

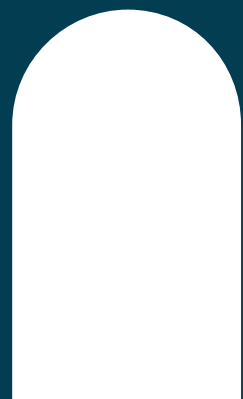
# Brand Identity Guideline

April 2022



i-mark

Supporting independence from  
alcohol industry influence.



# 01.

## Introduction



## Welcome

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We are delighted to welcome on board new member groups and organisations as we continue to build a movement to resist and challenge the negative impact that the activities of the alcohol industry is having on our health and well-being

We ask that you display the I-Mark logo within your organisation as appropriate. This might include:

- Display of the i-Mark logo in your office, centre or other premises as appropriate.
- Display of the i-Mark on your organisation's website (See guide below)
- Display of i-Mark email banner to share with others that your organisation has now adopted the i-Mark (See guide below)

As an organisation that has now signed up to the I-Mark, your organisation's logo will be displayed on"  
<https://alcoholforum.org/i-mark-support/>

## The Guideline & Downloading Assets

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This guidelines is an important document, it will explain how to best use the i-mark Identity on all marketing and promotional assets.

By ensuring that these guidelines are used to apply the i-mark identity styling correctly and consistently across all marketing and promotional, you play an invaluable part in creating a cohesive and consistent brand.

You can view this guidelines in digital format and download all the assets at:

<https://alcoholforum.org/i-mark-guidelines>

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# 02.

Logo  
Overview

## Logo Lockup

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The logo has been carefully designed and must never be redrawn or altered in any way. The logo must always be generated from original artwork as supplied.

Usage of the logo without the tagline is strictly reserved for discretionary use by official i-mark channels. The logo should NEVER be displayed without the tagline when used by partners, 3rd parties or affiliates.

## Offical Logo



## Logo without Tagline (For use by i-mark only)



## i-mark Supporters Promotional Assets

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We ask those organisations that have completed the i-mark membership process to proudly display the i-mark branding assets on their website and other promotional materials.

These graphics are available to download at <https://alcoholforum.org/i-mark-guidelines>

### Website Footer & Email Banner

Please insert the graphic below into the footer area of your website and your email signatures.



You may use any of the above options.

## i-mark Supporters Promotional Assets

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### Co-Branding

Use the following guide when added i-mark to any promotional materials where you wish to promote your support of the initiative.

#### Example



#### Spacing



## i-mark Supporters Promotional Assets

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### Labels/Stickers/Badges

Use the following artwork for printing labels, stickers or badges to promote your support of the i-mark.



## Incorrect Logo Use

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Don't skew or bend the logo in any way



Don't use any colors other than those specified on this document



Don't use drop shadows or other visual effects



Don't outline the logo



Don't use the logo on a background with insufficient contrast



Don't use the logo so small in size that the tagline is illegible



# 03.

## Typography

## Font Family - Nunito

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The Logotype itself should never redrawn or altered in any way but the **Nunito** font family has been chosen for use as part of the wider i-mark visual identity, for use on all marketing materials and promotional materials.

### Headings

# Nunito Bold

### Subheadings

## Nunito Semi-Bold

### Body Copy

## Nunito Medium

AaBbCcDcEeFfGgHhIiJjKkLlMmNnOoPpQq  
RrSsTtUuVvWwXxYyZz1234567890

Nunito is a well balanced sans serif typeface superfamily and is available under the Open Font License.  
You can download the font family at: <https://fonts.google.com/specimen/Nunito>

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# 04.

## Primary Colours

**The implementation of these colours correctly is key to creating a cohesive and consistent brand identity in how i-mark presents to its target audience.**

Here you will find colour values when printing four colour process CMYK, RGB values for screen and hexadecimal codes for web.

It is recommended that only these CMYK colours are used on all printed marketing materials and promotional literature e.g. signage, printed materials, exhibition materials etc.

For on-screen communications use RGB values (screen/monitor colours and hexadecimal codes for web safe colours). These match the CMYK references as closely as possible.

Printers should match to these references as closely as possible. We recommend proofs are reviewed and signed off by i-mark before print runs to retain consistency.

Navy  
RGB: 2 / 62 / 82  
HEX: #013d51  
CMYK: 97 / 68 / 47 / 38

Green  
RGB: 62 / 182 / 94  
HEX: #3db55e  
CMYK: 73 / 0 / 86 / 0

Violet Red  
RGB: 179 / 30 / 140  
HEX: #b21e8b  
CMYK: 31 / 100 / 1 / 0

Yellow  
RGB: 255 / 183 / 40  
HEX: #ffb829  
CMYK: 0 / 31 / 94 / 0

