



# International Inner Wheel

## Branding Guidelines



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# Introduction

**We have created these guidelines to make our institution's communications more cohesive and authoritative.**

Our visual identity is the outward expression of the values of International Inner Wheel and the way we choose to express ourselves to our friends and colleagues.

It is important we maintain high standards and consistency across our brand, so that we continue to gain recognition and respect.

These guidelines set out simple rules about the use of our brand identity and the way it should be applied to all the key materials we use.

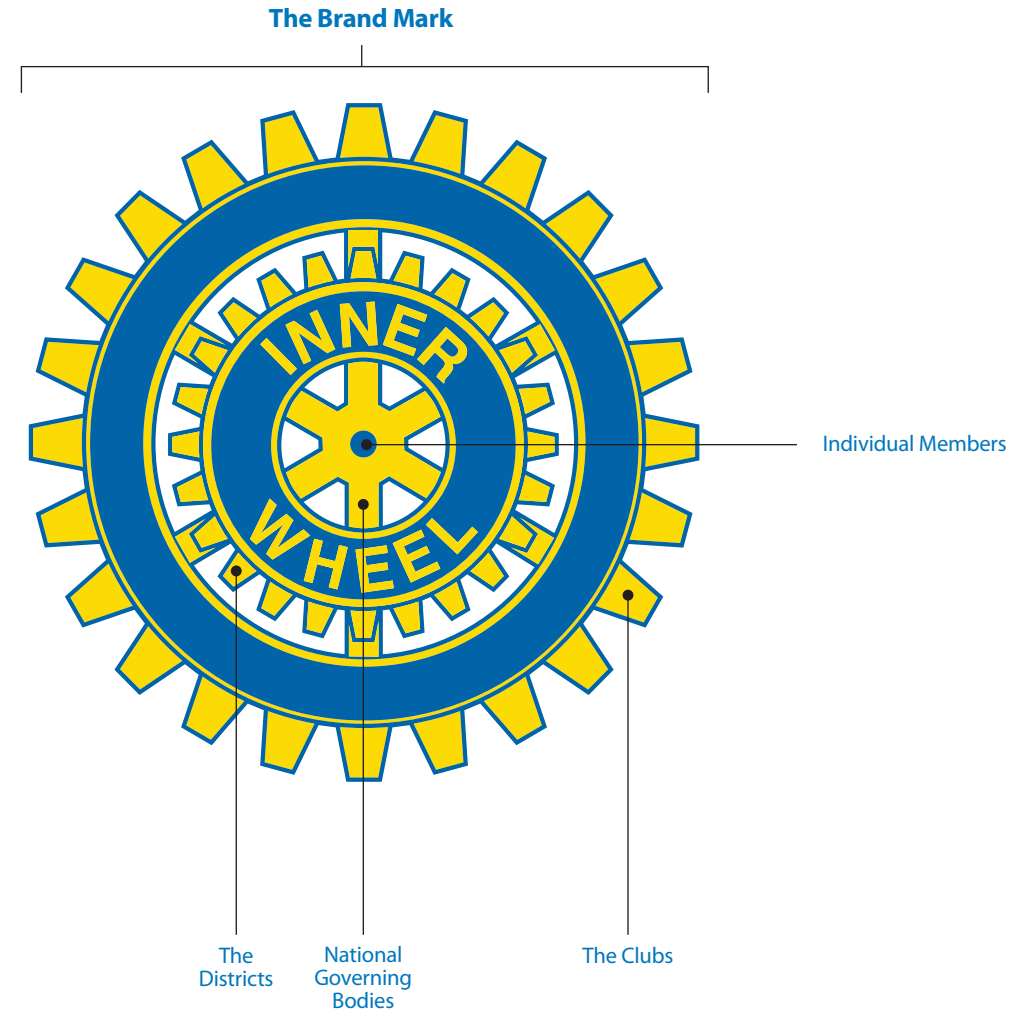
# Brand Mark

The spokes in the circle represent International Inner Wheel reaching out to members worldwide.

The six spokes in the inner circle are the National Governing Bodies linking their Districts, represented by the gear teeth in the inner circle, to the Clubs represented by the gear teeth in the outer circle.

The Brand Mark expresses how we work together: a framework within which each individual contributes to and benefits from the whole organisation.

**DO NOT** modify any aspect of the Brand Mark and do not recreate it. Use only the Brand Mark which has been supplied and approved.

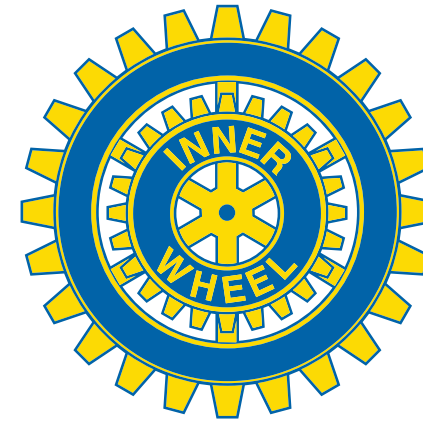


# Brand Mark Usage

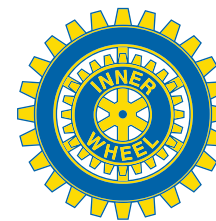
The International Inner Wheel Brand Mark can be used in various ways.

The variations shown in this document have been carefully designed to suit various purposes.

The Brand Mark can be any size provided the Word Mark (name) is always in the same proportion.



Without the Word Mark



**International  
Inner Wheel**

With the Word Mark

# Brand Mark Usage

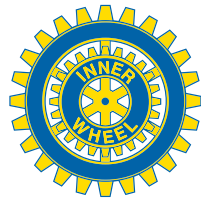
Acceptable positioning of the International Inner Wheel Brand Mark with the Word Mark (and sub headings).



**International  
Inner Wheel**



**International  
Inner Wheel**

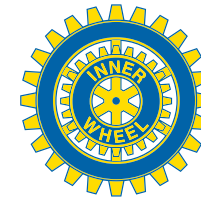


**International Inner Wheel**

With sub heading



**International Inner Wheel**  
sub heading



**International Inner Wheel**  
sub heading

# Primary Colours

The International Inner Wheel primary colour palette has been chosen to carefully reflect our values and personality.

Yellow is vibrant and dynamic but also friendly. It is complemented by a blue which reflects the professionalism and high standards to which we adhere.

Strongest communication of these characteristics is achieved when International Inner Wheel primary colours are printed in Pantone Coated or Uncoated. However, the Primary Colours may also be printed in CMYK breakdowns.

| <b>International Inner Wheel Yellow</b> |            | <b>International Inner Wheel Blue</b> |            |
|---|------------|---------------------------------------|------------|
| Pantone Coated                          | 108C       | Pantone Coated                        | 3005C      |
| Pantone Uncoated                        | 108U       | Pantone Uncoated                      | 3005U      |
| CMYK Coated                             | 1.11.100.0 | CMYK Coated                           | 100.62.7.0 |
| CMYK Uncoated                           | 1.11.100.0 | CMYK Uncoated                         | 100.62.7.0 |
| RGB                                     | 255.219.0  | RGB                                   | 0.92.184   |
| HEX                                     | FFDB00     | HEX                                   | 005CB8     |

Your printer will understand these guidelines

# Secondary Colours

The International Inner Wheel secondary colour palette has been chosen to carefully compliment the primary colour palette while still reflecting our values and personality.

Where appropriate, the Brand Mark and Word Mark can appear on backgrounds which incorporate a 'flourish' design.

The primary yellow and blue may be graduated as shown (see pages 13 & 14 for information about use of the 'flourish').

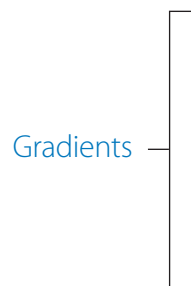
**NB** Please use CMYK versions of these colours for use with a gradient.

## *International Inner Wheel Orange*

|                  |            |
|------------------|------------|
| Pantone Coated   | 130C       |
| Pantone Uncoated | 129U       |
| CMYK Coated      | 0.40.100.0 |
| CMYK Uncoated    | 0.40.100.0 |
| RGB              | 250.165.25 |
| HEX              | FAA519     |

## *International Inner Wheel Dark Blue*

|                  |            |
|------------------|------------|
| Pantone Coated   | 300C       |
| Pantone Uncoated | 300U       |
| CMYK Coated      | 100.69.0.0 |
| CMYK Uncoated    | 100.69.0.0 |
| RGB              | 0.91.171   |
| HEX              | 005BAB     |





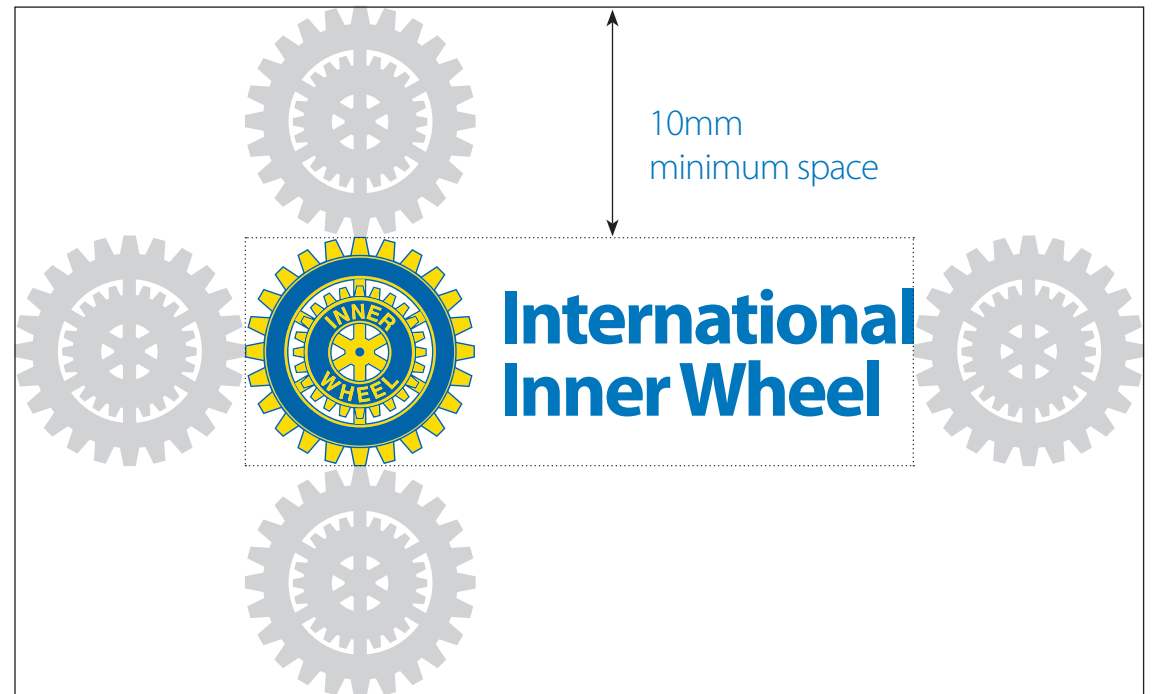
# Brand Mark Exclusion Zone

It is essential that the Brand Mark and Word Mark have clear space around them. **This is an important part of the design and must not be compromised.**

The exclusion zone minimum spacing is 10mm.

Application of this tool will ensure the border mark is always in the same proportion as the Brand Mark itself.

**NB** *This applies to all applications of the International Inner Wheel Brand Mark (with or without Word Mark).*

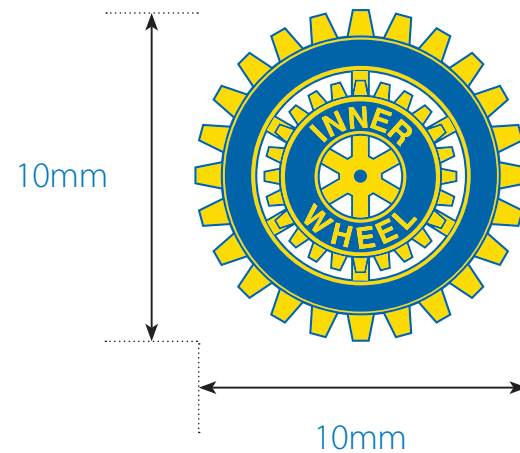


# Brand Mark Size

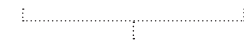
For clarity and reproduction quality, the minimum size for the International Inner Wheel Brand Mark has been set to 10mm. The Word Mark is scaled proportionally.

There is no upper limit to Brand Mark size.

**NB** *This applies to all applications of the International Inner Wheel Brand Mark (with or without Word Mark).*



# International Inner Wheel



Actual minimum size

Please ensure you do not reproduce the Brand Mark any smaller.

# Brand Mark Misuse

**DO NOT** use the Brand Mark as a graphic design tool – enlarging, tinting or cropping it as a page backdrop, for example, or inserting anything inside it other than the words ‘INNER WHEEL’.

On some applications, the Brand Mark may appear in isolation, without the Word Mark. This is permissible, for example, as part of vehicle livery and as badging on products. International Inner Wheel **approval must always be sought** before using this option.

**DO NOT** alter any aspect of the Brand Mark and do not recreate it. Use only the Brand Mark which has been supplied and approved.



**DO NOT** stretch or compress the Brand Mark



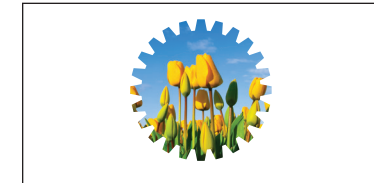
**DO NOT** distort the Brand Mark



**DO NOT** use low resolution versions of the Brand Mark



**DO NOT** change the colour or the angle of the Brand Mark



**DO NOT** insert anything inside the International Inner Wheel Brand Mark



**DO NOT** use on backgrounds with little or no contrast



**DO NOT** change the ‘x’ height of the Word Mark in the Brand Mark



**DO NOT** add shadows or keylines to the Brand Mark



**DO NOT** combine full colour and the black mono version of the Brand Mark

# Backgrounds

The International Inner Wheel Brand Mark is best positioned on a white background.

A coloured background is permissible. However, it should be light enough to allow contrast to the Brand Mark.

**NB** This applies to all applications of the International Inner Wheel Brand Mark (with or without Word Mark).

## Mono Reproduction

Full colour versions of the International Inner Wheel Brand Mark should always be used, where possible.

Mono (white on black or black on white) reproduction is only acceptable where colour is not possible.

Permissible variants are shown opposite.



**Positive Mark** on a white background



**Positive Mark** (with white outline) on blue



**Entire Mark** in black



**Entire Mark** in International Inner Wheel blue



**Entire Mark** 'reversed out' in white



# Backgrounds

## Blue version

The gradient background has been designed to best suit the International Inner Wheel Brand Mark while still reflecting our values and personality.

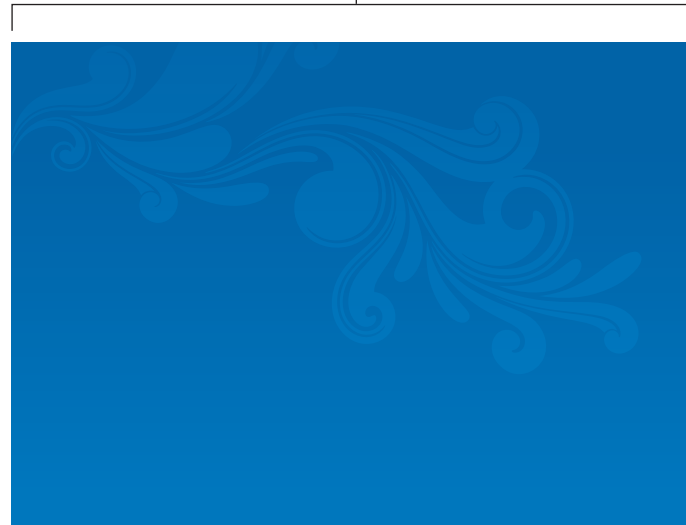
Although the flourish should be visible, it should be subtly incorporated into the background and not obtrusive.

**NB** *This background should be used appropriately according to the relevant media.*

*The gradient properties can be found on page 8 - 'Secondary Colours'.*

*International Inner Wheel **approval must always be sought** before using this option.*

Version 1 - Light flourish



Version 2 - Dark flourish



# Backgrounds

## Yellow version

The gradient background has been designed with a visible 'flourish' to suit the International Inner Wheel Brand Mark and reflect our values and personality.

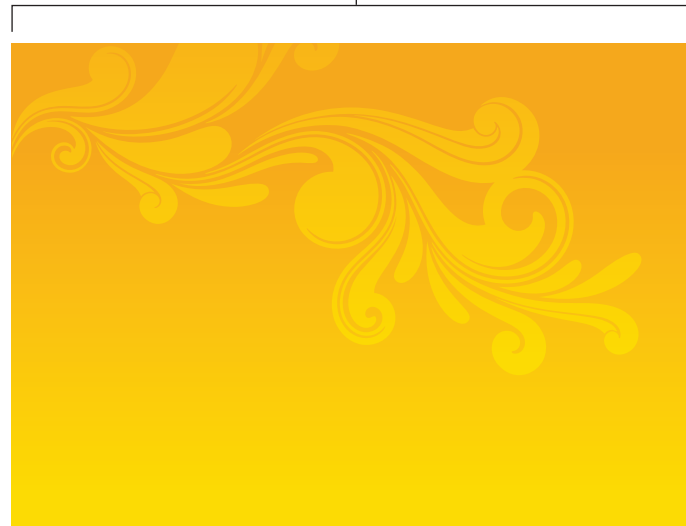
Although the flourish should be visible, it should be subtly incorporated into the background and not obtrusive.

**NB** *This background should be used appropriately according to the relevant media.*

*The gradient properties can be found on page 9 - 'Secondary Colours.'*

*International Inner Wheel **approval must always be sought** before using this option.*

Version 1 - Light flourish



Version 2 - Dark flourish



# Backgrounds

## White version

The gradient background has been designed with a visible 'flourish' to suit the International Inner Wheel Brand Mark and reflect our values and personality.

Although the flourish should be visible, it should be subtly incorporated into the background and not obtrusive.

The white version has been designed for allowing legability for all written copy.

**NB** This background should be used appropriately according to the relevant media.

International Inner Wheel **approval must always be sought** before using this option.



# Primary Typeface

The Primary Typeface is Myriad Pro which has been chosen for its clarity.

It is friendly and easy to read.

To achieve a consistent look and feel the Myriad Pro Typeface should be applied on all documents.

Myriad Pro Bold should be used for headlines.

Myriad Pro Semibold/Regular should be used for sub headers.

Myriad Pro Regular/Light should be used for body copy.

Aa

## Myriad Pro Bold

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890

## Myriad Pro Semibold

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890

## Myriad Pro Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890

## Myriad Pro Light

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890

## Myriad Pro Bold Italic

*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*  
*1234567890*

## Myriad Pro Semibold Italic

*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*  
*1234567890*

## Myriad Pro Regular Italic

*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*  
*1234567890*

## Myriad Pro Light Italic

*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*  
*1234567890*



# Recommended Paper Stocks

Consistent, correct reproduction of International Inner Wheel's house colours – yellow and blue – across all materials is an essential part of maintaining a strong, authoritative brand presence.

In print, paper differs a great deal. The way different paper absorbs ink can affect the consistency of colours. International Inner Wheel yellow and blue can look different on different papers.

To support consistent, correct reproduction of our colours in print, it is advisable that we minimise the number of different papers used internally and by contracted printers.

Recommended papers for the International Inner Wheel are shown opposite.

## Uncoated papers

| Litho print  |                                   |
|--|-----------------------------------|
| Items for print  | Paper stock description           |
| <b>Letterheads</b><br><b>Comp slips</b><br><b>Continuation paper</b> | 120gsm laser print speed          |
| <b>Certificate</b>   | 300gsm Olin Smooth Absolute white |

## Coated papers

| Litho print                         |  |
|-------------------------------------|--|
| Items for print                     | Paper stock description  |
| <b>Business cards</b>               | 400gsm white Satimat silk  |
| <b>Poster</b>                       | 200gsm Satimat silk  |
| <b>Newsletter</b>                   | Cover - 200gsm Satimat (gloss laminated)<br>Pages - 130gsm Satimat |
| <b>Leaflets &amp; Greeting card</b> | 300gsm white silk  |

# Stationery

## Letterhead

Consistent, correct reproduction of International Inner Wheel's stationery is essential.

To support this, you must adhere to the guidelines opposite.

### Dimensions:

A4 (210mm x 297mm)

### Finishing:

3mm bleed

Your printer will understand these guidelines

### Fixed Address

Title Myriad Pro (9pt)

Details Myriad Pro (8pt)

X & Y Margin 10 mm

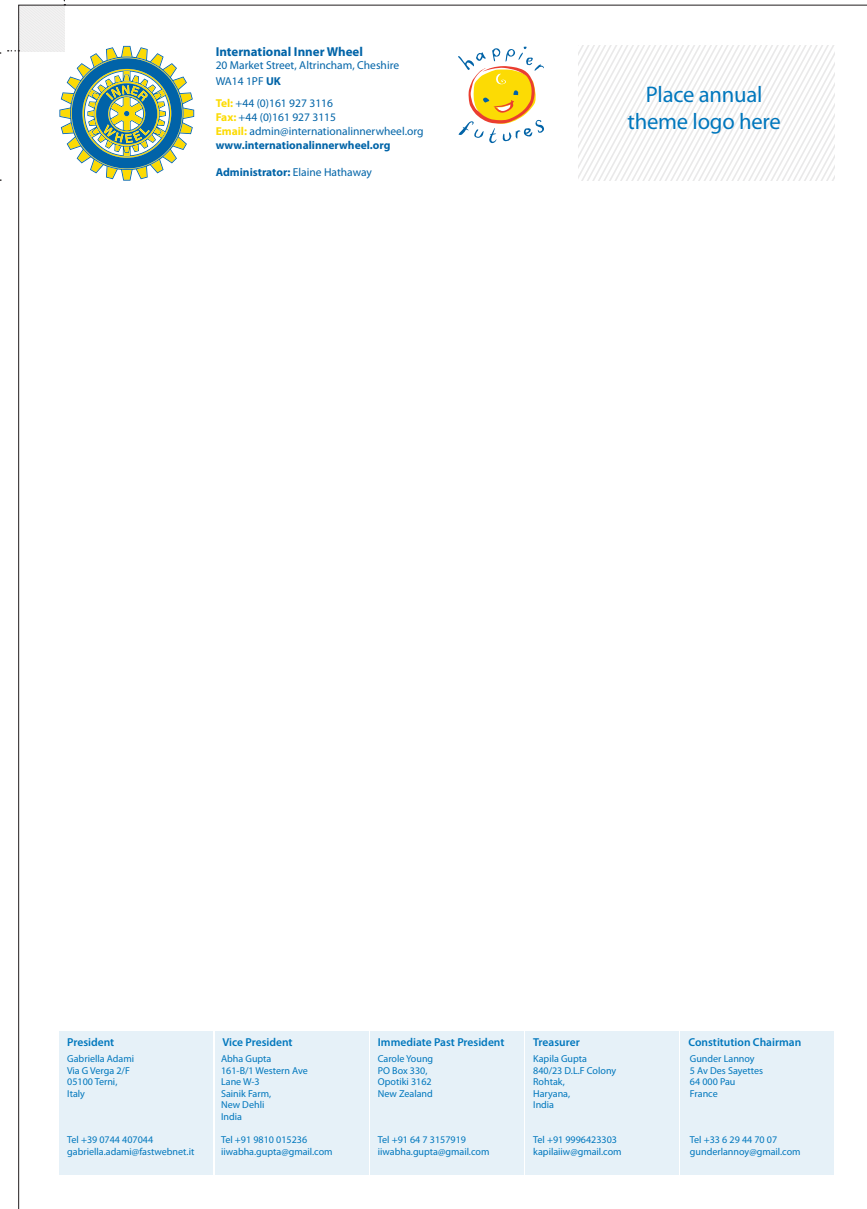
Logo 33mm x 33mm

Box Colour 3005 (10% tint)

Text Colour 3005

Fixed Titles Myriad Pro Bold (9pt)

Body Text Myriad Pro Regular (7pt)



**International Inner Wheel**  
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Fax: +44 (0)161 927 3115  
Email: [admin@internationalinnerwheel.org](mailto:admin@internationalinnerwheel.org)  
[www.internationalinnerwheel.org](http://www.internationalinnerwheel.org)  
Administrator: Elaine Hathaway

happier  
futures

Place annual theme logo here

| President   | Vice President  | Immediate Past President   | Treasurer  | Constitution Chairman   |
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# Stationery

## Business card

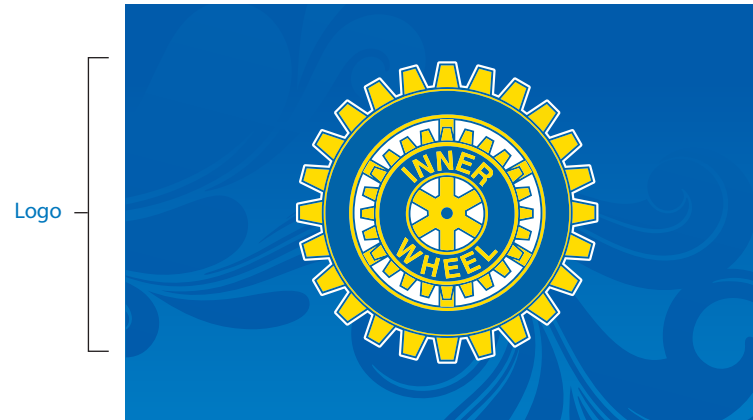
Consistent, correct reproduction of International Inner Wheel's additional materials is essential.

To support this, you must adhere to the guidelines opposite.

**Dimensions:**  
85mm x 55mm

**Finishing:**  
3mm bleed

Your printer will understand these guidelines



# Other items

## Pop Up Banners

Consistent, correct reproduction of International Inner Wheel's additional materials is essential.

To support this, you must adhere to the guidelines opposite.

### Dimensions:

W 850mm x H 2000mm

### Finishing:

3mm bleed

Your printer will understand these guidelines





Option 1



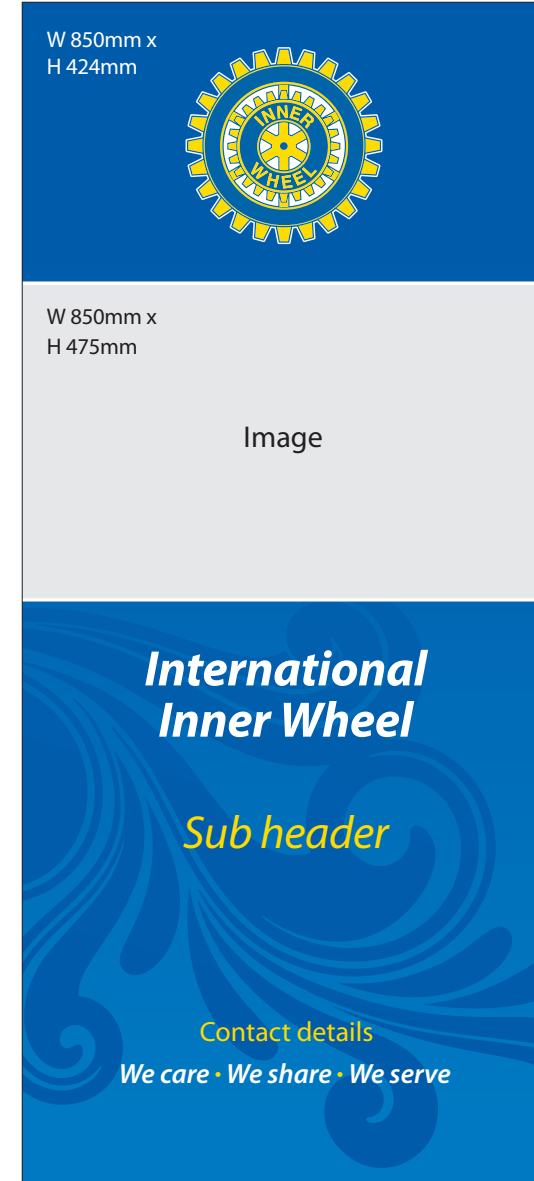
Logo

Primary information

Message

Contact details and slogan

Option 2



Logo

Approved image placement

Primary information

Message

Contact details and slogan

# Other items

## Hanging Wall Banners

(for exhibition use)

Consistent, correct reproduction of International Inner Wheel's additional materials is essential.

To support this, you must adhere to the guidelines opposite.

### Dimensions:

W 800mm x H 1800mm

### Finishing:

3mm bleed

Your printer will understand these guidelines

# Other items

## Hanging Wall Banners

(for exhibition use)

Consistent, correct reproduction of International Inner Wheel's additional materials is essential.

To support this, you must adhere to the guidelines opposite.

### Dimensions:

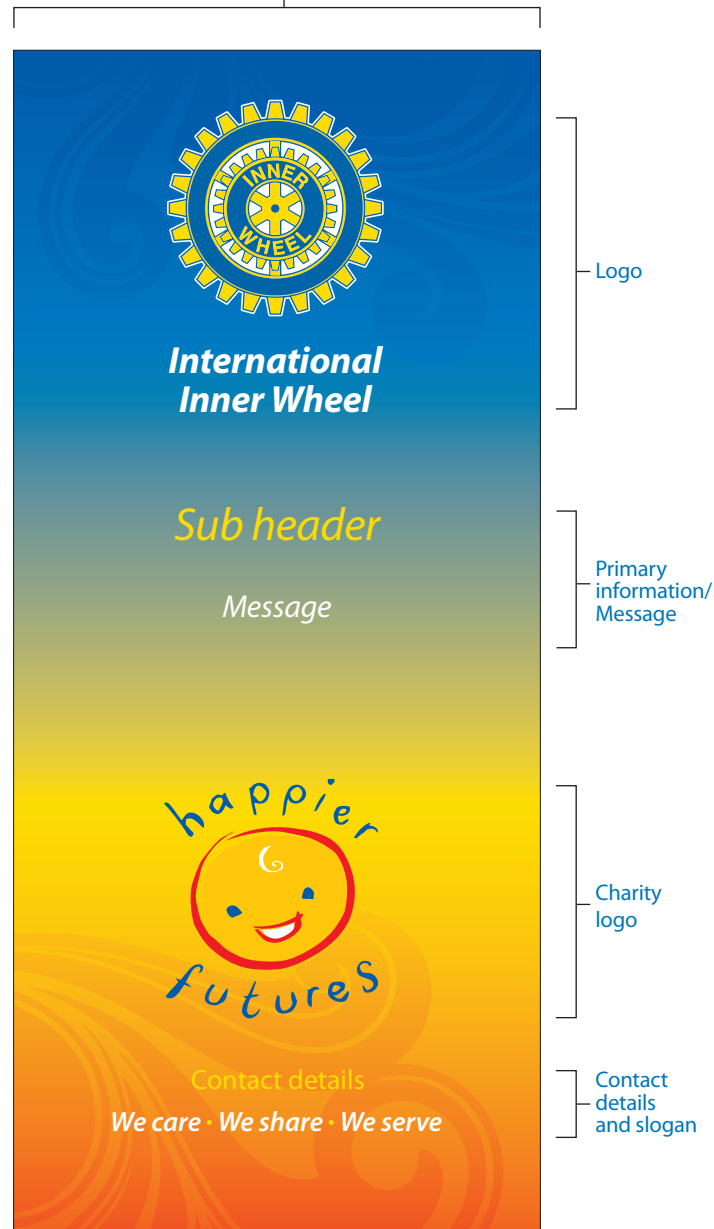
W 800mm x H 1800mm

### Finishing:

3mm bleed

Your printer will understand these guidelines

### Option 1



## The International Inner Wheel has negotiated competitive rates with UK-based agency, RMS PR, for design, artwork and print.

RMS can supply the following:

- Letterheads
  - Business cards
  - Compliment slips
  - Banners
  - Greeting cards
  - Campaign logos
  - Powerpoint presentations
  - Websites
  - Newsletters
  - Magazines
  - Direct Mail
  - Enewsletters/Eshots
  - Signage
  - Advertisements
  - Calendars
- ... and much more!**

The RMS design team will ensure anything produced complies with the brand guidelines.

If you have any requirements or queries about anything in this document, please contact **Dave Merrell** on + 44 (0) 161 927 3131 or [dave@rmspr.co.uk](mailto:dave@rmspr.co.uk) for a preferential quote.



## International Inner Wheel Branding Guidelines

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