These guidelines are here to help keep the usage of the AusIMM brand consistent across all collateral.

This document introduces and explains the use of visual elements within AusIMM brand: the use of colour, clear space, minimum size and some very important guidelines.

While it is important that these specifications are adhered to at all times, it is not intended to restrict creativity. Rather, the aim is to encourage it, but within the parameters of the defined usage.
04 Brand Story
AusIMM – Leadership for resources professionals

Becoming a member of the AusIMM is more than just a badge of honour, it’s becoming part of a community of people across the resources industry who share a common goal. To develop their career and contribute to the environmental, social and economic sustainability of their industry.

As the peak body, we are the trusted voice providing leadership for resources professionals; it’s about participation, engagement, development and opportunity. Opportunities afforded by the meeting of minds; where education meets industry, environment meets economy, tradition meets innovation and community meets commerce.

It’s about sharing. Connecting people to industry, creating opportunities through networks, building pathways for careers, provide leadership to every stage of a resource professional’s career and nurture that next generation of professionals who are just getting started.

And atop all that, we stand tall on over a century of recognition for the integrity and professional standards that we uphold. A privilege and a legacy we hold and esteem as much the royal charter that we operate under.
06
Brandmark
The brandmark must not be recreated or altered in any way. Where possible, the brandmark should appear in this format and colour way.

This version is the preferred brandmark and should be used wherever possible.
FULL COLOUR BRANDMARK – REVERSE
FULL COLOUR BRANDMARK – HORIZONTAL AND VERTICAL
The brandmark can be used in one colour as shown in the examples, full colour version is preferred and should be used wherever possible.
The brandmark can be used in black and white as shown in the example, full colour version is preferred and should be used wherever possible.
In order to make sure the integrity of the brandmark is maintained, there is a clear space area surrounding the brandmark which must be adhered to at all times.

The minimum clear space around the logo is determined by drawing a square to the area demonstrated (see ‘X’). No text or graphic element should intrude upon this clear space.

This clear space guideline applies to all versions of AusIMM brandmarks.
This brandmark is not to be manipulated (except for proportional sizing) and should only be used in accordance with these guidelines.

Above are several examples of what not to do with the brandmark.

**INCORRECT BRANDMARK USAGE**

- **NO reposition**
  Do not reposition any individual part or parts of the brandmark

- **NO disproportionate scaling**
  Do not change the scale of any individual part/s of the brandmark

- **NO rotating the brandmark**
  Do not change the angle of the brandmark

- **NO colour change**
  Do not change or alter the colours on either the brandmark or the colour palette

- **NO busy background**
  Do not place busy images behind the brandmark.

- **NO embellishments**
  Do not use gradients or drop shadows, bevels or graphic effects of any kind

- **NO outline**
  Do not use the brandmark in outline mode

- **NO stretching the logo**
  Do not stretch or squash the brandmark, always scale proportionately

- **NO use of logotype on its own**
  The AusIMM logotype must always sit alongside the AusIMM symbol
To maintain legibility, the AusIMM logo should not be used at sizes below the suggested minimum size. Avoid scaling the brandmark below:

- 20mm wide for print applications
- 200 pixels wide for on-screen use
The AusIMM symbol should never be used in isolation unless it is:

A) used in support of full brandmark i.e. The brandmark has already been seen in the environment or application and or;

B) the space available is less than 20mm and would result in an illegible brandmark

Examples of acceptable isolation:

- Favicon
- Social media Icons
- Event Collateral or merchandise
### COLOUR PALLETTE

<table>
<thead>
<tr>
<th>Primary Brand Colour</th>
<th>RGB</th>
<th>CMYK</th>
<th>PMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>AusIMM Slate</td>
<td>R:0 G:59 B:92</td>
<td>#003B5C</td>
<td>PMS 302 C</td>
</tr>
<tr>
<td>AusIMM Teal</td>
<td>R:0 G:170 B:195</td>
<td>#00AAC3</td>
<td>PMS 3125 C</td>
</tr>
<tr>
<td>AusIMM Flint</td>
<td>R:217 G:225 B:226</td>
<td>#D9E1E2</td>
<td>PMS 7541 C</td>
</tr>
<tr>
<td>AusIMM Granite</td>
<td>R:0 G:131 B:193</td>
<td>#768692</td>
<td>PMS 7544 C</td>
</tr>
<tr>
<td>AusIMM Basalt</td>
<td>R:29 G:37 B:45</td>
<td>#1D252D</td>
<td>PMS 433 C</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Secondary Brand Colour</th>
<th>RGB</th>
<th>CMYK</th>
<th>PMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>AusIMM Cobalt</td>
<td>R:0 G:131 B:193</td>
<td>#0083C1</td>
<td>PMS 7460</td>
</tr>
<tr>
<td>AusIMM Sapphire</td>
<td>R:0 G:131 B:193</td>
<td>#7BADD3</td>
<td>PMS 542</td>
</tr>
<tr>
<td>AusIMM Moonstone</td>
<td>R:0 G:131 B:193</td>
<td>#78A0D3</td>
<td>PMS 7488</td>
</tr>
</tbody>
</table>

### Sub-Brand Colour

<table>
<thead>
<tr>
<th>Sub-Brand Colour</th>
<th>RGB</th>
<th>CMYK</th>
<th>PMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>AusIMM Branch</td>
<td>R:29 G:37 B:45</td>
<td>#1D252D</td>
<td>PMS 7597</td>
</tr>
<tr>
<td>AusIMM Student Chapter</td>
<td>R:118 G:134 B:146</td>
<td>#768692</td>
<td>PMS 3268</td>
</tr>
<tr>
<td>AusIMM Society</td>
<td>R:247 G:190 B:0</td>
<td>#F7BE00</td>
<td>PMS 7408</td>
</tr>
<tr>
<td>AusIMM Network</td>
<td>R:248 G:141 B:43</td>
<td>#F88D2B</td>
<td>PMS 715</td>
</tr>
<tr>
<td>AusIMM Spare Colour 1</td>
<td>R:112 G:212 B:75</td>
<td>#70D44B</td>
<td>PMS 7488</td>
</tr>
<tr>
<td>AusIMM Spare Colour 2</td>
<td>R:112 G:212 B:75</td>
<td>#70D44B</td>
<td>PMS 7488</td>
</tr>
</tbody>
</table>
Typography is a key component of any style guide. By keeping the text consistent we can ensure AusIMM brand remains recognisable.

The AusIMM font is Roboto. This is to be used for both print and digital content.

It is clear, crisp and highly legible. This can be used as a headline typeface as well as body copy.

ROBOTO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(1234567890!?$%^&*-+=;:"–/><#)

ROBOTO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(1234567890!?$%^&*-+=;:"–/><#)

ROBOTO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(1234567890!?$%^&*-+=;:"–/><#)
On systems where Roboto is not available, such as in the Microsoft Office Suite (PowerPoint, Word, and Excel), the following typeface’s should be used.

**ARIAL REGULAR**

ABCDEFghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
(1234567890!?$%^&*-+=;:"–/<#)

**ARIAL BOLD**

ABCDEFghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
(1234567890!?$%^&*-+=;:"–/<#)
**HEADINGS**

1. h1 Heading 1
2. h2 Heading 2
3. h3 Heading 3 / Lead-in text
4. h4 Heading 4 / First paragraph
5. H5 HEADING 5 / INTRO HEADLINE

**QUOTES**

“Our industry and our organisation have a remarkable heritage, and our professionals are integral to the development of our nations and to the future prosperity and advancement of society.”

— Colin Moorehead (President, AusIMM)

**BODY COPY**

Since 1893, The Australian Institute of Mining and Metallurgy (The AusIMM) has focussed on providing leadership and resources to the professionals engaged in all facets of the global minerals and resources sector.

**BULLET POINTS**

- List Style
- List Style
- List Style

**NUMBER POINTS**

1. List Style
2. List Style
3. List Style
**TYPOGRAPHY**

**HEADINGS**

- **h1** Heading 1
- **h2** Heading 2
- **h3** Heading 3 / Lead-in text
- **h4** Heading 4 / First paragraph
- **h5** Heading 5 / Intro headline

**QUOTES**

“Our industry and our organisation have a remarkable heritage, and our professionals are integral to the development of our nations and to the future prosperity and advancement of society.”

— Colin Moorehead (President, AusIMM)

**BODY COPY**

Since 1893, The Australian Institute of Mining and Metallurgy (The AusIMM) has focussed on providing leadership and resources to the professionals engaged in all facets of the global minerals and resources sector.

**BULLET POINTS**

- List Style
- List Style
- List Style

**NUMBER POINTS**

1. List Style
2. List Style
3. List Style
**H1 Leadership for resources professionals**

The peak professional body representing professionals across all sections of the global resources sector.

Since 1893, The Australian Institute of Mining and Metallurgy (The AusIMM) has focussed on providing leadership and resources to the professionals engaged in all facets of the global minerals and resources sector.

Few Australian organisations have the privilege of a 125-year history, or a royal charter. Our delight is not just that we have both, but that together, both have given us the opportunity to build a community of over 12,000 professionals who are passionately contributing to the global resources industry.

Our strength lies in our people, their commitment to the industry and our commitment to providing opportunities for them to lead and professionally develop in their chosen field.

Opportunities afforded by the meeting of minds; where education meets industry, environment meets economy, tradition meets innovation and community meets commerce.

“Our industry and our organisation have a remarkable heritage, and our professionals are integral to the development of our nations and to the future prosperity and advancement of society.”

— Colin Moorehead (President, AusIMM)

- List Style
- List Style
- List Style
22

Sub-brands
AusIMM Sub-brands

Branches:
To provide virtual region specific content, engage members and provide resources, networking opportunities, professional development and support.

Fellow, Member, Associate, Graduate, Student and Visiting members (and non members).

Student Chapters:
To recruit and engage students, provide networking opportunities, resources and support.

Graduate and Student members (and non members).

Societies:
To engage members and provide resources and support in a particular discipline, area of practice or demographic.

Fellow, Member, Associate, and Visiting members.

Networks:
To connect, educate and provide networking opportunities for minerals industry professionals / students.

Fellow, Member, Associate, Graduate, Student and Visiting members (and non members), Business and Industry.
Each sub-brand has a version of the AusIMM Brandmark. These are to be used for their specific communications and collateral.

- Branch
- Student Chapter
- Society
- Network

The sub-brand template can be updated to represent each AusIMM sub-brand.
SUB-BRAND BRANDMARK – BRANCH REVERSE
FULL COLOUR BRANDMARK – HORIZONTAL & VERTICAL
The sub-brand can be used in one colour as shown in the examples, full colour version is preferred and should be used wherever possible.
The sub-brand can be used in black and white as shown in the example, full colour version is preferred and should be used wherever possible.
The sub-brands are not to be manipulated (except for proportional sizing) and should only be used in accordance with these guidelines.

Above are several examples of what not to do with the brandmark.

- **NO reposition**
  Do not reposition any individual part/s of the brandmark

- **NO disproportionate scaling**
  Do not change the scale of any individual part/s of the brandmark

- **NO colour change**
  Do not change or alter the colours on either the brandmark or the colour palette

- **NO busy background**
  Do not place busy images behind the brandmark.

- **NO rotating the brandmark**
  Do not change the angle of the brandmark

- **NO stretching the logo**
  Do not stretch or squash the brandmark, always scale proportionately

- **NO removal of content**
  Do not change or alter or remove the sub-brand text

- **NO outline**
  Do not use the brandmark in outline mode

- **NO use of logotype on its own**
  The sub-brand logotype must always sit alongside the AusIMM symbol
AUSIMM STYLEGUIDE

PRIMARY BRAND COLOURS

- **AusIMM Slate**
  - PMS 302 C
  - CMYK: C:100 M:48 Y:12 K:58
  - RGB: R:0 G:59 B:92
  - #003B5C

- **AusIMM Teal**
  - PMS 3125 C
  - CMYK: C:84 M:0 Y:18 K:0
  - RGB: R:0 G:170 B:195
  - #00AAC3

- **AusIMM Flint**
  - PMS 7541 C
  - CMYK: C:7 M:1 Y:3 K:2
  - RGB: R:217 G:225 B:226
  - #D9E1E2

- **AusIMM Granite**
  - PMS 7544 C
  - CMYK: C:35 M:14 Y:11 K:34
  - RGB: R:118 G:134 B:146
  - #768692

- **AusIMM Basalt**
  - PMS 433 C
  - CMYK: C:90 M:68 Y:41 K:90
  - RGB: R:29 G:37 B:45
  - #1D252D

- **AusIMM Cobalt**
  - PMS 7469
  - CMYK: C:100 M:48 Y:23 K:5
  - RGB: R:0 G:94 B:133
  - #005E85

- **AusIMM Sapphire**
  - PMS 7460
  - CMYK: C:100 M:23 Y:10 K:0
  - RGB: R:0 G:131 B:193
  - #0083C1

- **AusIMM Moonstone**
  - PMS 542
  - CMYK: C:66 M:14 Y:3 K:0
  - RGB: R:112 G:173 B:211
  - #7BADD3

SECONDARY BRAND COLOURS

- **AusIMM Branch**
  - PMS 7597
  - CMYK: C:5 M:88 Y:95 K:0
  - RGB: R:214 G:65 B:35
  - #D64123

- **AusIMM Student Chapter**
  - PMS 3268
  - CMYK: C:85 M:0 Y:50 K:0
  - RGB: R:0 G:169 B:143
  - #00A98F

- **AusIMM Society**
  - PMS 7662
  - CMYK: C:56 M:83 Y:7 K:0
  - RGB: R:94 G:65 B:130
  - #7C4182

- **AusIMM Network**
  - PMS 7408
  - CMYK: C:2 M:20 Y:100 K:0
  - RGB: R:247 G:190 B:0
  - #F7BE00

SUB-BRAND COLOURS

- **AusIMM Branch**
  - PMS 302 C
  - CMYK: C:100 M:48 Y:12 K:58
  - RGB: R:0 G:59 B:92
  - #003B5C

- **AusIMM Student Chapter**
  - PMS 3125 C
  - CMYK: C:84 M:0 Y:18 K:0
  - RGB: R:0 G:170 B:195
  - #00AAC3

- **AusIMM Society**
  - PMS 542
  - CMYK: C:66 M:14 Y:3 K:0
  - RGB: R:112 G:173 B:211
  - #7BADD3

- **AusIMM Network**
  - PMS 7469
  - CMYK: C:100 M:48 Y:23 K:5
  - RGB: R:0 G:94 B:133
  - #005E85
AusIMM Communities of Interest (COI) no longer have individual logos. Where we are recognising a COI, we use the sub-brand logo with the name of the COI in text use the brand font Roboto and at a size that suits the medium. Placement and size of the text will vary for a website landing page, to a pull up banner and a small digital ad.

Use of the sub-brand logo must adhere to the guidelines. Text to name the specific COI must be readable and in an AusIMM brand font.
In instances where two AusIMM bodies are jointly involved, the branding defers to the umbrella brand, with the partnering bodies named underneath if space permits.

**EXAMPLES**

Cover page

AusIMM

AusIMM Central Queensland Branch and Far North Queensland Branch

AusIMM Community and Environment Society and AusIMM Kalgoorlie Branch and AusIMM New Professionals Network
In order to make sure the integrity of the sub-brand is maintained, there is a clear space area surrounding the sub-brand which must be adhered to at all times.

The minimum clear space around the sub-brand is determined by drawing a square to the area demonstrated (see ‘X’). No text or graphic element should intrude upon this clear space.

If the sub-brand is in a single line the same rules apply as page 14.
To maintain legibility, the sub-brand should not be used at sizes below the suggested minimum size. Avoid scaling the sub-brand below:

- 35mm wide for print applications
- 190 pixels wide for on-screen use
36
Brand Assets
BRANCH PATTERN
NETWORK PATTERN
The brand pattern can be pulled apart to create multiple possibilities for application on AusIMM brand collateral items.
PATHWAYS TO TOMORROW

Join the AusIMM

PATHWAYS TO TOMORROW

Join the AusIMM

PATHWAYS TO TOMORROW

Join the AusIMM

PATTERN WITH AND WITHOUT IMAGERY – DL EXAMPLE
Examples of how the brand pattern can treated to differentiate the sub-brands from the main AusIMM brand.
SUB-BRAND PATTERN EXAMPLES – BANNER EXAMPLE

Women in Mining VIC
ausimm.com/womeninminingvic

Community and Environment
ausimm.com/communityandenvironment

Ballarat
ausimm.com/ballarat
46

Supplied files
Knowing when to use what file type can be confusing. Above is a description of each file type and when to use what version.

Every file has an extension type – .EPS, .AI, .JPG etc. The most commonly requested extensions are .EPS and .JPG.

**WHICH FILE TYPE SHOULD I USE?**

**EPS or AI (Generally for print jobs)**
An AI file is created in Adobe Illustrator. It is a vector graphics file. An EPS is a post script data file.

If you require a version of the logo that has been created using paths (vectors), you need to use the AI file. This file can be enlarged to any size without losing quality. These file types are generally used for sign writing and digital print projects.

Some EPS files are not resolution dependent-in particular EPS files created in illustrator. The EPS files on the brandmark CD are vector files that can be opened in photoshop if required.

**JPG (Generally for web and email)**
This format is most commonly used for email and web. Keep in mind that these files cannot be scaled larger than what is supplied on the brandmark CD. Down scaling is fine, but if you enlarge the file you run the risk of the image pixilating. Never use a JPG for print unless the original source file is 300dpi.

**GIF (Generally for web)**
This file type can also be used for the web. Some GIF files have a transparent background.

**TIF (Generally for photographers)**
A TIF is a high resolution bitmapped format. It doesn’t tend to scale very well (like a JPG), but can be sharper than a JPG. Generally this file format is used by photographers.

**COLOURS**

**RGB (Monitors, Web and TV)**
RGB stands for red, green and blue. This colour type is used for monitors, web and TV.

**CMYK (Digital and offset printing)**
CMYK stands for cyan, magenta, yellow and black. This colour type is used for printing four colour process on either a digital or offset printer.

**PMS (Offset printing only)**
PMS stands for Pantone Matching System. Using a PMS value is the best way to ensure consistency in colours. These colours are only available for use on offset printing.

**FILE SIZES**

**Web**
The file needs to be supplied at the size of actual viewing at 72dpi.

**Print**
The file needs to be supplied at the size of reproduction at 300dpi.
AusIMM

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Facsimile: +61 3 9662 3662