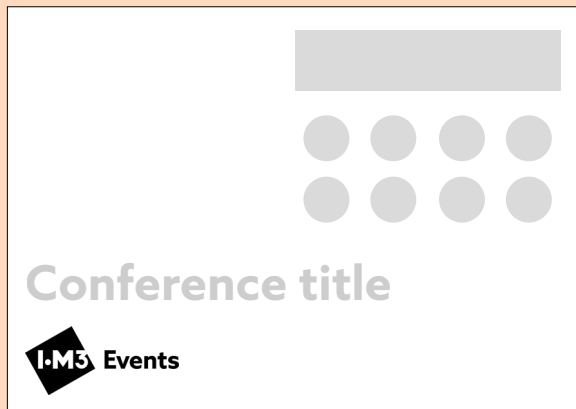
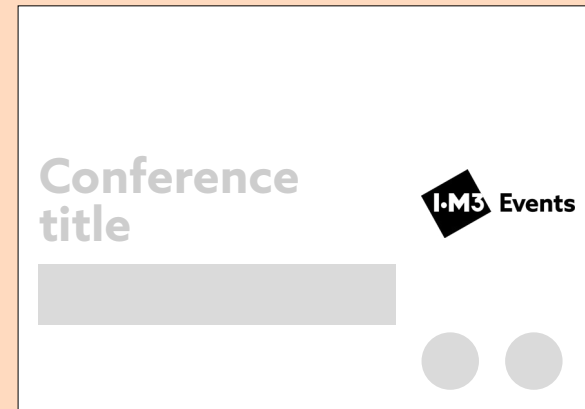
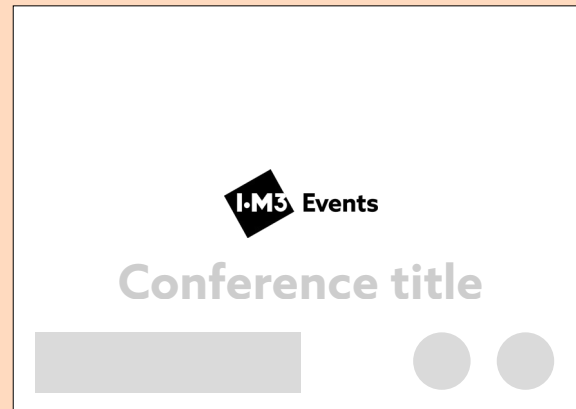
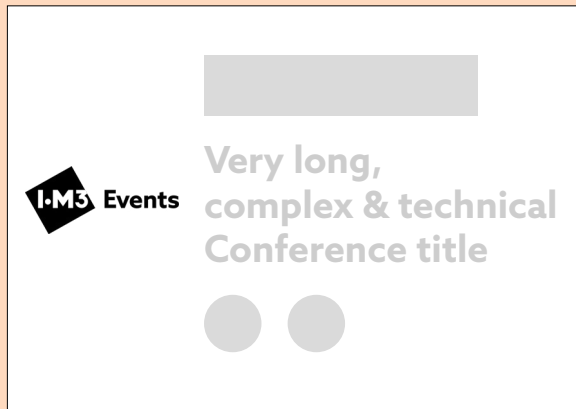
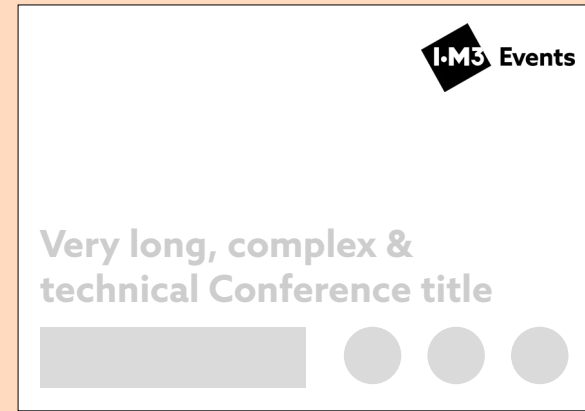
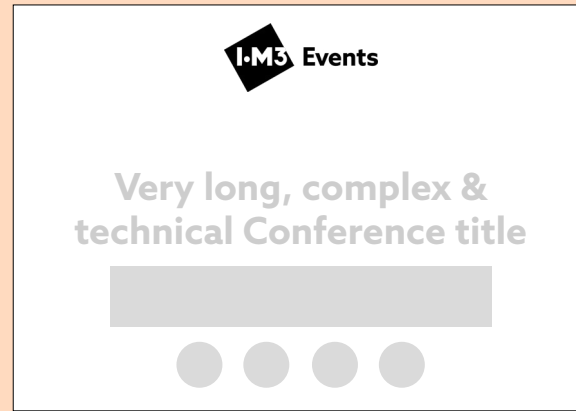
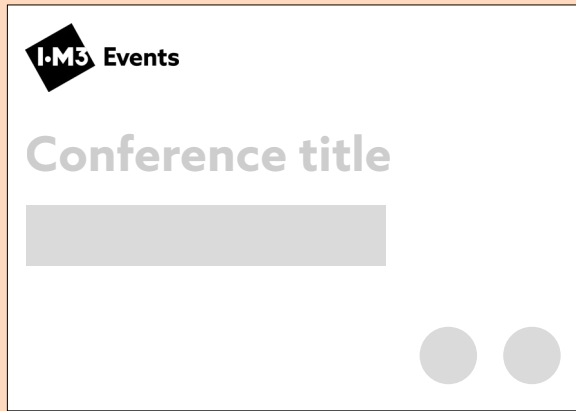
The social media top banner features an image from one of our technical communities. This means we have around 40 top banners which are to be changed every week / 2 weeks to highlight our diversity as an Institute (examples of the social media top banner below).

There is a generic image for every post possible, so that nothing is ever posted without an image (for example: job vacancy, announcement, reminder). All images will be tagged in the bottom left corner with an IOM3 logo in a black box, to further push our logo to our audience, for familiarity.

All top banners and generic announcement images feature our red, in some form, for further brand recognition.



Using our Events template.



Always give the IOM3 Events logo precedence - it should always be the most vital and visible element of our communication. This guide shows the 9 options on its placement.

Once the logo has been placed on the page, have fun! Add full bleed photographs or imagery, play with colour and shape. Conference colours and shapes do not have to conform to our brand assets. Titles and blurb can be placed where appropriate using the standardised sizes.

Technical Community group logo colours.

Composites Group



RGB 241, 197, 44
HEX #F1C52C
CMYK 7, 22, 88, 0

Iron & Steel Group



RGB 231, 51, 47
HEX #E7332F
CMYK 0, 90, 82, 0

Energy Materials Group



RGB 133, 71, 149
HEX #854795
CMYK 53, 81, 0, 0

Mineral Processing & Extractive Metallurgy Group



RGB 117, 143, 201
HEX #758FC9
CMYK 60, 40, 0, 0

Biomedical Applications Group



RGB 35, 164, 143
HEX #23A48F
CMYK 76, 9, 52, 0

Sustainable Development Group



RGB 201, 214, 57
HEX #C9D639
CMYK 29, 0, 87, 0

Elastomer Group



RGB 243, 146, 0
HEX #F39200
CMYK 0, 50, 100, 0

Mining Technology Group



RGB 158, 33, 32
HEX #9E2120
CMYK 37, 100, 99, 9

Polymer Group



RGB 84, 44, 127
HEX #542C7F
CMYK 83, 96, 8, 2

Ceramics Group



RGB 54, 169, 225
HEX #36A9E1
CMYK 70, 15, 0, 0

Adhesion & Adhesives Group



RGB 0, 102, 51
HEX #006633
CMYK 90, 30, 95, 30

Wood Technology Group



RGB 164, 138, 123
HEX #A48A7B
CMYK 40, 45, 50, 5

Materials Processing & Manufacturing Group



RGB 233, 108, 14
HEX #E96C0E
CMYK 3, 67, 99, 0

Non-Ferrous & Light Metals Group



RGB 173, 31, 89
HEX #AD1F59
CMYK 23, 97, 35, 15

Energy Transition Group



RGB 39, 52, 139
HEX #27348B
CMYK 100, 90, 0, 0

Construction Materials Group



RGB 57, 172, 192
HEX #39ACC0
CMYK 70, 10, 24, 0

Natural Materials Group



RGB 64, 120, 54
HEX #407836
CMYK 81, 39, 100, 4

Surface Technologies Group



RGB 236, 102, 88
HEX #EC6658
CMYK 0, 72, 61, 0

Defence, Safety & Security Group



RGB 181, 118, 176
HEX #B576B0
CMYK 33, 62, 0, 0

Packaging Group



RGB 29, 113, 184
HEX #1D71B8
CMYK 85, 50, 0, 0

Materials Characterisation & Properties Group



RGB 41, 118, 124
HEX #29767C
CMYK 80, 32, 44, 18

Applied Earth Science Group

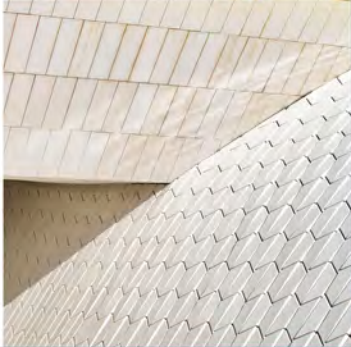


RGB 74, 175, 79
HEX #4AAF4F
CMYK 71, 0, 86, 0



I.M3

I.M3

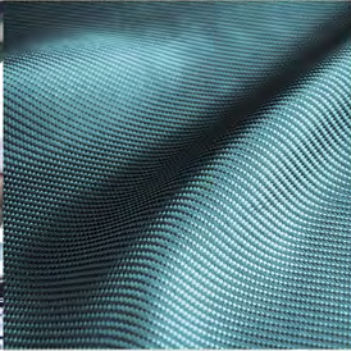


I.M3

I.M3

I.M3

I.M3

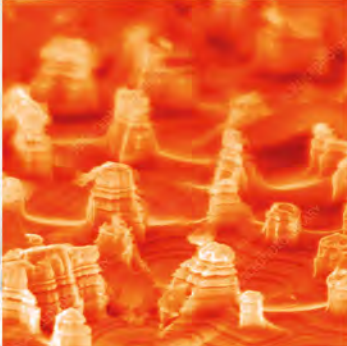


I.M3

I.M3

I.M3

I.M3



I.M3

I.M3

I.M3

Need help?

Please feel free to contact:
lara.collins@iom3.org

Contact