



## Visual identity manual

The Innovative Medicines Initiatives (IMI) visual identity manual is the basic guide for establishing and maintaining brand consistency for IMI.

It is intended for the use of IMI Programme Office staff, projects, partners and suppliers. It aims to ensure a recognisable and consistent visual representation of the IMI look and feel throughout internal and external communication.

This manual contains guidelines for the correct implementation of the IMI symbol and logotype. It also includes graphic standards describing the correct use of the primary graphic elements of IMI's visual identity. The correct representation and use of these elements will ensure a consistent visual identity for IMI, and guarantee the flexibility to generate creative solutions for any communication media.

The guidelines laid out in this manual ensure that IMI's visual implementation reflects the organisation's mission, vision and values.

## IMI visual identity manual

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*The images in this manual are indicative examples and previews. They are protected by licence and cannot be used by any means without the authorisation of the IMI communication department.*

## 1.0 The IMI logo

## **1.1 Logo symbol**

The symbol of the IMI logo reflects our mission to facilitate open collaboration in research to advance the development of, and accelerate patient access to, personalised medicines for the health and wellbeing of all, especially in areas of unmet medical need.

The logo symbol features a light and linear oval shape connecting two universes: the public element and the private element of the IMI partnership. This connection also represents the collaborative nature of IMI: bringing together academia, patients, regulators, SMEs, industry and other partners in IMI projects.

The philosophy behind the logo design is in line with the fast-paced world of medicines R&D and innovation, represented by the oval shape that evokes movement.

To ensure consistency, the symbol and the logo should always be reproduced from our master electronic files.

In order to ensure recognition of the IMI brand, the logo symbol should never be used alone, that is without the lettering of the extended organisation's name (Innovative Medicines Initiative).

The symbol can be used alone only when the print area is extremely restricted and the organisation name becomes unreadable. The use of the IMI logo symbol without the lettering must be authorised by the IMI communications department.



## 1.2

### **Logo: symbol + company name - horizontal shape**

The horizontal composition of the logotype is the preferred shape.

The lettering of the company name is set on 3 justified lines in order to keep the same proportions in both vertical and horizontal combinations of the logo. This allows flexibility in the use of the logo.

The lettering used for the company name is MyriadPro.



innovative  
medicines  
initiative



### 1.3

#### **Logo: symbol + company name - vertical shape**

The lettering of the company name is set on three justified lines in order to keep the same proportions in both vertical and horizontal combinations of the logo. This allows flexibility in the use of the logo.

The lettering used for the company name is MyriadPro.

The green line adds stability in the composition of the lettering and the symbol.



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medicines  
initiative

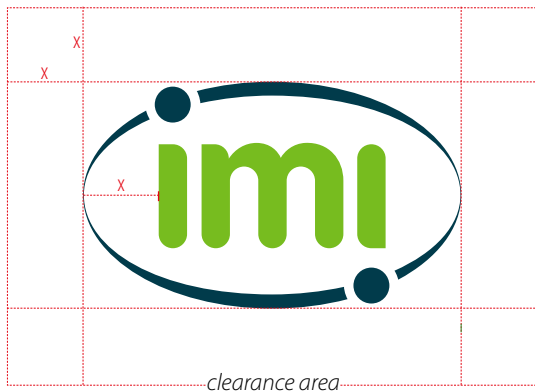
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## **1.4**

### **Logo: clearance area**

The clearance area around the logo is X.

No design elements may intrude on the clearance area of the IMI logo. It is essential that the clearance area remains free of all graphics, images and typography.



## **1.5**

### **Logo: small size reproduction**

In order to ensure recognition of the IMI brand, the logo symbol should never be used alone, that is without the lettering of the extended organisation's name (Innovative Medicines Initiative).

The symbol can be used alone only when the print area for the logo is extremely restricted and the organisation name becomes unreadable.

The use of the IMI logo symbol without the lettering must be authorised by the IMI communications department.




## **1.6**

### **Logo: things to avoid**

To ensure consistency, the symbol and the logotype should always be reproduced from our master electronic files.

## Do not:




 *make the logo so small the text becomes illegible;*



 *distort/diform the logo;*



innovative medicines initiative

 *displace the elements;*




 *modify the font;*



 *change the colours;*



 *use the logo in insufficient resolution;*

clearance area



 *intrude on the clearance area;*

**Lorem ipsum color  
sit amet, con adip  
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sapien.**



 *use the logo on cluttered images and backgrounds.*



## 2.0 The IMI logo colours

## 2.1

### Logo colours on bright and dark background

There are four colour versions of the IMI logo:

- The original two-colour green-blue logo version on white or light colour background is the preferred option. Products designed exclusively by or for IMI should always be designed in such a way that the green-blue logo stands out on a white or light colour background.
- The reversed green-white and white-only logo versions are conceived for black, saturated or dark colour backgrounds. These versions should be only used when dark, saturated or dark colour background cannot be avoided. This could be the case in a third party's materials or communications where a rich colour background has been set as part of their design.
- The black and white logo version was designed for, and should only be used when, the use of colours is not possible.

If you are in contact with a third party and are unsure which logo version should be used in their specific communications, please consult the IMI communication department. As a rule, the reverse colour logos and the black and white logos should only be used with the authorisation of the IMI communication team.



Pantone 368C  
CMYK: 65-0-100-0  
RGB: 124-184-47  
HTML: 7CB82F



Pantone 368C  
CMYK: 65-0-100-0  
RGB: 124-184-47  
HTML: 7CB82F

Pantone 548C  
CMYK: 100-21-28-76  
RGB: 0-68-85  
HTML: 004455



Do not use Pantone 548C  
on dark backgrounds



CMYK: c0-m0-y0-k0  
RGB: r255-g255-b255  
HTML: ffffff



Black White



## 3.0 The IMI corporate colours

### 3.1 Corporate colour palette

IMI's visual identity includes 47 bright and pastel colours chosen from the Pantone Color Bridge Coated palette for process printing and web design.

The "#C" code is the solid Pantone colour. "#CP" code is the process printing colour simulation of the solid Pantone colour obtained by mixing specific amounts of dots of cyan, magenta, yellow and black.

**The IMI green (Pantone 368C) and blue (Pantone 548C) colours should only be used for the logo** and printed as solid Pantone colours.

Should it not be possible to print the solid Pantone colour, the "CP" code shall be used.

#### **Symbols, illustrations, text, graphics:**

- Use columns A and B

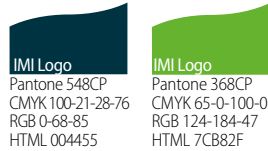
#### **Backgrounds, text boxes:**

- Use columns C, D, and E

To simplify both internal and external communications, you may refer to a specific colour of the palette by using the columns and the row numbers (e.g. "4D" for Pantone 318CP).

Each tint of the palette can be lightened in percentages in order to obtain different gradients.

IMI logo

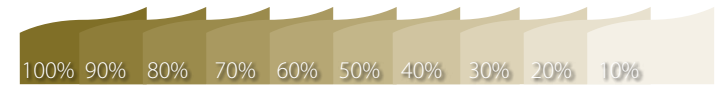


Symbols, text and graphics

	A	B
1	Pantone 426CP CMYK 94-77-53-94 RGB 37-40-43 HTML 25282B	Pantone 424CP CMYK 30-20-19-58 RGB 120-123-126 HTML 787B7E
2	Pantone 7733CP CMYK 89-0-91-43 RGB 0-117-64 HTML 007540	Pantone 363CP CMYK 76-3-100-18 RGB 79-146-55 HTML 4F9237
3	Pantone 568CP CMYK 90-14-62-43 RGB 6-113-92 HTML 06715C	Pantone 569CP CMYK 90-9-60-15 RGB 0-143-117 HTML 008F75
4	Pantone 7708CP CMYK 100-18-12-59 RGB 0-90-118 HTML 005A76	Pantone 3145CP CMYK 100-10-29-20 RGB 0-125-145 HTML 007D91
5	Pantone 7462CP CMYK 100-48-6-30 RGB 0-95-144 HTML 005F90	Pantone 7704CP CMYK 93-4-8-24 RGB 0-138-175 HTML 008AAF
6	Pantone 5125CP CMYK 42-81-11-49 RGB 116-67-100 HTML 744364	Pantone 5135CP CMYK 36-68-10-31 RGB 140-96-126 HTML 8C607E
7	Pantone 1605CP CMYK 6-71-100-32 RGB 163-90-36 HTML A35A24	Pantone 1595CP CMYK 0-71-100-3 RGB 218-112-40 HTML DA7028
8	Pantone 7551CP CMYK 0-40-96-32 RGB 184-131-34 HTML B88322	Pantone 7550CP CMYK 0-34-98-12 RGB 214-157-42 HTML D69D2A
9	Pantone 7755CP CMYK 0-14-78-62 RGB 134-115-55 HTML 867337	Pantone 619CP CMYK 17-14-93-38 RGB 162-148-44 HTML A2942C

Backgrounds and text boxes

	C	D	E
	Pantone 423CP CMYK 22-14-18-45 RGB 147-150-148 HTML 939694	Pantone 421CP CMYK 13-8-11-26 RGB 184-185-183 HTML B8B9B7	Pantone 420CP CMYK 6-4-7-13 RGB 213-212-208 HTML D5D4D0
	Pantone 360CP CMYK 63-0-84-0 RGB 124-187-90 HTML 7CBB5A	Pantone 359CP CMYK 40-0-50-0 RGB 170-208-149 HTML AAD095	Pantone 7485CP CMYK 9-0-18-0 RGB 230-235-206 HTML E6EBCB
	Pantone 3265CP CMYK 66-0-39-0 RGB 93-186-169 HTML 5DBAA9	Pantone 571CP CMYK 40-0-25-0 RGB 166-211-193 HTML A6D3C1	Pantone 317CP CMYK 23-0-10-0 RGB 196-225-222 HTML C4E1DE
	Pantone 7709CP CMYK 62-0-18-6 RGB 98-181-187 HTML 62B5BB	Pantone 318CP CMYK 40-0-14-0 RGB 161-211-211 HTML A1D3D3	Pantone 628CP CMYK 20-0-7-0 RGB 200-227-226 HTML C8E3E2
	Pantone 7458CP CMYK 53-3-8-9 RGB 119-182-201 HTML 77B6C9	Pantone 2975CP CMYK 34-0-5-0 RGB 165-215-227 HTML A5D7E3	Pantone 7457CP CMYK 18-0-5-0 RGB 208-230-232 HTML D0E6E8
	Pantone 5145CP CMYK 25-51-5-20 RGB 164-128-157 HTML A4809D	Pantone 5155CP CMYK 13-31-2-8 RGB 199-174-195 HTML C7AEC3	Pantone 5165CP CMYK 7-19-2-3 RGB 219-201-213 HTML DBC9D5
	Pantone 715CP CMYK 0-54-87-0 RGB 233-149-75 HTML E9954B	Pantone 1485CP CMYK 0-34-58-0 RGB 239-182-112 HTML EFB670	Pantone 155CP CMYK 0-12-34-0 RGB 245-215-165 HTML F5D7A5
	Pantone 1235CP CMYK 0-31-98-0 RGB 238-173-26 HTML EEAD1A	Pantone 127CP CMYK 0-4-62-0 RGB 250-225-123 HTML FAE17B	Pantone 1205CP CMYK 0-3-43-0 RGB 249-228-157 HTML F9E49D
	Pantone 618CP CMYK 14-10-85-27 RGB 181-167-66 HTML B5A742	Pantone 617CP CMYK 11-6-64-13 RGB 205-194-108 HTML CDC26C	Pantone 615CP CMYK 8-3-41-3 RGB 223-217-159 HTML DFD99F



Example of Pantone 7755CP shaded in percentages

### **3.2**

#### **Examples of good use of the IMI corporate colours**





### **3.3**

#### **The logo placed on images**

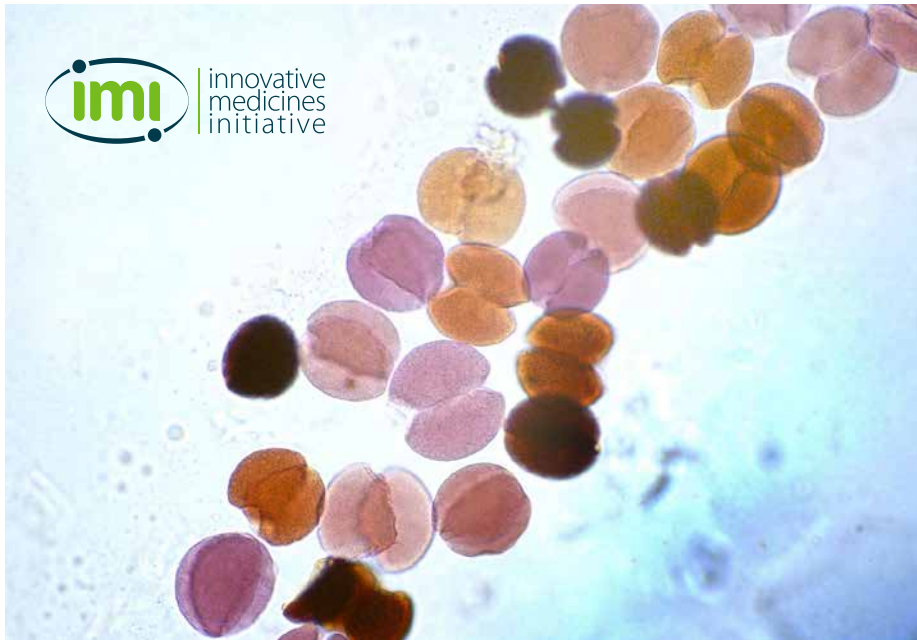
The IMI logo can be placed on graphic or photographic backgrounds only when the background is clear and unobtrusive. The section of the photograph or graphics where the logo is placed should not feature patterns or graphics, and should always allow for maximum contrast with the logo colours.

Should the background image not allow for readability and contrast, the background image may be retouched in order to obtain the best backdrop for the logo.

The logo should always be clear and legible. Alterations of the appearance of the logo using shadows, outlines or similar effects are not permitted.

Preference should be given for the blue-green logo on white or light colour background.

Any use of the IMI logo superposed on graphics or photographs must be authorised by the IMI communication department.



## 4.0 The IMI font

## 4.1 Corporate font

### Professional publishing

The IMI corporate font for any professional desktop publishing layout is **Myriad Pro**. Myriad has both warmth and readability, and its clean open shapes, precise letter fit, and extensive kerning pairs make this font an excellent choice for text typography that is comfortable to read. The wide variety of weights and widths in the font family provide a generous creative palette for even the most demanding display typography. The light, regular, semibold, light condensed and condensed versions should be used for the body copy. The Bold, Black and Bold Condensed versions should be used only for headlines.

### Websites and newsletters

The IMI corporate font for online use (e.g. website and newsletters) is Myriad Web Pro. As an alternative font for web design, **PT Sans** from **Google fonts** could be used as a close match to Myriad Web Pro:  
[www.google.com/webfonts/specimen/PT+Sans](http://www.google.com/webfonts/specimen/PT+Sans)

### Access to Myriad Pro

The Myriad Pro and Myriad Web Pro fonts are available from Adobe Systems Incorporated, available for desktop publishing and web.

### Basic word processing (using Microsoft Office)

In all **word processing applications**, as well as in **Microsoft (MS) Office Word, Excel, PowerPoint and Outlook**, the font **Arial** will be used for templates and stationary elements that need to be shared with a wide range of users. The font used for body text in standard documents should be **Arial 10 pt in black**.

Myriad Pro

ABCDEF GHIJK LMNOP QRSTUVW XYZ abc defgh ijklm nopqrst uvwxyz <small>light</small>	ABCDEF GHIJK LMNOP QRSTUVW XYZ abc defgh ijklm nopqrst uvwxyz <small>light italic</small>
ABCDEF GHIJK LMNOP QRSTUVW XYZ abc defgh ijklm nopqrst uvwxyz <small>regular</small>	ABCDEF GHIJK LMNOP QRSTUVW XYZ abc defgh ijklm nopqrst uvwxyz <small>regular italic</small>
ABCDEF GHIJK LMNOP QRSTUVW XYZ abc defgh ijklm nopqrst uvwxyz <small>semibold</small>	ABCDEF GHIJK LMNOP QRSTUVW XYZ abc defgh ijklm nopqrst uvwxyz <small>semibold italic</small>
ABCDEF GHIJK LMNOP QRSTUVW XYZ abc defgh ijklm nopqrst uvwxyz <small>bold</small>	ABCDEF GHIJK LMNOP QRSTUVW XYZ abc defgh ijklm nopqrst uvwxyz <small>bold italic</small>
ABCDEF GHIJK LMNOP QRSTUVW XYZ abc defgh ijklm nopqrst uvwxyz <small>black</small>	ABCDEF GHIJK LMNOP QRSTUVW XYZ abc defgh ijklm nopqrst uvwxyz <small>black italic</small>
ABCDEF GHIJK LMNOP QRSTUVW XYZ abc defgh ijklm nopqrst uvwxyz <small>light condensed</small>	ABCDEF GHIJK LMNOP QRSTUVW XYZ abc defgh ijklm nopqrst uvwxyz <small>light condensed italic</small>
ABCDEF GHIJK LMNOP QRSTUVW XYZ abc defgh ijklm nopqrst uvwxyz <small>condensed</small>	ABCDEF GHIJK LMNOP QRSTUVW XYZ abc defgh ijklm nopqrst uvwxyz <small>condensed italic</small>
ABCDEF GHIJK LMNOP QRSTUVW XYZ abc defgh ijklm nopqrst uvwxyz <small>bold condensed</small>	ABCDEF GHIJK LMNOP QRSTUVW XYZ abc defgh ijklm nopqrst uvwxyz <small>bold condensed italic</small>

PT Sans

ABCDEF GHIJK LMNOP QRSTUVW XYZ abc defgh ijklm nopqrst uvwxyz <small>regular</small>	ABCDEF GHIJK LMNOP QRSTUVW XYZ abc defgh ijklm nopqrst uvwxyz <small>regular italic</small>
ABCDEF GHIJK LMNOP QRSTUVW XYZ abc defgh ijklm nopqrst uvwxyz <small>bold</small>	ABCDEF GHIJK LMNOP QRSTUVW XYZ abc defgh ijklm nopqrst uvwxyz <small>bold italic</small>

Arial

ABCDEF GHIJK LMNOP QRSTUVW XYZ abc defgh ijklm nopqrst uvwxyz <small>regular</small>	ABCDEF GHIJK LMNOP QRSTUVW XYZ abc defgh ijklm nopqrst uvwxyz <small>regular italic</small>
ABCDEF GHIJK LMNOP QRSTUVW XYZ abc defgh ijklm nopqrst uvwxyz <small>bold</small>	ABCDEF GHIJK LMNOP QRSTUVW XYZ abc defgh ijklm nopqrst uvwxyz <small>bold italic</small>

## 5.0 The IMI communication elements

## 5.1 Background shape

The IMI corporate graphic background shape derives from the contour line of the logo.

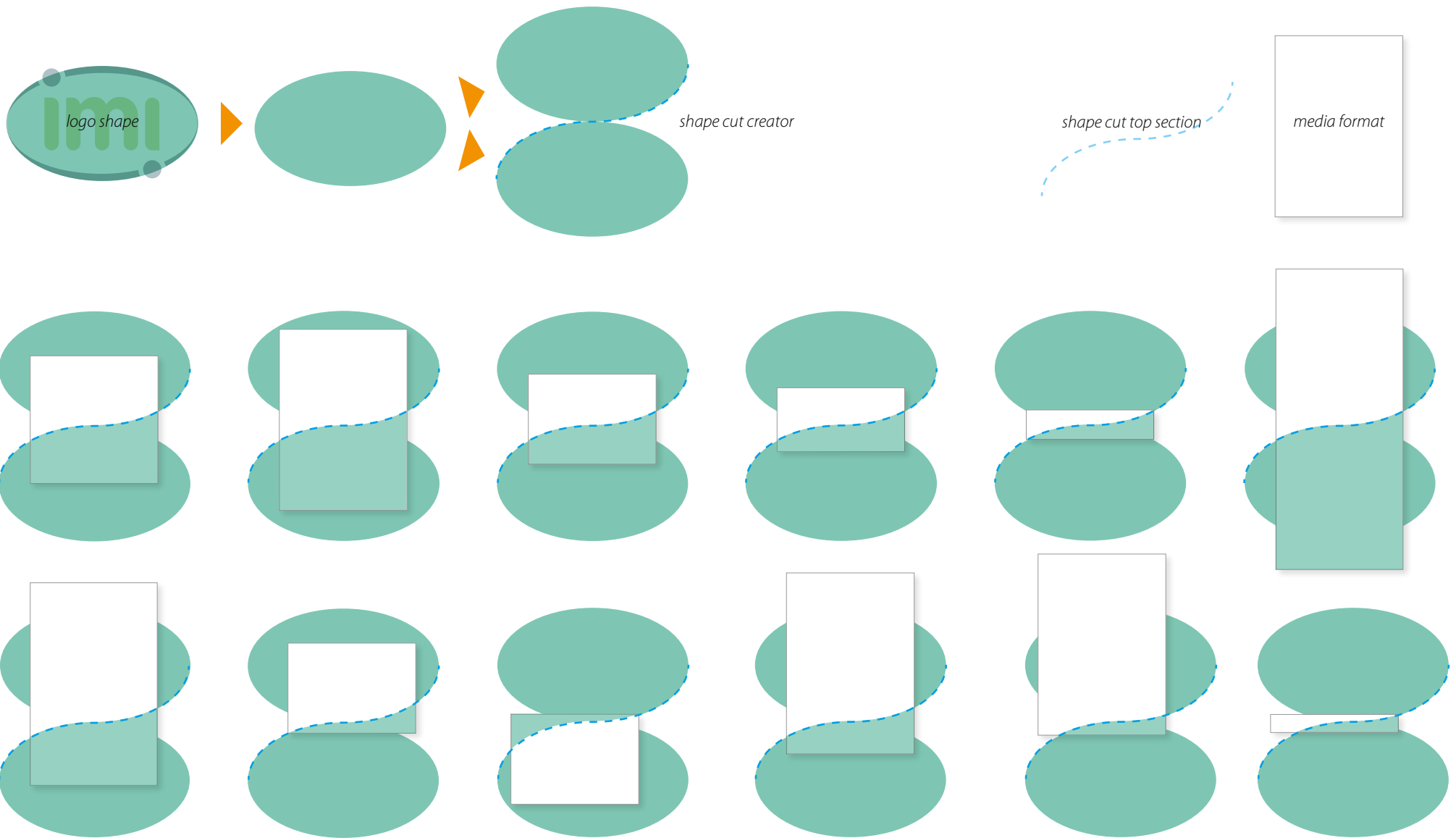
The background shape evokes the flowing process of ideas and substances being merged together in the management of resources: a dynamic bridge that facilitates collaboration between diverse partners and symbolises the mission of IMI.

The IMI background shape is extremely flexible and adaptable to any kind of format. It can be controlled, coordinated and constructed easily in order to match a clear, recognisable and coherent corporate design. The colours and tints add a sense of dynamism and lightness.

The construction of the IMI background shape is obtained by using the shape of the logo in a proportion of 1:1½ together with a given page format. The intersection of two oval shapes, one above the other, creates the cut-line for the top section of the shape (represented by a blue dotted line) that virtually symbolises IMI's role as a neutral platform between partners.

The page format can easily be moved within the shape, providing a variety of different formats.

The following pages show several examples of use of the IMI background shape.





## 5.2 Brochure examples

Example of different brochure layouts using the IMI background shape.

The corporate background shape may contain images. The image colours and the text boxes should match with the colours of the background shape, creating a harmonious visual balance.

IMI is a joint undertaking between the European Union and the pharmaceutical industry association EFPIA. For this reason, all IMI communication materials must include both the EU flag and the EFPIA logo.

imi Innovative medicines Initiative



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imi Innovative medicines Initiative



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### **5.3**

#### **Exhibition stand, counter and roll-up banner example**

The size of the exhibition stand in the illustration is 2500 mm x 2225 mm.

The size of the counter is 565 mm x 940 mm.

The roll-up banner size is 800 mm x 2000 mm.



Exhibition stand



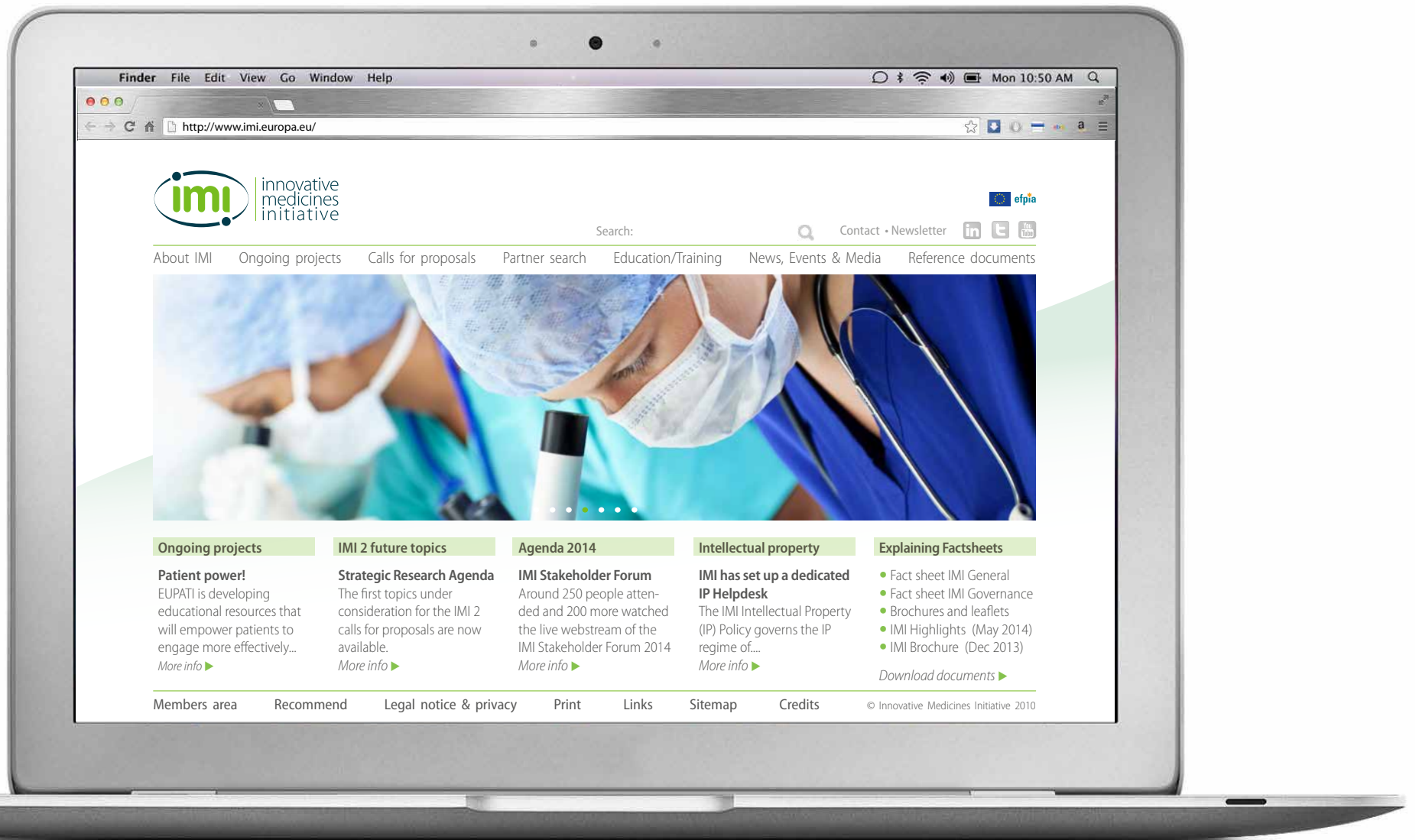
Counter



Roll-up banner

## **5.4 Website**

Demonstration of how the new IMI corporate identity may be applied to the IMI website.



Search:



Contact • Newsletter



About IMI   Ongoing projects   Calls for proposals   Partner search   Education/Training   News, Events & Media   Reference documents



#### Ongoing projects

##### Patient power!

EUPATI is developing educational resources that will empower patients to engage more effectively...

[More info](#) ►

#### IMI 2 future topics

##### Strategic Research Agenda

The first topics under consideration for the IMI 2 calls for proposals are now available.

[More info](#) ►

#### Agenda 2014

##### IMI Stakeholder Forum

Around 250 people attended and 200 more watched the live webstream of the IMI Stakeholder Forum 2014

[More info](#) ►

#### Intellectual property

##### IMI has set up a dedicated IP Helpdesk

The IMI Intellectual Property (IP) Policy governs the IP regime of...

[More info](#) ►

#### Explaining Factsheets

- Fact sheet IMI General
- Fact sheet IMI Governance
- Brochures and leaflets
- IMI Highlights (May 2014)
- IMI Brochure (Dec 2013)

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## **5.5 Newsletter**

Demonstration of how the new IMI corporate identity may be applied to the IMI newsletter.



- Proudly launching the IMI 2 programme...
- IMI launches €49 million Call for proposals on diabetes and retinal diseases...
- IMI 2 Open info Day - Registration opens in August!...
- Webinars on IMI 2 - Call1 topics and IMI rules & procedures...
- Article highlights role of IMI in vaccine research...
- Faster Cures paper highlights benefits and challenges of research by consortium...
- News from the projects...

**IMI 2 programme**

**Proudly launching the IMI 2 programme**

On 9 July, the IMI 2 programme officially got underway. To celebrate the launch of IMI 2 and the other Joint Technology Initiatives (JTIs), the European Commission held an event in Brussels featuring speeches by Commission President José Manuel Barroso and Commissioners Maire Geoghegan-Quinn, Neelie Kroes and Siim Kallas, as well as Italian Minister for Education, Universities and Research Stefania Giannini and...

... read more [↗](#)

**Call for proposals**

**IMI launches €49 million Call for proposals on diabetes and retinal diseases.**

On 9 July IMI launched its first Call for proposals under IMI 2. The Call features two topics. The topic 'Translational approaches to disease modifying therapy of Type 1 Diabetes Mellitus (T1DM)' has a total budget of just over €35 million. The goal of this project will be to advance our understanding of type 1 diabetes and address the lack of tools and technologies to detect people's risk of developing this condition...

... read more [↗](#)

**IMI 2 Open info Day**

**Registration opens in August!**

Join us for IMI's Open Info Day on the first IMI 2 Calls for proposals on Tuesday 30 September at the Crowne Plaza Hotel, Brussels. The agenda includes an overview of IMI 2's funding and intellectual property (IP) rules...



## 6.0 The IMI image style

## **6.1 Real-life and laboratory images**

The choice of images supporting IMI communications should be in line with the IMI visual identity.

The chosen photos should reflect in a realistic and fair way the environment in which we live and work: IMI partners, researchers, the pharmaceutical industry, patients, society and the world surrounding us.

Laboratory and microscope images must be real and relevant to the described scientific subject.

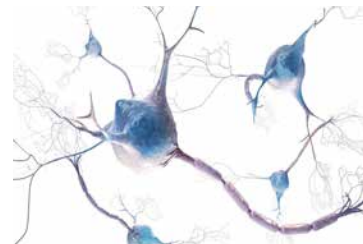
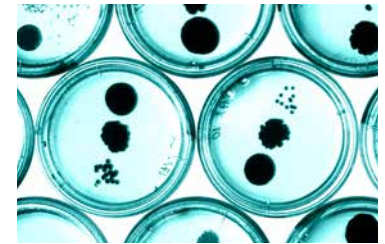
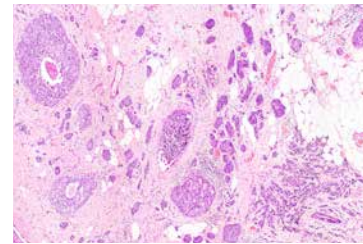
The images must not have a constructed and artificial look.

The colours and tints in our images are bright, and white is always dominant. The images can be processed with cuts, colours and shades that help emphasise dynamism, positivity and realism.

Some photos may feature shallow depth of field by blurring the background/foreground to achieve a more pleasing effect and make the subject stand out.

The images in this manual are non-exclusive royalty-free images. Credits: Shutterstock.

IMI has been granted the right to use and reproduce these photos, but they cannot be transferred to any other person or user.



## 7.0 The IMI visual identity info

For information about the IMI corporate identity, please contact the IMI communications team by sending an e-mail to [infodesk@imi.europa.eu](mailto:infodesk@imi.europa.eu) or by calling +32 (0)2 221 8181.

