

Identity Usage

Clearance Zone & Sizing

A clearance zone has been established around the IMI identity. Ensure this zone is adhered to when using the IMI identity.

This clearance zone, as detailed here, indicates the closest any other graphic element or message can be positioned in relation to the identity.

The visual impact of the brand relies on the careful implementation of the required clear space. This is the minimum recommended clear space and must be adhered to.

To ensure our identity is legible across different applications, a minimum size has been set.

Please do not reproduce the identity smaller than examples shown as it will compromise the legibility.



Identity Usage

Do's & Don'ts

Only reproduce the identity in the approved formats shown within these guidelines.

Never alter or change a portion of the identity elements. The identity should only be used in the formats and colours shown in this guide.

Always take care to ensure that the identity is displayed as clearly and as consistently as possible by following the simple principles outlined here. If resizing the identity please scale its width and height proportionally for the appropriate application.



✓ **Do** use the identity as outlined in these



✗ **Do not** alter the colour of the identity



✗ **Do not** alter the relationship of the symbol and identity text



✗ **Do not** outline the identity



✗ **Do not** stretch the identity



✗ **Do not** place the identity on busy backgrounds