



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.

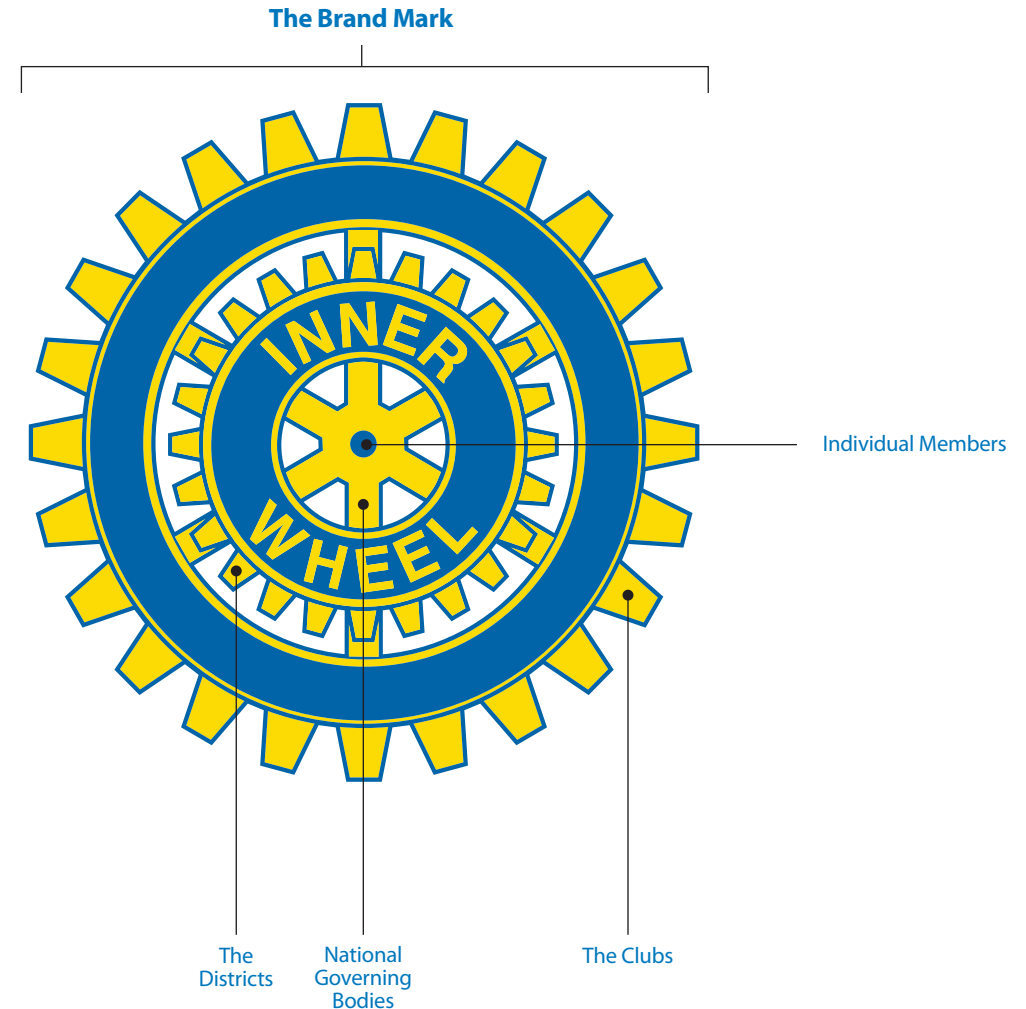
Brand Mark

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.

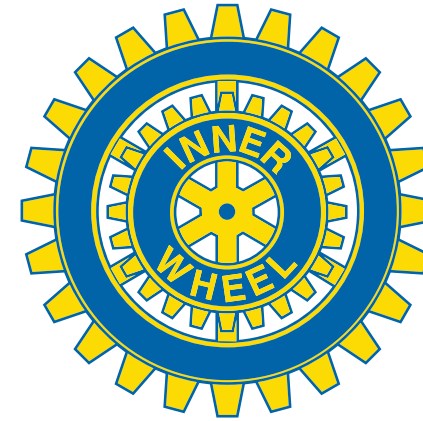


Brand Mark Usage

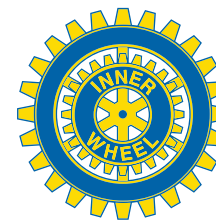
The International Inner Wheel Brand Mark can be used in various ways.

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**

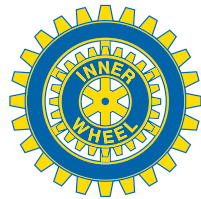
With the Word Mark

Brand Mark Usage

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



International Inner Wheel

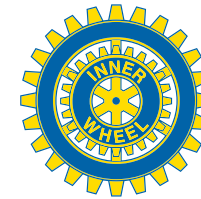


International Inner Wheel

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.

International Inner Wheel Yellow		International Inner Wheel Blue	
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').

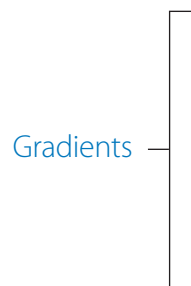
NB Please use CMYK versions of these colours for use with a gradient.

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



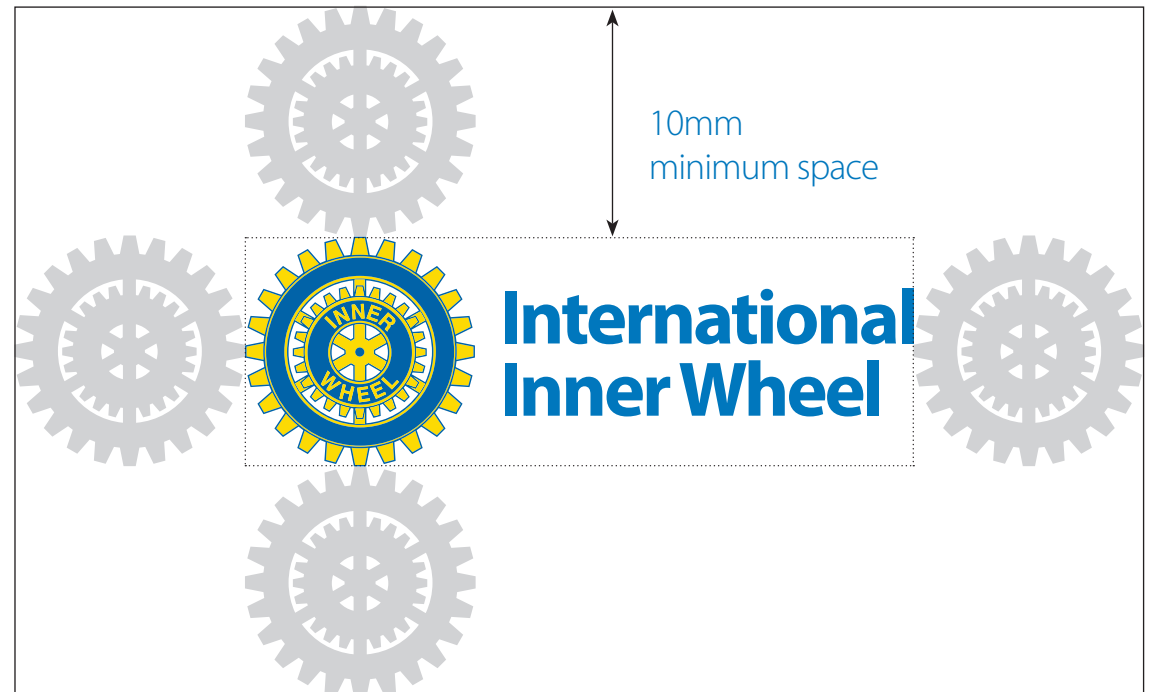
Brand Mark Exclusion Zone

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).*

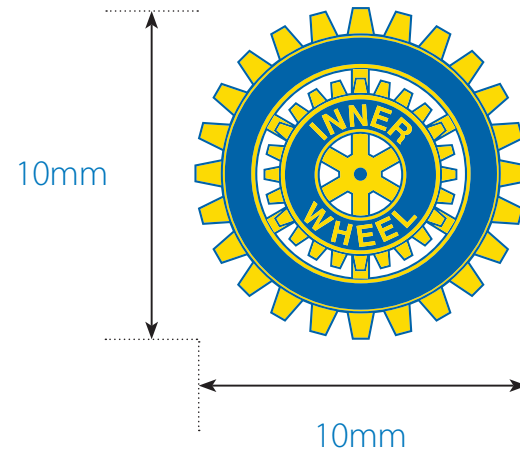


Brand Mark Size

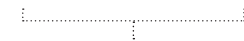
For clarity and reproduction quality, the minimum size for the International Inner Wheel Brand Mark has been set to 10mm. The Word Mark is scaled proportionally.

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



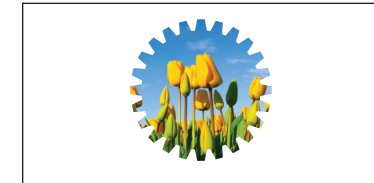
DO NOT distort the Brand Mark



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.

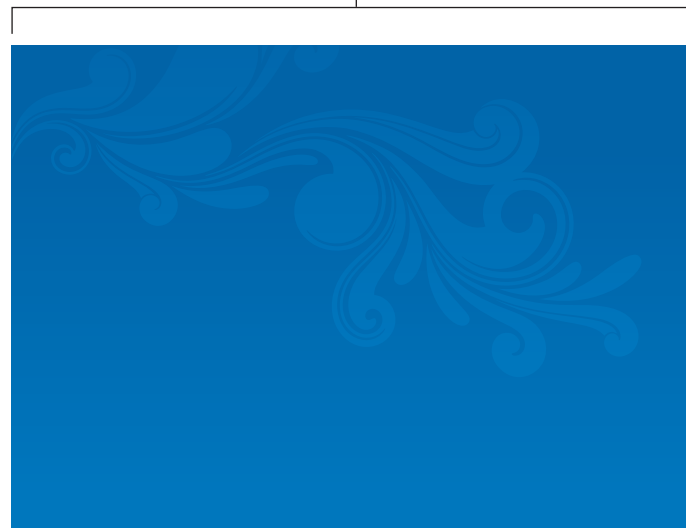
Although the flourish should be visible, it should be subtly incorporated into the background and not obtrusive.

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.

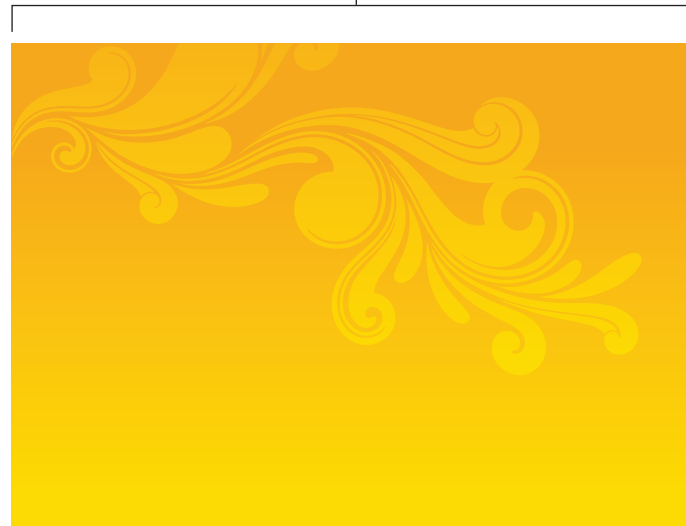
Although the flourish should be visible, it should be subtly incorporated into the background and not obtrusive.

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
Letterheads Comp slips Continuation paper	120gsm laser print speed
Certificate	300gsm Olin Smooth Absolute white

Coated papers

Litho print	
Items for print	Paper stock description
Business cards	400gsm white Satimat silk
Poster	200gsm Satimat silk
Newsletter	Cover - 200gsm Satimat (gloss laminated) Pages - 130gsm Satimat
Leaflets & Greeting card	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

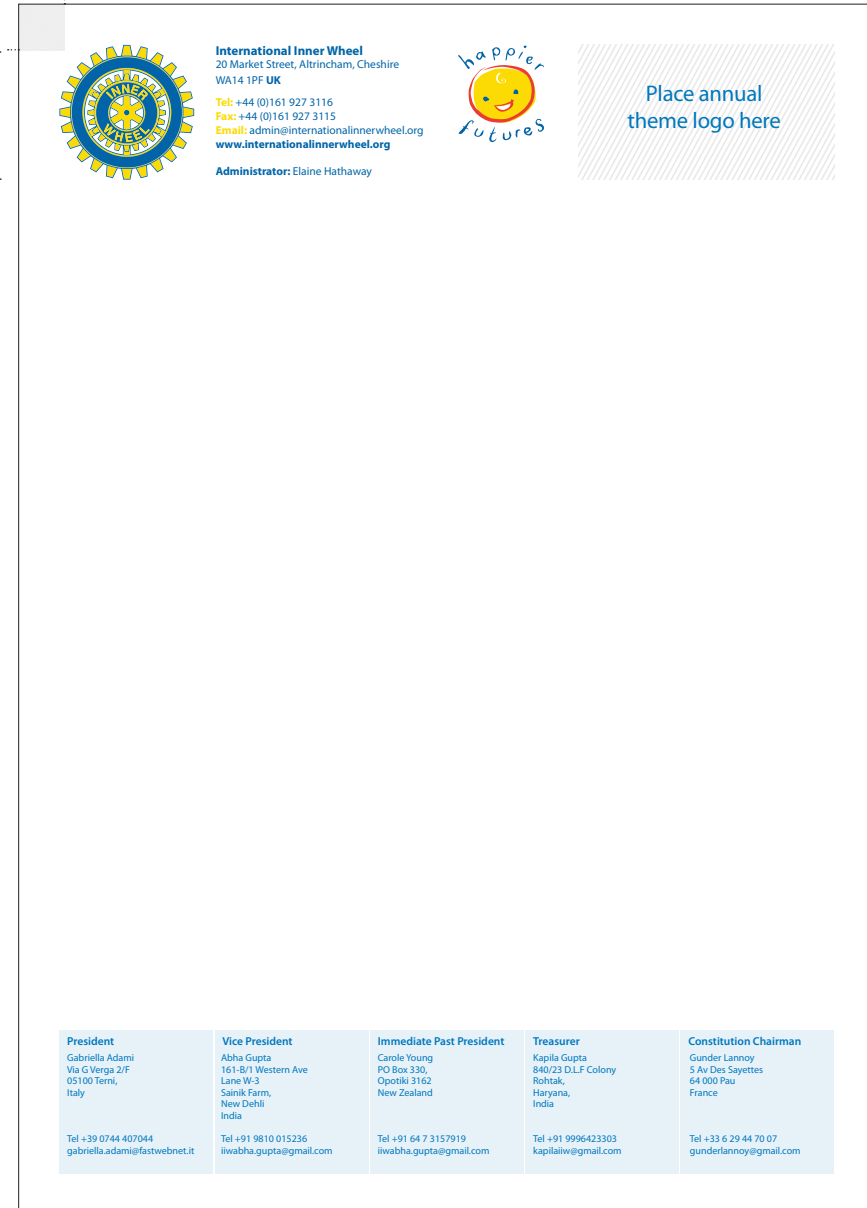
Logo 33mm x 33mm

Box Colour 3005 (10% tint)

Text Colour 3005

Fixed Titles Myriad Pro Bold (9pt)

Body Text Myriad Pro Regular (7pt)



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Email: admin@internationalinnerwheel.org
www.internationalinnerwheel.org
Administrator: Elaine Hathaway

happier
futures

Place annual theme logo here

President	Vice President	Immediate Past President	Treasurer	Constitution Chairman
Gabriella Adami Via G Verga 2/F 05100 Terni, Italy	Abha Gupta 161-B/1 Western Ave Lane W-3 Sainik Farm, New Delhi India	Carole Young PO Box 330, Opotiki 3162 New Zealand	Kapila Gupta 840/23 D.L.F Colony Rohtak, Haryana, India	Gunder Lannoy 5 Av Des Sayettes 64 000 Pau France
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Stationery

Business card

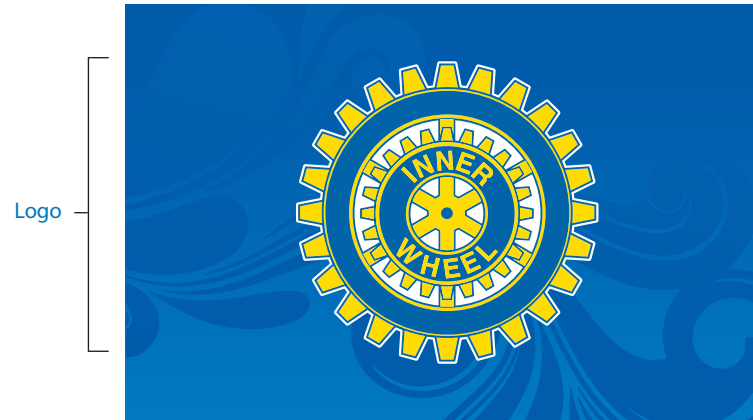
Consistent, correct reproduction of International Inner Wheel's additional materials is essential.

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



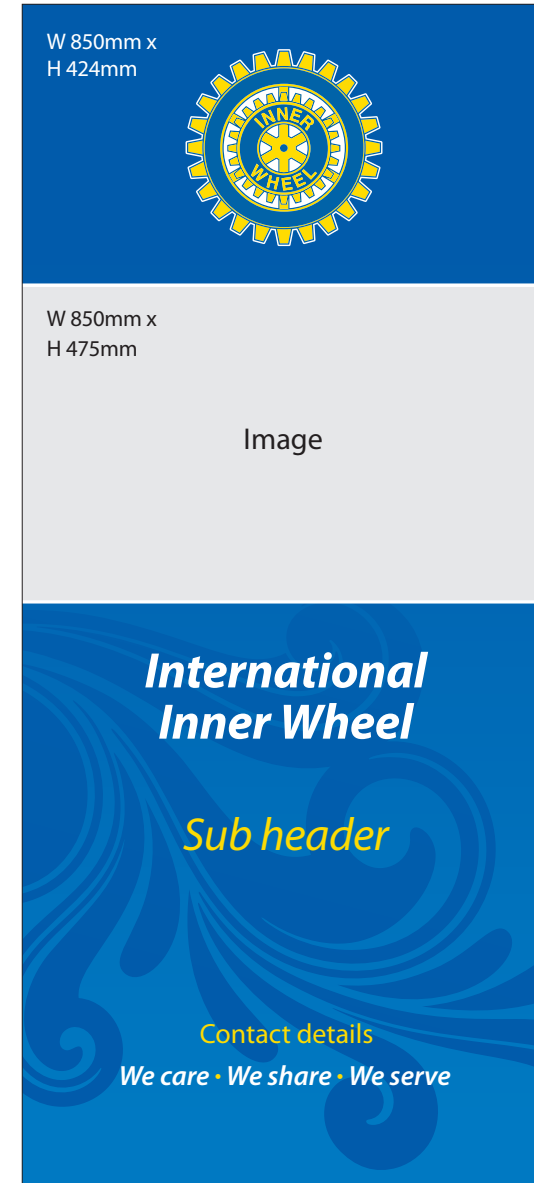
Logo

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:

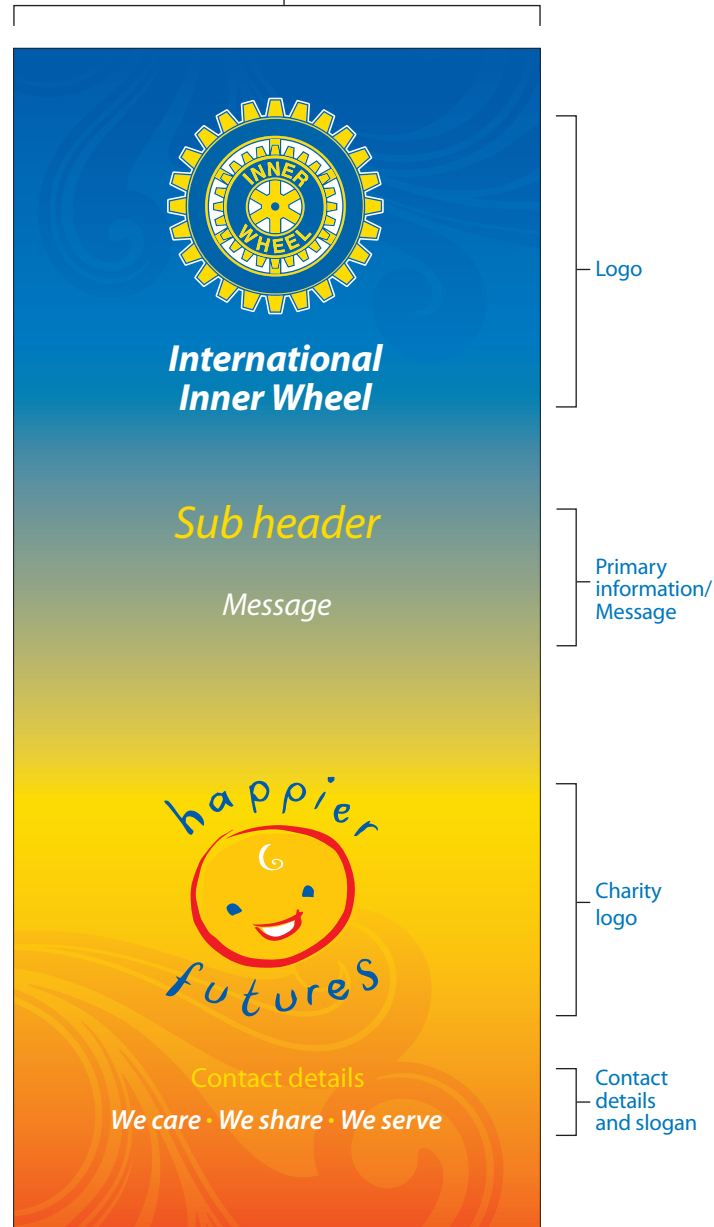
W 800mm x H 1800mm

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 for a preferential quote.



International Inner Wheel Branding Guidelines

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