IIMP®

INTERNATIONAL INSTITUTE OF MARKETING PROFESSIONALS

International Institute of Marketing Professionals
Corporate Identity Program

Vickram Aadityaa | April 2013

Corporate Identity is the persona, distinguished character of IIMP®. It is the value of one's vision, purpose, values ethical stance, leadership and principles held by IIMP®. This is what differentiates it from the rest. And it is the way these values are communicated verbally, in writing, and graphically in the corporate logo, design and colors. IIMP® corporate identity will merge itself in strategy, culture and communications to present a memorable personality to prospects and customers.

IIMP® corporate identity goes beyond the visual effects, and penetrates deep into the heart of who we are. Professionalism, courtesy, responsiveness, integrity all will make up the environment in which our customers will conduct their business.

IIMP® will communicate its corporate identity through its Products and Services. The key is to define how well we communicate our vision and values by means of the identity and image of its products and services always keeping the target audience involvement in mind. The public's image of IIMP® is largely a result of the user product and service experience which should be supported by an effective communication system. It is important to check impact on how the market perceives and interprets IIMP® brand or corporate image and identity.

Our 'Right' corporate identity will touch on everybody in the company, from the person who answers the phone to the CEO. While the logo and the company look is important, the way we and our employees communicate with customers, how we project the firm's values day to day, how we manage our team - that is what builds corporate identity.

IIMP®'s Corporate Identity Manual (CIM) identifies the Institute of Marketing Professionals Product and Services. The primary goal of the corporate identity program is create an identity that will individually and collectively help to create value judgements based on the appearance of corporate stationery, publications, advertising, buildings, interior spaces, and signage and ensure that the image they convey is both correct (as desired) and consistent.

IIMP® corporate identity manual is a formal, organized and planned program and will help to establish IIMP® identity. IIMP® CIM is deeply rooted in the core values of the organization (The 4 Pillars).

Brand management & advertising specialists, printers, interior designers, and a variety of specialists in addition to the main identity designers were involved in creation of the CIM. The coordinated involvement of all of these people in the design process has a clear statement of goals, and a commitment to the importance of the CIM.

The CIM is a management tool to coordinate the efforts of everyone involved in the implementation of the identity program. It is a style guide that promotes standardization. In addition to important information regarding everything from the corporate symbol to furniture, the Corporate Identity Manual contains a message from the MD/CEO of the organization who has set the four pillars of the IIMP® organization.

These 4 pillars should reinforce the importance of both the changes being made and of following the guidelines that the manual establishes. The manual also provides detailed guidance for the maintenance of the program when the consultant is no longer involved. The IIMP® Corporate Identity Manual must be viewed as being in a continual state of evolution. Procedures should be established for making the changes that will inevitably be required.

This manual will help ensure consistency by providing standards and specifications for the use of IIMP® corporate identity on a variety of situations. This manual should be followed for all printed and multi-media communications, including stationery, forms, websites, publications of signage. In advertising the manual will show how the corporate identity is applied to mass media applications such as internet applications, newspapers, and television.

The IIMP® CIM will be readily accessible to everyone that needs it and will serve the useful purpose of providing a place to go for information and guidance. It is important, and this manual is flexible enough to accommodate the change that will be inevitable. The manual is never "done". It will be updated on demand.

Vickram Aadityaa - AVP Brand Management

DESIGNATIONS & CERTIFICATIONS
Associate CMMP®
Manager CMMP®
Executive CMMP®
Chartered CMMP®
IIMP® Professional Development Certification

MEMBERSHIP CATEGORIES
IIMP® Student Member
IIMP® Regular Member
IIMP® Professional Member
IIMP® CMMP® Member
IIMP® Corporate Member
IIMP® Fellow Member

EDUCATION PARTNERS
IIMP® Recognized Educational Institution
IIMP® Accredited Educational Institution
IIMP® Certified Study Centre
IIMP® Authorized Professional Training Centre
IIMP® Authorized Exam Invigilation Centre

OTHER PARTNERS
IIMP® Media Partner
IIMP® Affiliated Partner (Partner function to be determined)
IIMP® Chapter / CMMP® Chapter

PUBLICATIONS
Associate CMMP® Handbook
Manager CMMP® Handbook
Executive CMMP® Handbook
Chartered CMMP® Handbook
IIMP® Newsletter
IIMP® Press Releases
IJMPP - International Journal of Marketing
Principles and Practices
IAMST - Internationally Accepted Marketing
Standards Setting Guide
IAMST - Internally Accepted Marketing Standards
IIMP® Marketing Practitioner Magazine

CONFERENCES & EVENTS
IIMP® Marketing Global Congress
IIMP® Conference Partner
IIMP® Educational Seminar (Name to be finalized)

SPONSORSHIP PACKAGES
IIMP® Platinum Sponsor
IIMP® Gold Sponsor
IIMP® Silver Sponsor
IIMP® Bronze Sponsor
IIMP® Congress Platinum Sponsor
IIMP® Congress Gold Sponsor
IIMP® Congress Silver Sponsor
IIMP® Congress Bronze Sponsor

IIMP® Seminar Platinum Sponsor
IIMP® Seminar Gold Sponsor
IIMP® Seminar Silver Sponsor
IIMP® Seminar Bronze Sponsor
IIMP® Academician Award Sponsor
IIMP® Practitioner Award Sponsor
IIMP® Student Award Sponsor

AWARDS
Country Level Awards:
IIMP® Country Award for Marketing Academicians
IIMP® Country Award for Marketing Practitioners
IIMP® Country Award for Marketing Students
IIMP® Country Award for Organizations

International Awards
IIMP® International Award for Marketing Academicians
IIMP® International Award for Marketing Practitioners
IIMP® International Award for Marketing Students
IIMP® Country Award for Organizations

The above IIMP® awards will be offered in the following marketing areas:
Account Based Marketing
Affiliate Marketing
Brand Management
Community Marketing
Consumer Behaviour
Customer Relationship Management Marketing
Dashboards, Marketing KPIs (ROI)
Experiential Marketing
Geomarketing
Global Marketing
Health Care Marketing
Internet Marketing
Marketing Channels Management
Marketing Communications
Marketing Ethics & Compliance
Marketing Intelligence System
Marketing Planning
Marketing Research
Mobile Marketing
New Product development
Pricing (Strategy, Methodology & Financial Implications)
Relationship Marketing
Retail Management
Service Marketing
Social Media Marketing
Strategy Marketing
Sustainability Marketing
Value-Based Marketing

International Institute of Marketing Professionals – IIMP®
Corporate Identity Management Process
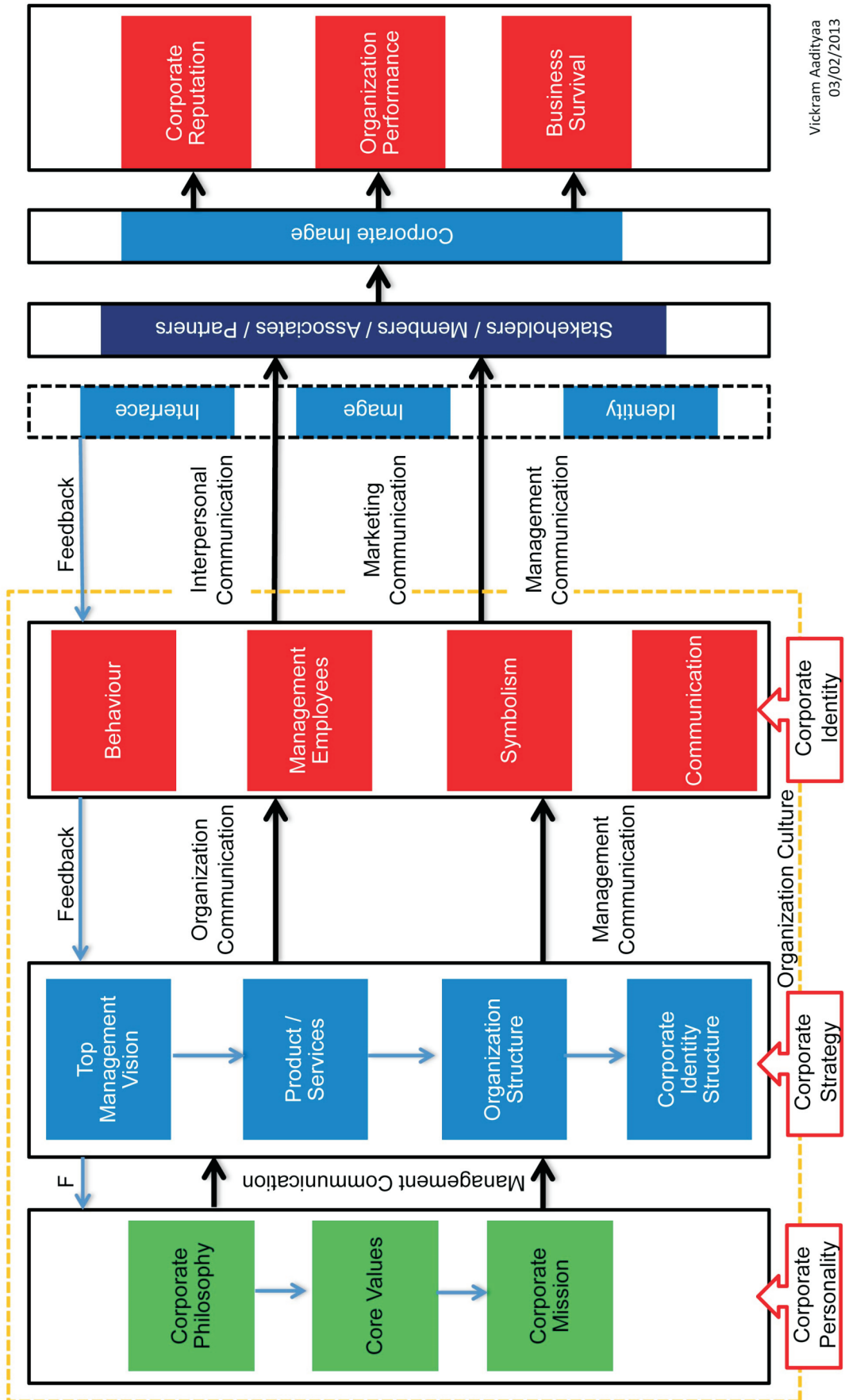
Vickram Aadityaa
03/02/2013

Corporate Reputation

Organization Performance

Business Survival

Corporate Image

Stakeholders / Members / Associates / Partners

Interface

Image

Identity

Feedback

Interpersonal Communication

Marketing Communication

Management Communication

Behaviour

Management Employees

Symbolism

Communication

Corporate Identity

Feedback

Organization Communication

Management Communication

Top Management Vision

Product / Services

Organization Structure

Corporate Identity Structure

Corporate Strategy

Organization Culture

F

Management Communication

Corporate Philosophy

Core Values

Corporate Mission

Corporate Personality

Manager
CMMP®
RECOGNITION OF WISDOM AND EXCELLENCE

Executive
CMMP®
RECOGNITION OF WISDOM AND EXCELLENCE

Associate
CMMP®
RECOGNITION OF WISDOM AND EXCELLENCE

Magazine
IIMP®
INTERNATIONAL INSTITUTE OF MARKETING PROFESSIONALS
MARKETING PRACTITIONER MAGAZINE

Chartered
CMMP®
RECOGNITION OF WISDOM AND EXCELLENCE

INTERNATIONAL JOURNAL OF
MARKETING
PRINCIPLES AND PRACTICES

IIMP®
INTERNATIONAL INSTITUTE OF MARKETING PROFESSIONALS
TEAM MEMBER

IIMP®
INTERNATIONAL INSTITUTE OF MARKETING PROFESSIONALS
CERTIFIED STUDY CENTRE

IIMP®
INTERNATIONAL INSTITUTE OF MARKETING PROFESSIONALS
ACCREDITED INSTITUTION

IIMP®
INTERNATIONAL INSTITUTE OF MARKETING PROFESSIONALS
MEDIA PARTNER

IIMP®
INTERNATIONAL INSTITUTE OF MARKETING PROFESSIONALS
SILVER SPONSOR
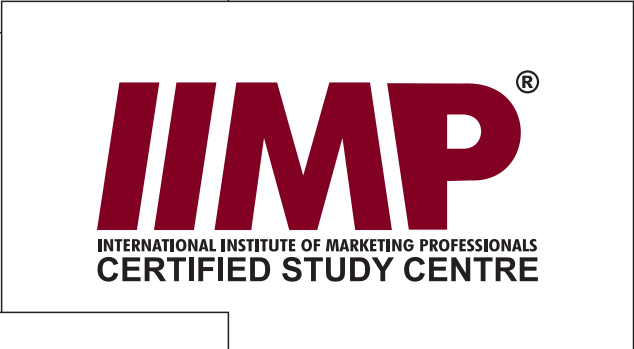
Four Pillars of IIMP®

The International Marketing Management Professionals (IIMP®) aims to develop Marketing professionals who are not only specialists in their chosen field, but also contribute in further development of the field. They will be seen as reliable and dependable team members having latest knowledge with high ethical standards. IIMP® membership is based on four significant pillars: Integrity, Knowledge, Professionalism and Excellence.

A brief description of these four pillars of IIMP® members is given below to define and describe the IIMP® approach.

Integrity

This refers to the strength of character, encompassing high standards of honesty and ethics. In today's corporate world, where several high-ranking individuals and organizations are found involved in malpractices, a high degree of personal integrity has become the most desirable and sought after trait in professionals.

IIMP® aims to provide skills that enrich learners with qualities to develop as truthful, honest, reliable and dependable professionals.

Knowledge

This refers to the collective level of information, experience and insights gained through study of a chosen field. In current scenario, knowledge has become the competitive edge for any individual or the organization, more than financial or marketing strengths.

IIMP®'s educational program is designed to provide the candidates with the latest, updated and synthesized knowledge, covering not only about Marketing Management, but also key aspects of business environment, international practices, case studies and exercises.

Professionalism

Professionalism itself is not just one quality, but a bundle of qualities:
- Having specialized knowledge, practice & expertise in a chosen field of operation
- Being responsible, focussed, committed and accountable for efforts and also the results to the client.
- High quality of service, presentation, communication, research and literary skills.
- A neat, well-dressed, confident disposition, reflecting graceful.
- Effective management of time & resources.
- Maintaining smooth relationships with effective management of expectations, conflicts, and stress.
- Emotional intelligence, to remain calm even under pressure, and not being carried away by emotions.

IIMP® membership program is well-designed to impart all above qualities to its members through a large number of modules on soft skills, so that Certified Marketing Management Professionals (CMMP®) stand out due to their visible professionalism.

Excellence

To excel is not just being the 'best', but rather being 'Better than the Best' in all aspects. Excellence is not a static position attained once, but a continuously moving target to surpass one's own achieved position through constant updating and improvements in personality and performance.

IIMP® membership program is designed to fill-up its practitioners with a zeal for excellence in all their endeavours. IIMP® Certification would become a symbol of Excellence in the professional world.

Nisar Butt - President / CEO

Safe space with the name of group companies. Always use the original digital artwork. Do not recreate.

Futura Hv BT

Candra Italic

Manager
CMMP®
RECOGNITION OF WISDOM AND EXCELLENCE

Chartered
CMMP®
RECOGNITION OF WISDOM AND EXCELLENCE

Futura Hv BT

Associate
CMMP®
RECOGNITION OF WISDOM AND EXCELLENCE

6.3mm
1mm
12.3mm
1 mm
1.5mm

Executive
CMMP®
RECOGNITION OF WISDOM AND EXCELLENCE

INTERNATIONAL JOURNAL OF
MARKETING
PRINCIPLES AND PRACTICES

INTERNATIONAL JOURNAL OF
MARKETING
PRINCIPLES AND PRACTICES

INTERNATIONAL JOURNAL OF
MARKETING
PRINCIPLES AND PRACTICES

INTERNATIONAL JOURNAL OF
MARKETING
PRINCIPLES AND PRACTICES

IIMP® Magazine

Magazine
IIMP®
INTERNATIONAL INSTITUTE OF MARKETING PROFESSIONALS
MARKETING PRACTITIONER MAGAZINE

IIMP® ORANGE
R244, G123, B32
C0, M64, Y100, K0
PANTONE 152 C

IIMP® Blue
C100 M58 Y0 K21
R G85 B150
PANTONE 647 C

IIMP® GREEN
C100 M20Y80 K25
R24 G60 B71
PANTONE 349 C

IIMP® BURGUNDY
C0 M100 Y60 K55
R112 G27 B26
PANTONE 202 C

IIMP® Member

TEAM MEMBER | PROFESSIONAL MEMBER | REGULAR MEMBER
ADVISORY MEMBER | FELLOW MEMBER | SENIOR TEAM MEMBER
STUDENT MEMBER | CORPORATE MEMBER | CMMP MEMBER

IIMP® ORANGE
R244, G123, B32
C0, M64, Y100, K0
PANTONE 152 C

IIMP® Centres

CERTIFIED STUDY CENTRE | AUTHORISED EXAM INVIGILATION CENTER
AUTHORISED PROFESSIONAL TRAINING CENTRE | ACCREDITED STUDY CENTRE

IIMP® BURGUNDY
C0 M100 Y60 K55
R112 G27 B26
PANTONE 202 C

IIMP® Sponsor

SILVER SPONSOR | GOLD SPONSOR
BRONZE SPONSOR | PLATINUM SPONSOR

IIMP® BROWN
C0 M20 Y40 K40
R44 G22 B111
PANTONE 7503 C

IIMP® Institution

ACCREDITED INSTITUTION
RECOGNIZED INSTITUTION

IIMP® Blue
C100 M58 Y0 K21
R G85 B150
PANTONE 647 C

IIMP® Media Partner

MEDIA PARTNER

IIMP® GREEN
C100 M20Y80 K25
R24 G60 B71
PANTONE 349 C

IIMP
INTERNATIONAL INSTITUTE OF MARKETING PROFESSIONALS

IIMP
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IIMP
INTERNATIONAL INSTITUTE OF MARKETING PROFESSIONALS

IIMP
INTERNATIONAL INSTITUTE OF MARKETING PROFESSIONALS

CMMP
CERTIFIED MARKETING MANAGEMENT PROFESSIONAL

CMMP
CERTIFIED MARKETING MANAGEMENT PROFESSIONAL

CMMP
CERTIFIED MARKETING MANAGEMENT PROFESSIONAL

CMMP
CERTIFIED MARKETING MANAGEMENT PROFESSIONAL

Executive
CMMP
RECOGNITION OF WISDOM AND EXCELLENCE

Executive
CMMP
RECOGNITION OF WISDOM AND EXCELLENCE

Executive
CMMP
RECOGNITION OF WISDOM AND EXCELLENCE

Executive
CMMP
RECOGNITION OF WISDOM AND EXCELLENCE

Chartered
CMMP
RECOGNITION OF WISDOM AND EXCELLENCE

Chartered
CMMP
RECOGNITION OF WISDOM AND EXCELLENCE

Chartered
CMMP
RECOGNITION OF WISDOM AND EXCELLENCE

Chartered
CMMP
RECOGNITION OF WISDOM AND EXCELLENCE

Associate
CMMP
RECOGNITION OF WISDOM AND EXCELLENCE

Associate
CMMP
RECOGNITION OF WISDOM AND EXCELLENCE

Associate
CMMP
RECOGNITION OF WISDOM AND EXCELLENCE

Associate
CMMP
RECOGNITION OF WISDOM AND EXCELLENCE

Manager
CMMP
RECOGNITION OF WISDOM AND EXCELLENCE

Manager
CMMP
RECOGNITION OF WISDOM AND EXCELLENCE

Manager
CMMP
RECOGNITION OF WISDOM AND EXCELLENCE

Manager
CMMP
RECOGNITION OF WISDOM AND EXCELLENCE

IIMP® Blue

C100 M58 Y0 K21

R G85 B150

PANTONE 647 C

IIMP® BLACK

C0 M0 Y0 K100

R31 G26 B23

PANTONE Process Black C

IIMP® ORANGE

R244, G123, B32

C0, M64, Y100, K0

PANTONE 152 C

IIMP® BURGUNDY

C0 M100 Y60 K55

R112 G27 B26

PANTONE 202 C

IIMP® GREEN

C100 M20Y80 K25

R24 G60 B71

PANTONE 349 C

IIMP® BROWN

C0 M20 Y40 K40

R44 G22 B111

PANTONE 7503 C

Coloured corporate identity on a white background. This is the most preferred use.

Coloured corporate identity on a black background.

Corporate identity on an orange background

Corporate identity in white on a black background.

Corporate identity in black on a white background.

On corporate colours do not use corporate identity in black.

Corporate identity on a blue green background.

CMMP® — CERTIFIED MARKETING MANAGEMENT PROFESSIONAL

Manager
CMMP® — RECOGNITION OF WISDOM AND EXCELLENCE

Associate
CMMP® — RECOGNITION OF WISDOM AND EXCELLENCE

Chartered
CMMP® — RECOGNITION OF WISDOM AND EXCELLENCE

Executive
CMMP® — RECOGNITION OF WISDOM AND EXCELLENCE

IIMP® — INTERNATIONAL INSTITUTE OF MARKETING PROFESSIONALS
TEAM MEMBER

CMMP® — CERTIFIED MARKETING MANAGEMENT PROFESSIONAL

Manager
CMMP® — RECOGNITION OF WISDOM AND EXCELLENCE

Associate
CMMP® — RECOGNITION OF WISDOM AND EXCELLENCE

Chartered
CMMP® — RECOGNITION OF WISDOM AND EXCELLENCE

Executive
CMMP® — RECOGNITION OF WISDOM AND EXCELLENCE

IIMP® — INTERNATIONAL INSTITUTE OF MARKETING PROFESSIONALS
CERTIFIED STUDY CENTRE

CMMP® — CERTIFIED MARKETING MANAGEMENT PROFESSIONAL

Manager
CMMP® — RECOGNITION OF WISDOM AND EXCELLENCE

Associate
CMMP® — RECOGNITION OF WISDOM AND EXCELLENCE

Chartered
CMMP® — RECOGNITION OF WISDOM AND EXCELLENCE

Executive
CMMP® — RECOGNITION OF WISDOM AND EXCELLENCE

IIMP® — INTERNATIONAL INSTITUTE OF MARKETING PROFESSIONALS
SILVER SPONSOR

CMMP® — CERTIFIED MARKETING MANAGEMENT PROFESSIONAL

Manager
CMMP® — RECOGNITION OF WISDOM AND EXCELLENCE

Associate
CMMP® — RECOGNITION OF WISDOM AND EXCELLENCE

Chartered
CMMP® — RECOGNITION OF WISDOM AND EXCELLENCE

Executive
CMMP® — RECOGNITION OF WISDOM AND EXCELLENCE

IIMP® — INTERNATIONAL INSTITUTE OF MARKETING PROFESSIONALS
ACCREDITED INSTITUTION

Coloured corporate identity on a white background. This is the most preferred use.

Coloured corporate identity on a black background.

Corporate identity on an orange background

Corporate identity in white on a black background.

Corporate identity on Burgundy background

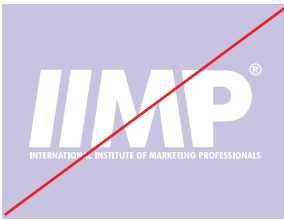Corporate identity in black on a white background.

On corporate colours do not use corporate identity in black.

Corporate identity on a blue green background.

Do not use the Identity on light coloured backgrounds.
(logo in white or gray)

Do not use the Identity on dark coloured backgrounds.
(logo in black)

Do not use the Identity on contrasting backgrounds.
Logo in white, gray and black

Do not use the Identity on light coloured backgrounds.
(logo in white or gray)

Do not use the Identity on dark coloured backgrounds.
(logo in black)

Do not use the Identity on contrasting backgrounds.
Logo in white, gray and black

- Do not recreate the IIMP® Corporate Identity. It has been specially drawn
  and approved. Use the digital artwork included in the Artwork Resource CD.
- Do not change or redraw any elements of the Identity.
- Do not change the typeface in the Identity.
- Do not add other colours to or reverse out any part of the Identity.
- Do not change the proportions of the Identity elements.
- Do not enclose the Identity in a box or other shape.
- Do not reproduce the Identity smaller than the minimum size or create repeating patterns with the Identity.
- Do not reverse the hierarchy of the Identity.
- Do not add any other brand lines, phrases or graphics within the safe space
  or incorporate the Identity into a sentence.
- Do not place the Identity at random angles.
- Do not outline the Identity.
- Do not add gradations, 3D effects, drop shadows, sparkles, distortion or other graphic effects to the Identity.

Halvett

Halvett Normal
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Halvett Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Halvett Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Halvett Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Halvett Cond
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Halvett BlackCond
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Halvett Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Halvett Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Halvett Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Arial

Arial Normal
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Arial Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Arial Narrow
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Verdana

Verdana Normal
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Verdana Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Verdana Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

'X' represents the height of the IIMP® logotype. It is the basis on which the dimensions of the other parts should be calculated, so as to arrive at the correct proportions.

The Corporate Identity cannot be used in any other form, proportion and colours other than those mentioned in this document. Do not alter the spacing between the characters of the IIMP® logotype.

To maintain visual clarity, the IIMP® Identity must never appear to be linked to or be crowded with text, photographs or graphic elements.

X' represents the height of the IIMP® logotype. Always maintain the minimum safe space of 'X' around the IIMP® Identity to preserve its integrity.
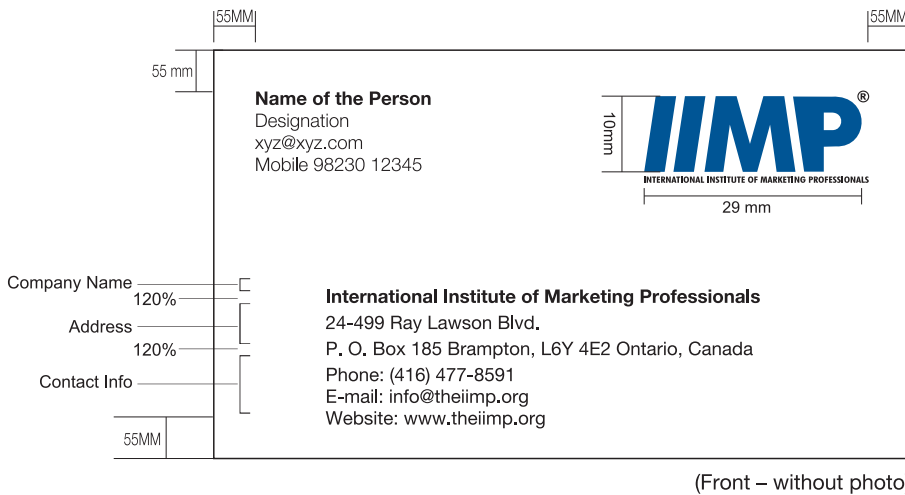
Safe space has an invisible boundary. It should never be made visible.

IIMP®
INTERNATIONAL INSTITUTE OF MARKETING PROFESSIONALS
10 mm

CMMP®
CERTIFIED MARKETING MANAGEMENT PROFESSIONAL
10 mm

Executive
CMMP®
RECOGNITION OF WISDOM AND EXCELLENCE
10 mm

Chartered
CMMP®
RECOGNITION OF WISDOM AND EXCELLENCE
10 mm

Associate
CMMP®
RECOGNITION OF WISDOM AND EXCELLENCE
10 mm

Manager
CMMP®
RECOGNITION OF WISDOM AND EXCELLENCE
10 mm

IIMP®
INTERNATIONAL INSTITUTE OF MARKETING PROFESSIONALS
TEAM MEMBER
10 mm

To protect integrity, legibility and impact, the size of the IIMP® and its Product / Service Identity should not be smaller than the minimum size prescribed above.

Common error
Accompanying text or pictures should not be placed so close to the logo that they appear to be part of the logo.

55MM — **55MM**

55 mm

Name of the Person
Designation
xyz@xyz.com
Mobile 98230 12345

10mm

29 mm

Company Name
120%
Address
120%
Contact Info

International Institute of Marketing Professionals

24-499 Ray Lawson Blvd.
P. O. Box 185 Brampton, L6Y 4E2 Ontario, Canada

Phone: (416) 477-8591
E-mail: info@theiimp.org
Website: www.theiimp.org

55MM

(Front – without photo)

IIMP® Identity in Corporate
Blue Colour

A) **Name of the Person**
Typeface: Halvett Bold
Type size: 7.5 point
B) **Designation**
Typeface: Halvett Normal
Type size: 6.5 point
C) **Company Name**
Typeface: Halvett Bold
Type size: 6.5point
D) **Address & Contact Details**
Typeface: Halvett Normal
Type size: 6.5 point

Paper: Comet 350gsm
Colour: Bright White
Size: 92mm x 54mm
Printing Type: Logo/ Colour -
Offset Printing both side
Address/ Black - Screen Printing

55MM — **55MM**

55 mm

Name of the Person
Designation
xyz@xyz.com
Mobile 98230 12345

10mm

29 mm

Company Name
120%
Address
120%
Contact Info

International Institute of Marketing Professionals

24-499 Ray Lawson Blvd.
P. O. Box 185 Brampton, L6Y 4E2 Ontario, Canada

Phone: (416) 477-8591
E-mail: info@theiimp.org
Website: www.theiimp.org

55MM

(Front – with photo)

IIMP® Identity in Corporate
Blue Colour

IIMP® Blue

Process (CMYK) :
C100 M58 Y0 K21

RGB :
R0 G85 B150

Pantone :
PANTONE 647 C

IIMP® Black

Process (CMYK) :
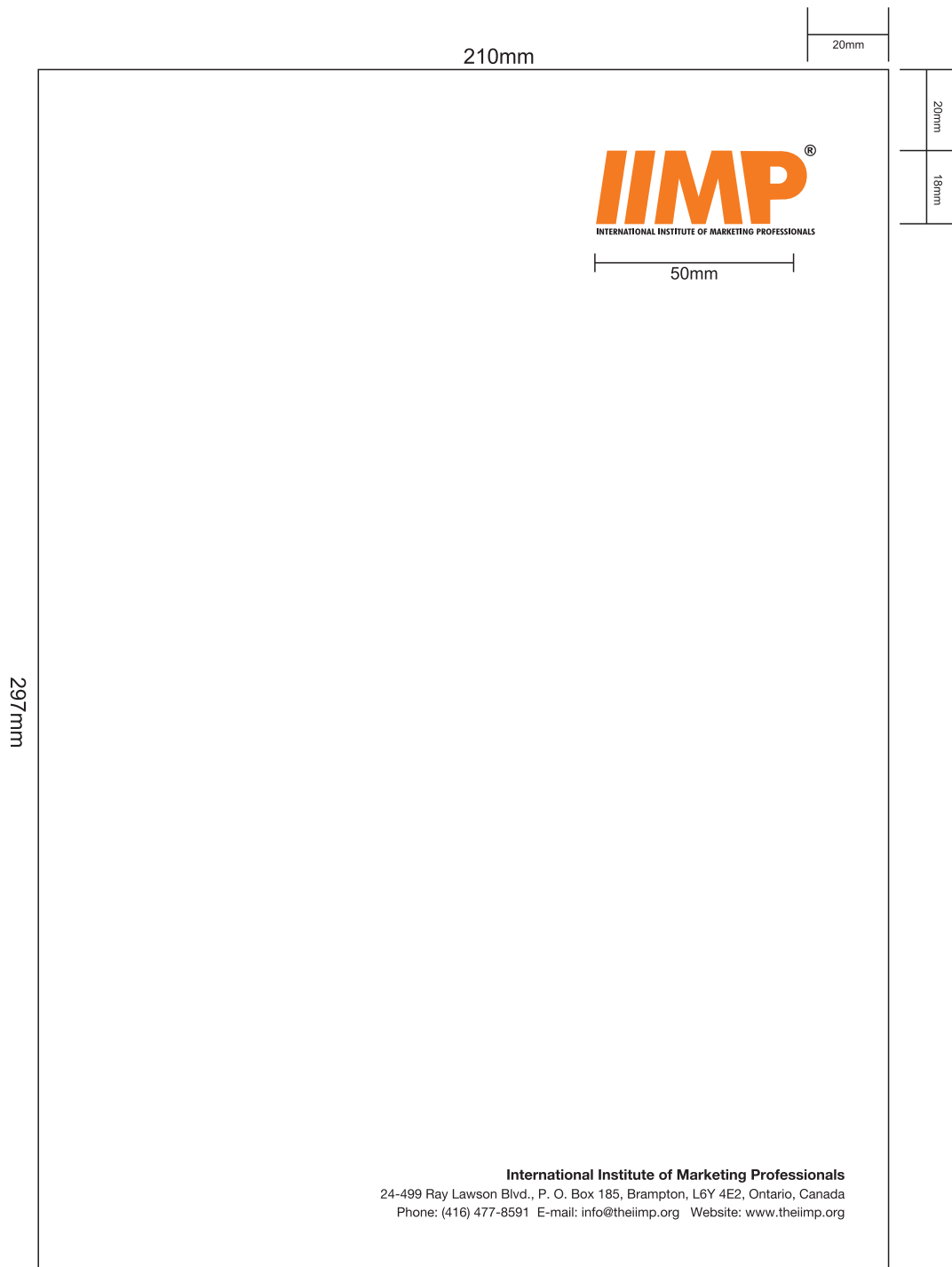C0 M0 Y0 K100

RGB :
R31 G26 B23

Pantone :
Process Black C

55MM — **55MM**

55 mm

Name of the Person
Designation
xyz@xyz.com
Mobile 98230 12345

10mm

29

Company Name
120%
Address
120%
Contact Info

International Institute of Marketing Professionals

24-499 Ray Lawson Blvd.
P. O. Box 185 Brampton, L6Y 4E2 Ontario, Canada

Phone: (416) 477-8591
E-mail: info@theiimp.org
Website: www.theiimp.org

55MM

Back side for cross roles only

IIMP® Identity in Corporate
Blue Colour

Cross Roles
When member staff holds an administrative role in
addition to his professional role, or any other - each
position appears on different sides of the card. The
main role should appear on the same side as the
corporate masthead.

(if no cross role then mention – core values (4 Pillars)

Integrity
Knowledge
Professionalism
Excellence

Typeface: Halvett Bold
Type size: 9 point

210mm

20mm

20mm

18mm

IIMP®
INTERNATIONAL INSTITUTE OF MARKETING PROFESSIONALS

50mm

297mm

International Institute of Marketing Professionals
24-499 Ray Lawson Blvd., P. O. Box 185, Brampton, L6Y 4E2, Ontario, Canada
Phone: (416) 477-8591 E-mail: info@theiimp.org   Website: www.theiimp.org

Sample

• Paper: Executive Boand 120 gsm
  Colour: Bright White

• Size: A4

• Printing Type: Logo/ Colour -
  Offset Printing

Note : Print Letterhead without Address for Continuation Sheet

IIMP® ORANGE

	Process (CMYK) :	RGB :	Pantone :
	C0 M64 Y100 K0	R244 G123 B32	PANTONE 152 C

20mm

210mm

20mm

20mm

12mm

CMMP®
CERTIFIED MARKETING MANAGEMENT PROFESSIONAL

53mm

®

IIMP®
INTERNATIONAL INSTITUTE OF MARKETING PROFESSIONALS

50mm

18mm

297mm

International Institute of Marketing Professionals
24-499 Ray Lawson Blvd., P. O. Box 185, Brampton, L6Y 4E2, Ontario, Canada
Phone: (416) 477-8591 E-mail: info@theiimp.org Website: www.theiimp.org

10mm

Sample

20mm

- IIMP® Brand Letterhead
- Size: A4
- Company Name
  Typeface: Halvett Bold
  Type size: 10 point

- Address
  Typeface: Halvett Normal
  Type size: 9 point
- Paper: Executive Boand 120 gsm
  Colour: Bright White
- Size: A4
- Printing Type: Logo/ Colour -
  Offset Printing Address/
  Black - Screen Printing

IIMP® Blue

| | Process (CMYK) :
C100 M58 Y0 K21 | RGB :
R0 G85 B150 | Pantone :
PANTONE 647 C |

IIMP® ORANGE

| | Process (CMYK) :
C0 M64 Y100 K0 | RGB :
R244 G123 B32 | Pantone :
PANTONE 152 C |

IIMP® Black

| | Process (CMYK) :
C0 M0 Y0 K100 | RGB :
R31 G26 B23 | Pantone :
Process Black C |

Note : Print Letterhead without Address for Continuation Sheet

25mm

235mm

13mm

35mm

108mm

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Brampton, L6Y 4E2, Ontario, Canada
Phone: (416) 477-8591
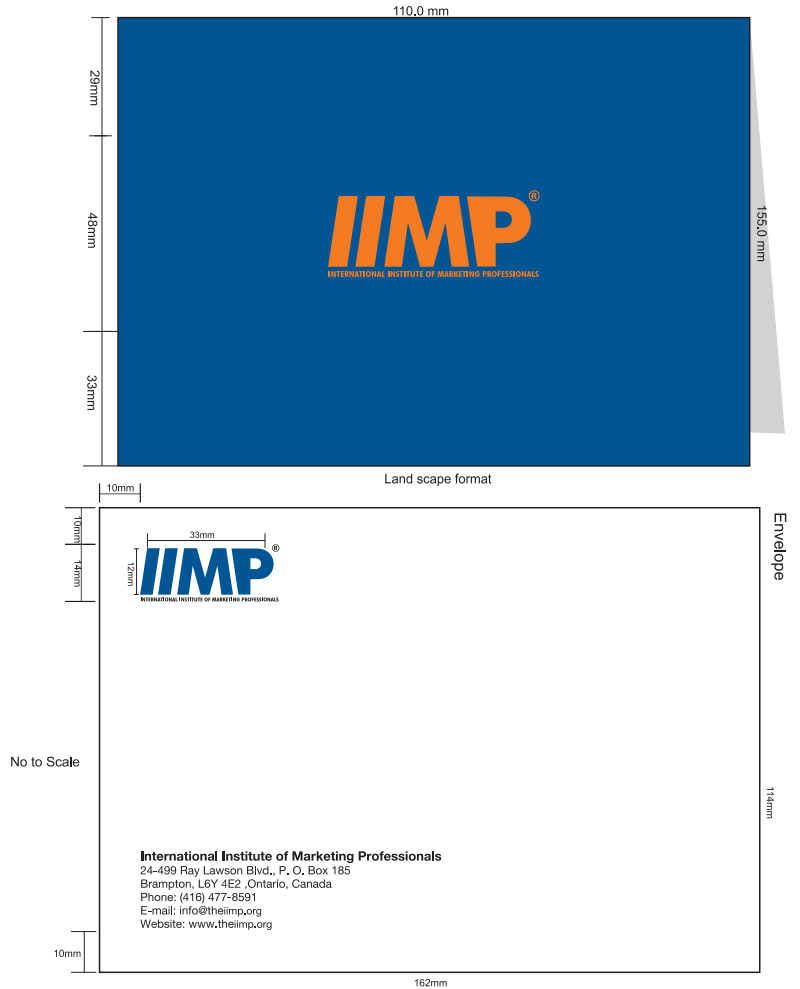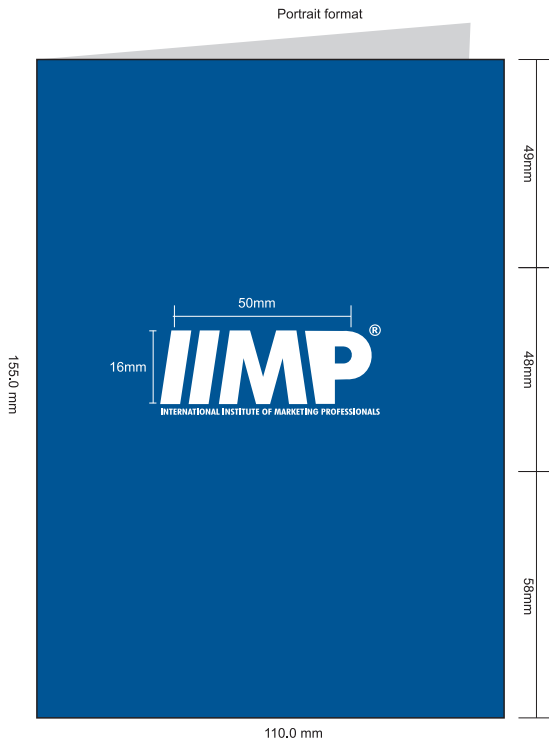E-mail: info@theiimp.org
Website: www.theiimp.org

10mm
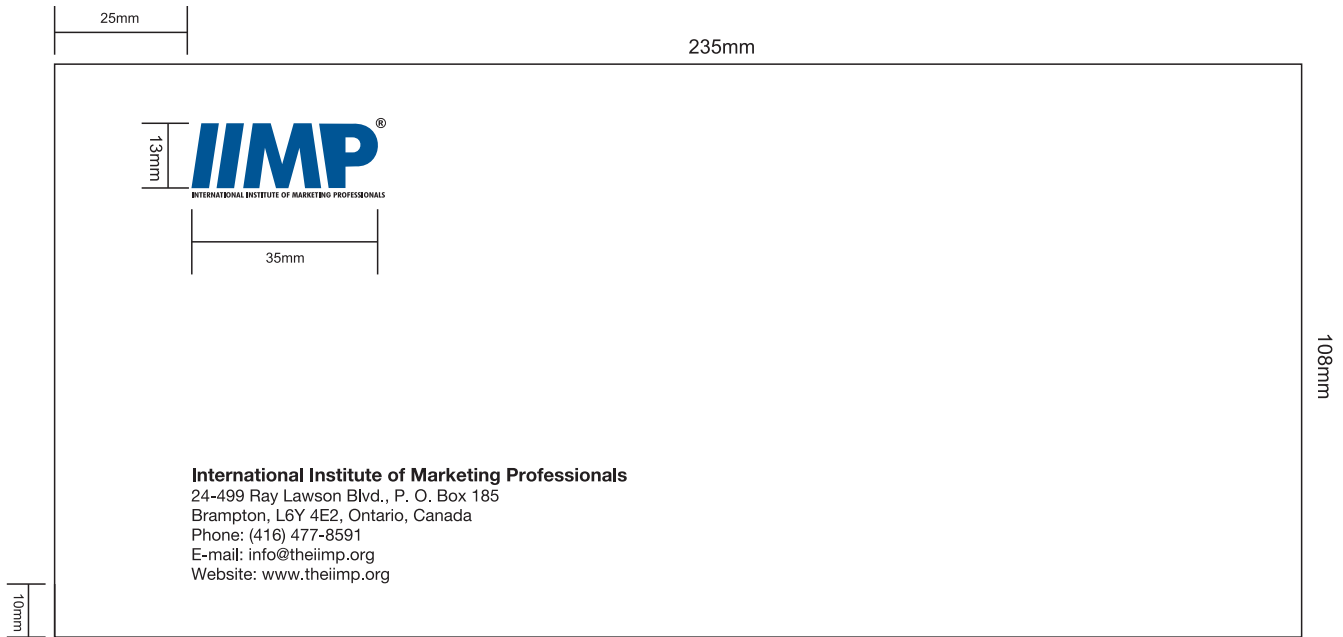
Not to Scale

- Envelope Size : 235 mm (width) x 108 mm (height)
- International Institute of Marketing Professionals Typeface: Halvett Bold Type size: 12 point
- Address: Typeface: Halvett Normal Type size: 9 point
- Paper: 120gsm Colour: Bright White
- Printing Type: Logo/ Colour - Offset Printing Address/ Black - Screen Printing

IIMP® Blue

Process (CMYK) :
C100 M58 Y0 K21

RGB :
R0 G85 B150

Pantone :
PANTONE 647 C

16 mm

457mm

21mm

98mm

34mm

304 mm

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20mm
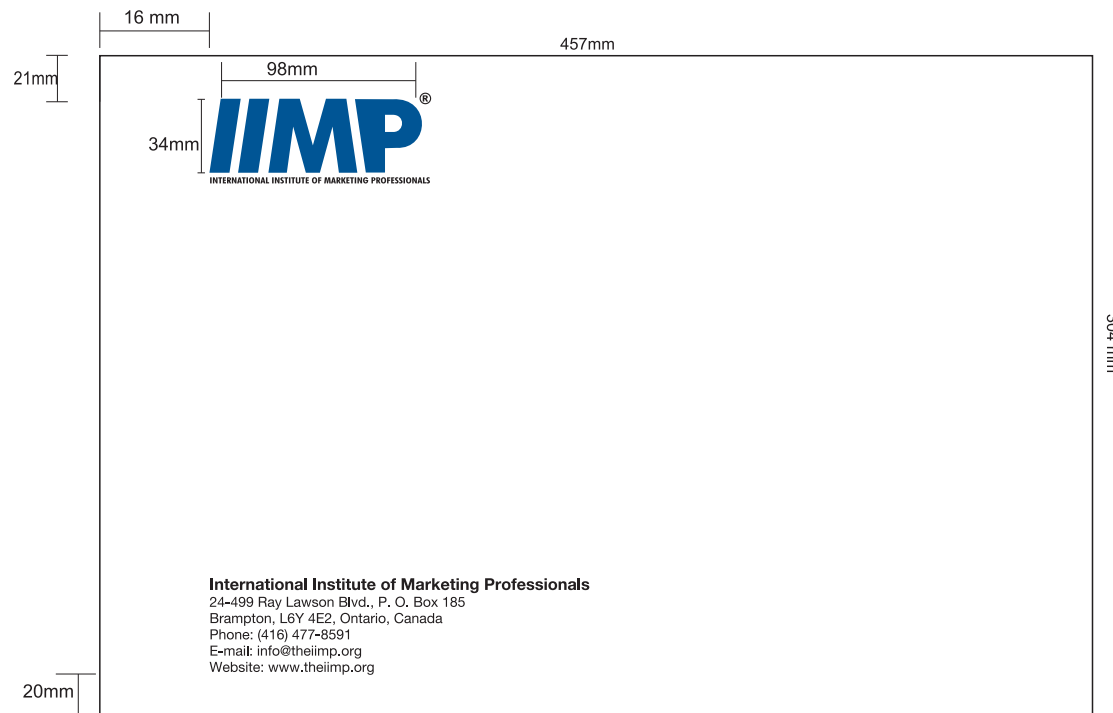
Not to Scale

- Envelope Size: 457mm(width) x 304mm (height)
- International Institute of Marketing Professionals   Typeface: Halvett Bold   Type size: 21 point
- Address Typeface: Halvett Normal, Type size: 18 point
- Paper: 120gsm
- Colour: Bright White
- Printing Type: Logo/ Colour - Offset Printing, Address/ Black - Screen Printing

IIMP® Black

Process (CMYK) :
C0 M0 Y0 K100

RGB :
R31 G26 B23

Pantone :
Process Black C

Portrait format

49mm

50mm

16mm

48mm

48mm

155.0 mm

58mm

110.0 mm

110.0 mm

29mm

48mm

33mm

155.0 mm

Land scape format

10mm

10mm

14mm

12mm

33mm

Envelope

No to Scale

114mm

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10mm

162mm

- Invitations Size :
  Size: 110.0 mm (width) x 155.0 mm (height)

- International Institute of Marketing Professionals

  Typeface: Halvett Bold
  Type size: 9 point

- Address
  Typeface: Halvett Normal
  Type size: 8 point

- Paper: 300 gsm art card

- Colour: Bright White

- Envelope : 100 gsm paper

- Printing Type: Logo/ Colour - Offset Printing
  Address/ Black - Screen Printing

IIMP® Blue

Process (CMYK) :	RGB :	Pantone :
C100 M58 Y0 K21	R0 G85 B150	PANTONE 647 C

IIMP® ORANGE

Process (CMYK) :	RGB :	Pantone :
C0 M64 Y100 K0	R244 G123 B32	PANTONE 152 C

IIMP® Black

Process (CMYK) :	RGB :	Pantone :
C0 M0 Y0 K100	R31 G26 B23	Process Black C

12mm

55mm

35mm

20mm

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Website: www.theiimp.org

12mm

12mm

Not to Scale

60mm

260mm

50mm

54mm

20mm

220 mm

• Visiting Folder :
  Size: 220 mm (width) x 320 mm (height)
• Paper: 300 gsm art card
• Colour: Bright White
• Printing Type: Logo/ Colour - Offset Printing

IIMP® Blue
Process (CMYK) :   RGB :   Pantone :
C100 M58 Y0 K21   R0 G85 B150   PANTONE 647 C

IIMP® ORANGE
Process (CMYK) :   RGB :   Pantone :
C0 M64 Y100 K0   R244 G123 B32   PANTONE 152 C

IIMP® Black
Process (CMYK) :   RGB :   Pantone :
C0 M0 Y0 K100   R31 G26 B23   Process Black C

5mm 30mm

18mm

55mm

15.0 mm

90mm

3mm

Prof. Chuck Hermans
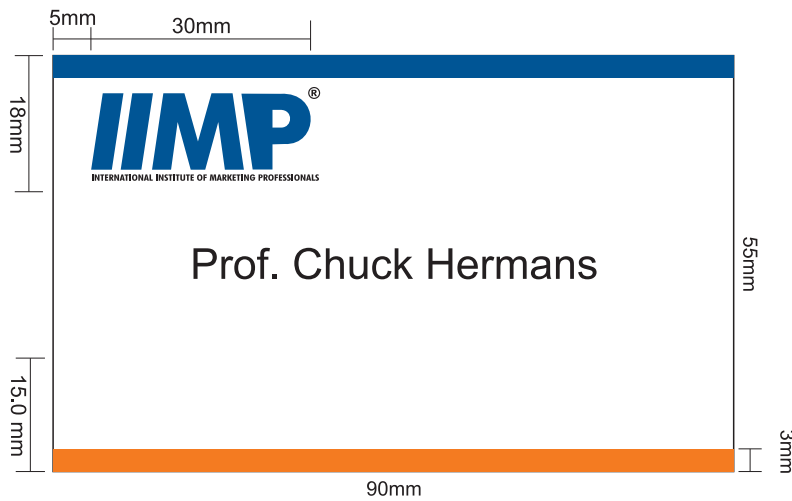
- Name: (Centre) in -house printed
  Typeface: (Verdana / Arial)
  Type size: 16 point

- Size: 90x55mm

IIMP® Blue
Process (CMYK) :   RGB :   Pantone :
C100 M58 Y0 K21   R0 G85 B150   PANTONE 647 C

IIMP® ORANGE
Process (CMYK) :   RGB :   Pantone :
C0 M64 Y100 K0   R244 G123 B32   PANTONE 152 C

IIMP® Black
Process (CMYK) :   RGB :   Pantone :
C0 M0 Y0 K100   R31 G26 B23   Process Black C

110mm

80mm

Nisar Butt

Nisar Butt

40mm

30mm

- Name: in -house printed
  Typeface: (Verdana / Arial)
  Type size: 16 point

- Size: 110x80mm

Note : for in-house printing, Verdana or Arial
fonts can be used if Halvett is not available.

IIMP® Blue
Process (CMYK) :   RGB :   Pantone :
C100 M58 Y0 K21   R0 G85 B150   PANTONE 647 C

IIMP® ORANGE
Process (CMYK) :   RGB :   Pantone :
C0 M64 Y100 K0   R244 G123 B32   PANTONE 152 C

IIMP® Black
Process (CMYK) :   RGB :   Pantone :
C0 M0 Y0 K100   R31 G26 B23   Process Black C

10mm 10mm 10mm

30mm

10mm

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148mm

❑	At your Request	❑	For your Information / Record
❑	For Display	❑	Please ask Acknowledge Recipt
❑	For your Approval		
❑	For your Comments	❑	Please Handle
❑	For your Immediate Action	❑	Please Report
❑	Others:_____	❑	Please Sign and return

10mm

105mm

• Typeface: Halvett Normal
  Type size: 7 point

• Size: 105x148mm (A6)

• Printing Type: Logo/ Colour - Offset Printing

IIMP® Blue

Process (CMYK) :	RGB :	Pantone :
C100 M58 Y0 K21	R0 G85 B150	PANTONE 647 C

IIMP® Black

Process (CMYK) :	RGB :	Pantone :
C0 M0 Y0 K100	R31 G26 B23	Process Black C

26mm

7mm

26mm

22mm

47mm

14mm

42mm

15 mm

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Visit Programme

Visit by Delegates
Republic of CHINA
Ministry of Education

Body Text 12 Pt Halvett Normal

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297mm

210mm
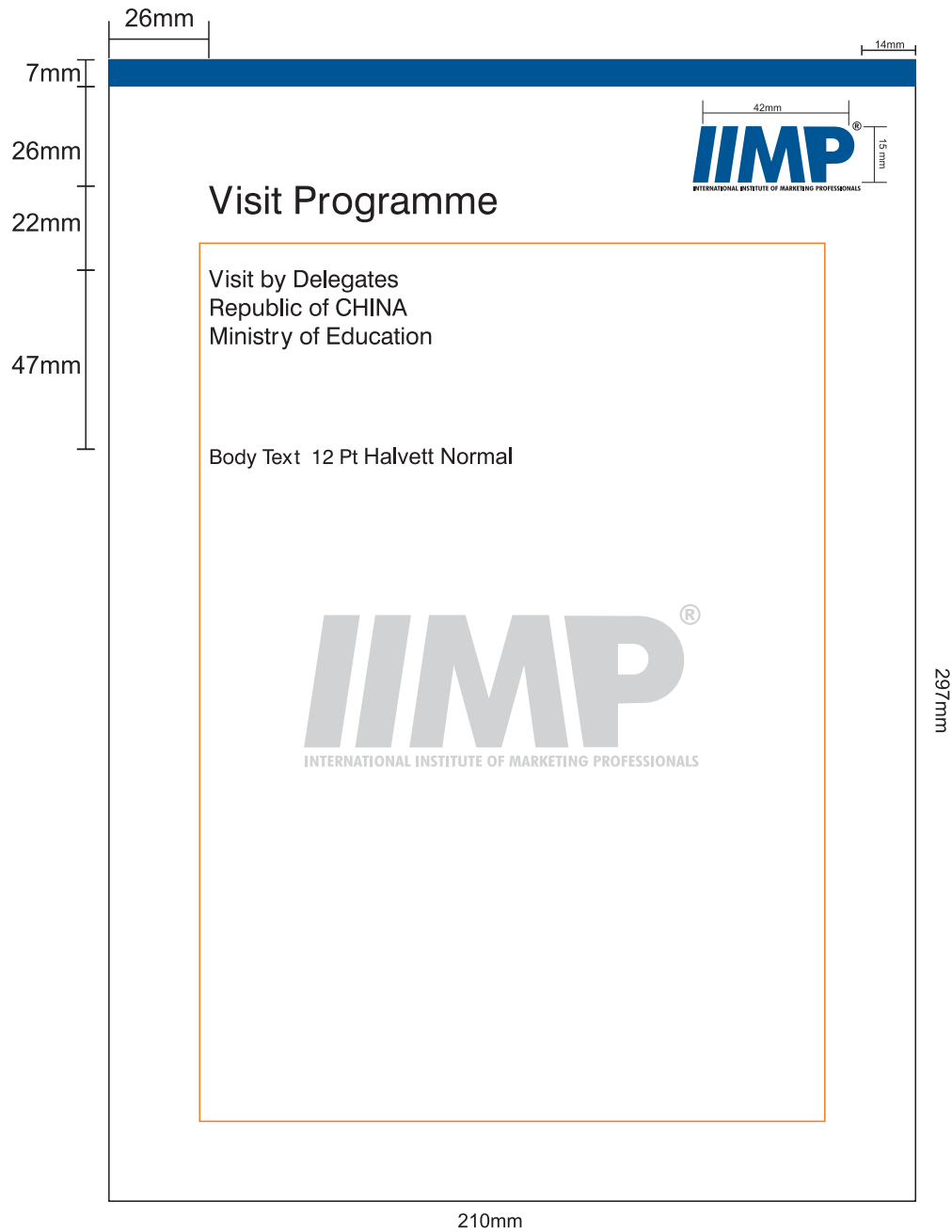
• Name: (Centre) in -house printed
  Typeface: Halvett Normal
  Type size: 18, 12, 10 point

• Size: 210 x297mm

• Printing Type: Logo/ Colour - Offset Printing

IIMP® Blue
| Process (CMYK) : | RGB : | Pantone : |
| C100 M58 Y0 K21 | R0 G85 B150 | PANTONE 647 C |

IIMP® ORANGE
| Process (CMYK) : | RGB : | Pantone : |
| C0 M64 Y100 K0 | R244 G123 B32 | PANTONE 152 C |

IIMP® Black
| Process (CMYK) : | RGB : | Pantone : |
| C0 M0 Y0 K100 | R31 G26 B23 | Process Black C |

Email Signature and Format

IIMP® employees / volunteers may wish to use the IIMP® identity in their email correspondence.

A suggested layout is below. The name, title, address and contact information should be set in 11 pt Arial typeface, with the individual's name set in 11 pt Arial Bold typeface.

The logo must not be smaller than 10 mm (refer minimum size page for details)

Individuals name
Individuals title

International Institute of Marketing Professionals
24-499 Ray Lawson Blvd., P. O. Box 185
Brampton, L6Y 4E2 ,Ontario, Canada
Phone: (416) 477-8591
E-mail: info@theiimp.org
Website: www.theiimp.org

How to set up an email signature

To insert an email signature, access the preferences of your email program and enter the logo and information under Signatures. Make sure to place at least one line space above and below the logo.

Powerpoint Template size : 25.4x19.5cm

IIMP® –Website Banners
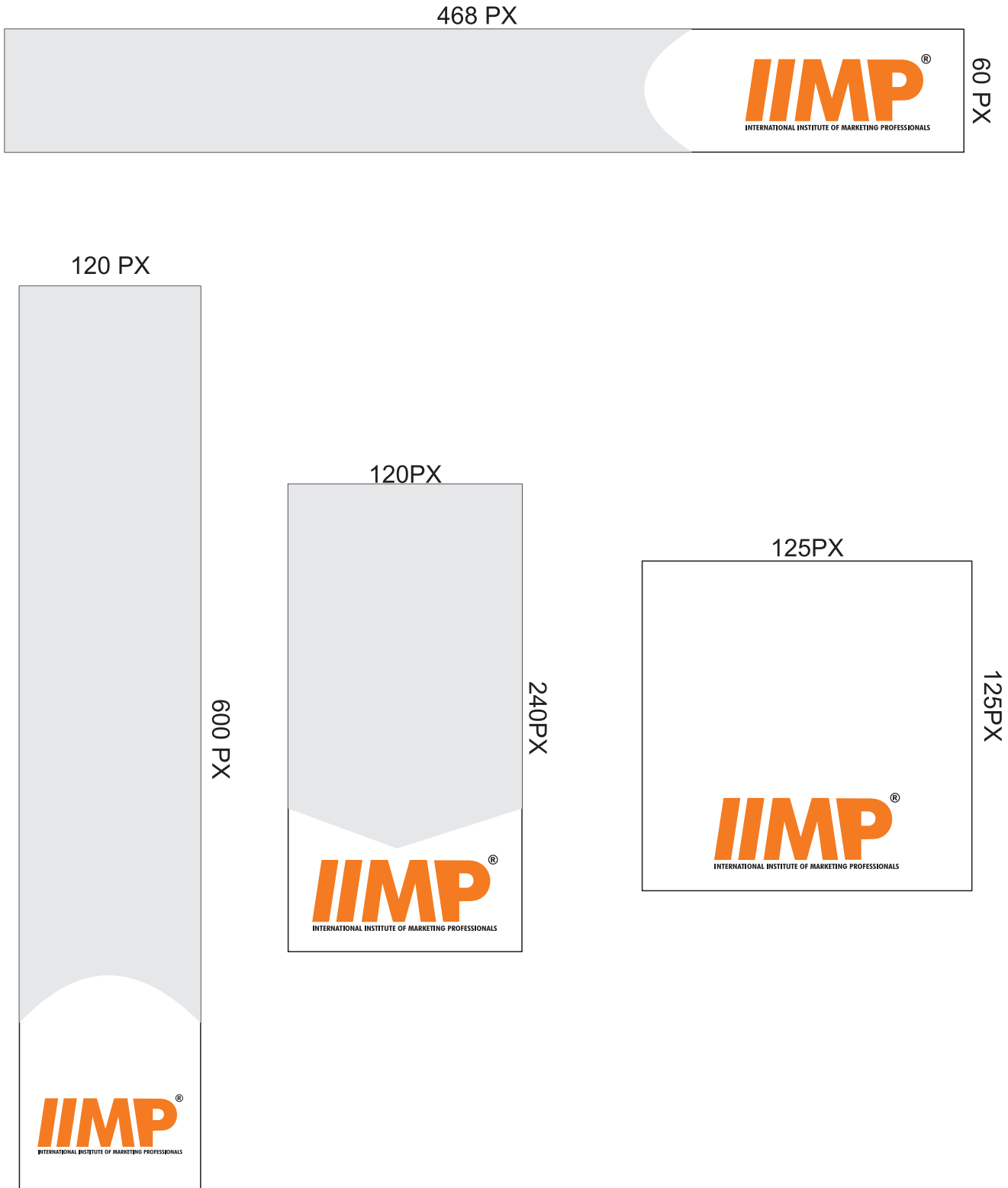
468 PX

60 PX

120 PX

600 PX

120PX

240PX

125PX

125PX

Explore...

IIMP
INTERNATIONAL INSTITUTE OF MARKETING PROFESSIONALS

**LOREM IPSUM DOLOR SIT AMET,
CONSECTETUER ADIPISCING ELIT.**
Etiam justo. Lorem ipsum dolor sit amet,
consectetuer adipiscing elit. Suspendisse
quis nibh. Nunc eros quam, vestibulumut,
vestibulum ut

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Marketing Professionals
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P. O. Box 185, Brampton, L6Y 4E2
Ontario, Canada
Phone: (416) 477-8591
E-mail: info@theiimp.org
Website: www.theiimp.org .org

Sample

Explore...

IIMP
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**LOREM IPSUM DOLOR SIT AMET,
CONSECTETUER ADIPISCING ELIT.**
Etiam justo. Lorem ipsum dolor sit amet,
consectetuer adipiscing elit.
Suspendisse quis nibh. Nunc eros
quam, vestibulumut, vestibulum ut

International Institute of
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Ontario, Canada
Phone: (416) 477-8591
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Website: www.theiimp.org

Sample

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**LOREM IPSUM DOLOR SIT AMET,
CONSECTETUER ADIPISCING ELIT.**

Etiam justo. Lorem ipsum dolor sit amet,
consectetuer adipiscing elit.
Suspendisse quis nibh. Nunc eros
quam, vestibulumut, vestibulum ut

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Sample

Sample

INTERNATIONAL INSTITUTE OF MARKETING PROFESSIONALS

Imagine...

THE LEADING RECOGNIZED VOICE OF THE
GLOBAL MARKETING INDUSTRY

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Ontario, Canada
Phone: (416) 477-8591
E-mail: info@theiimp.org
Website: www.theiimp.org

• IIMP® Corporate Broucher

• Size: 210x297mm (close size)
  Typeface: Halvett

• Printing Type: 4 colour Offset Printing

IIMP® Blue
Process (CMYK) :   RGB :   Pantone :
C100 M58 Y0 K21   R0 G85 B150   PANTONE 647 C

IIMP® ORANGE
Process (CMYK) :   RGB :   Pantone :
C0 M64 Y100 K0   R244 G123 B32   PANTONE 152 C

IIMP® Black
Process (CMYK) :   RGB :   Pantone :
C0 M0 Y0 K100   R31 G26 B23   Process Black C
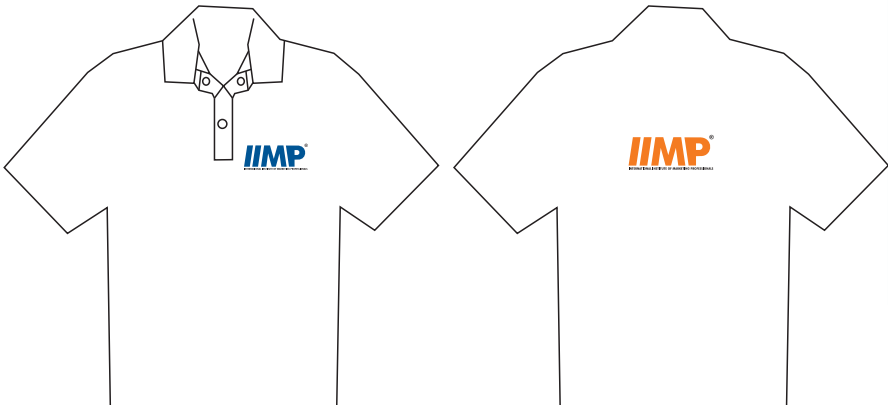
Official IIMP® Vehicles provide an opportunity for branding, on campus and beyond. The consistent use of the visual identity on IIMP® cars and trucks helps promote the Institute. IIMP® vehicles feature the simplified logo centered on the driver and passenger side doors, and in some cases across the side of the vehicle. On vehicles with a light base paint color, the logo should appear in black. Refer correct and incorrect logo usage page.

If the vehicle is dark in color, the image should appear in white.
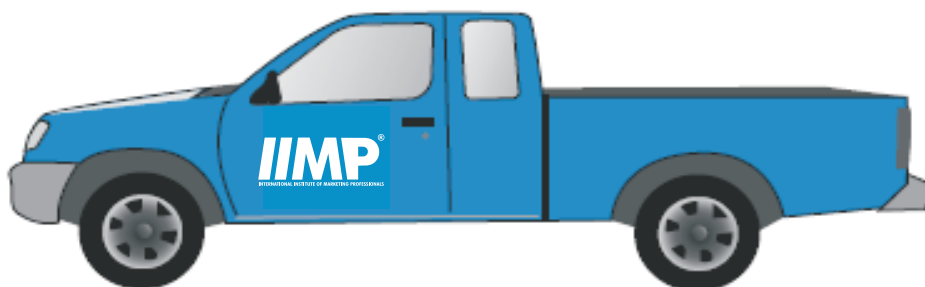
Preferred Material Palette.

• Transparent and translucent material like
  frosted glass, acrylic etc.

• Steel.

• Use of corporate colours in large volume.

Working with the Digital Artwork

Logo Files

Digital artwork files for the brand identity logos and their components are available from the Marketing and Media Relations Department. Images are provided in several file types for different uses in organized folders. The following descriptions of the folders are intended to help clarify which logo files should be used for what purpose and the terminology below to assist with explaining unfamiliar terms.

Desktop Printing (JPEG and PNG files) Folders

These files are intended for printing from personal printers in the office or home and should not be used for professional print jobs (those sent out to be printed by a print house).

File types provided are 150 and 300 dpi JPEG and PNG files, are comprised of pixels, and should work in most word processing programs. If larger images are needed, do not enlarge from these files or resolution will be reduced. Instead use either the PDF or EPS files found in the Professional Printing folders.

These files have been provided in RGB, and some in black as well.

Professional Printing (EPS and PDF files) folders

For projects requiring off-site printing at a professional offset printer, silk screener, sign make, etc, the preferred file type is a vector EPS or PDF. These files have been created as vector, or line art, where the images are shapes instead of pixels, which enables them to be enlarged indefinitely without compromising quality. Professional design software programs such as Adobe Creative Suite, CorelDRAW work well with these types of files.

Depending on the piece of artwork, up to four versions of the images have been provided: spot(PMS) color, CMYK (process) color, black and white (reverse). In the case of outlined files intended for usage on apparel, there are also outlined files.

Digital Terminology

DPI - Refers to the number of dots per inch, or resolution, of a digital file.

- 72 dpi is screen resolution and not intended for printing.
- 150 dpi is a medium size file, suitable for desktop printing.
- 300 dpi and higher is high resolution resolution and may be used for professional digital or offset printing. 300 dpi files have also been provided for some desktop images, in case the file needs to be printed larger than the 150 dpi size allows.

Digital files should never be enlarged or distortion may occur. If enlarging is necessary" the vector art files should be used.

PPI - Refers to the number of pixels per inch of a digital file, essentially the same as DPI.

RGB - Red/Green/Blue, the color model of digital screens. Many desktop printers use RGB color models. RGB files are provided in the Desktop Printing and Web Folders.

CMYK - Cyan/Magenta/Yellow/Black, the process color model for professional printing. CMYK files are provided in the Professional Printing folders.

Web – (JPEG, PNG, and HTML) Folders

The files in the Web folders are for web, or screen, use only. They are low resolution and not intended for printing. There are options of JPEG, PNG and HTML available in these folders.

These files have been provided in RGB only.

Transparent Backgrounds

Please refer to the common file types below for an indication of which file types have transparent backgrounds, which can be used on a color background or a photo.

If the image will be used on a background color or photo, or reversed out of a color, please see the guidelines for Color Usage (Correct and Incorrect usage)

Common file types

JPEG – A compressed file, usually RGB, which does not have a transparent background.

PNG – A compressed file, usually RGB, which has a transparent background

PDF - A compressed file which can embed fonts and images as vector art. Backgrounds can be transparent if set up as such. PDFs can be viewed by PDF Reader of Adobe Acrobat. The PDFs provided in the Professional Printing folders are PDF format and can be imported into a document for printing.

Vector Art - Artwork which has been created (as in Adobe Illustrator / Corel / Photoshop) and saved as a line drawing, rather than pixels, and can therefore be enlarged without loss of quality. All vector art files in the folders have transparent backgrounds.

Inserting Logo Files into MS Word Documents

1. Open a Word document"
2. Go to Insert > Photo > Picture from File.
3. Locate the logo file, highlight it and select Insert.
4. To control how text interacts with the logo, select the Format ribbon, and choose Position or Wrap Text under Arrange.

Note: The above steps also work for MS Excel

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