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.
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.
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.
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:

- distort/dform the logo;
- change the colours;
- intrude on the clearance area;
- make the logo so small the text becomes illegible;
- displace the elements;
- modify the font;
- use the logo in insufficient resolution;
- 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.
Do not use Pantone 548C on dark backgrounds.

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

Pantone 348C
CMYK: 100-21-28-76
RGB: 0-68-85
HTML: #004455

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.
Example of Pantone 7755CP shaded in percentages
3.2
Examples of good use of the IMI corporate colours
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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

Access to Myriad Pro

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.
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.
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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.
5.4 Website

Demonstration of how the new IMI corporate identity may be applied to the IMI website.
Patient power!
EUPATI is developing educational resources that will empower patients to engage more effectively...
More info ▶

Strategic Research Agenda
The first topics under consideration for the IMI 2 calls for proposals are now available.
More info ▶

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)

Download documents ▶
5.5 Newsletter

Demonstration of how the new IMI corporate identity may be applied to the IMI newsletter.
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 Máire Geoghegan-Quinn, Neelie Kroes and Siim Kallas, as well as Italian Minister for Education, Universities and Research Stefania Giannini and...

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.

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...
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 or by calling +32 (0)2 221 8181.