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Section 1
OUR BRAND
1. Our Brand

BIM is the **EXPERT** agency for the Irish Seafood sector, working for the continuous **DEVELOPMENT** and **EMPOWERMENT** of the seafood community, encouraging transformative **SUSTAINABILITY** and supporting world-class product **INNOVATION** and **COMPETITIVENESS** that maximises opportunities.

Through our visible presence and dedicated services, we are focussed on value creation by **ENABLING** healthy, safe and responsible **PROGRESS** in all aspects of the seafood industry - on fishing vessels, on fish farms, in seafood plants and in retail stores.
1.3 Our Mission

ENABLING PROGRESS

Beneficiaries of our work are confident in the knowledge that they can rely on the involvement of BIM.

1.4 Our Values

Rational Values:
What we want the seafood sector to think that BIM represents:
- Progressive
- Professional
- Expert
- Together

Emotional Values:
What we want the seafood sector to feel about BIM:
- Ambitious
- Supportive
- Proactive
- Together
2. Core Elements

2.1 Master Brandmark

The BIM Brandmark represents the co-operation of Bord Iascaigh Mhara and The Seafood Industry – together shaping Ireland’s seafood industry. The BIM Brandmark which comprises of a unique symbol and logotype should always be locked up with our descriptor ‘Ireland’s Seafood Development Agency’. For the Brand to communicate clearly it is essential that all versions of the Brandmark are reproduced correctly and consistently. Please make sure you always use the Master Digital Artworks supplied.

2.2 Colour Variations

The preferred versions of the BIM Master Brandmark are either the full colour version on a white background or the reverse version on the BIM Deep Aqua background. Whenever possible the colour versions of our Brandmark should be used. However, there are some applications where use of the colour Brandmarks are not possible. On these occasions, please use the single colour examples illustrated to the right.
2.3 Master Brandmark Application

The master BIM Brandmark consists of a unique symbol and logotype set within specific proportions and relationships. For the brand to communicate clearly, it is essential that all versions of the Brandmark are reproduced correctly and consistently. Please make sure you always use the Master Digital Artworks supplied.

2.4 Incorrect Use of the Master Brandmark

It is important that the BIM Master Brandmark always appears clearly and legibly. Please use master digital artworks when using the BIM Master Brandmark to avoid the mistakes illustrated on the right and to ensure consistent brand recognition and integrity.

Do not change the proportional and positional relationships of the Brandmark.

Do not place the Brandmark over busy images.
2. Core Elements

2.5 Secondary Brandmark

Whenever possible the Master Brandmark should be used. However, a secondary version of the BIM Brandmark is available for use when space is limited. For the brand to communicate clearly it is essential that all versions of the Brandmark are reproduced correctly and consistently. Please make sure you always use the Master Digital Artworks supplied.

2.6 Colour Variations

The preferred versions of the BIM Secondary Brandmark are either the full colour version on a white background or the reverse version on the BIM Deep Aqua background. Whenever possible the colour versions of the Secondary Brandmark should be used. However, there are some applications where use of the colour Brandmarks are not possible. On these occasions, please use the single colour examples illustrated to the right.
2.7 Secondary Brandmark Application

It is important that the BIM Secondary Brandmark always appears in a professional and considered manner. Please ensure you apply the following guidelines.

Please make sure you always use the Master Digital Artworks supplied.

Minimum Clear Space
When applying any version of the BIM Secondary Brandmark a minimum clear area should always be maintained. The minimum distance is half the 'x' height of the logotype characters as illustrated on the right.

Minimum Size
When applying any version of the BIM Secondary Brandmark it should not appear at a size of less than 15mm across, as indicated on the right. The logo size should always be specified by its width.

2.8 Incorrect Use of the Secondary Brandmark

It is important that the BIM Secondary Brandmark always appears clearly and legibly.

Please use master digital artworks when using the BIM Secondary Brandmark to avoid the mistakes illustrated on the right and to ensure consistent brand recognition and integrity.

Do not change the proportional and positional relationships of the Brandmark.

Do not place the Brandmark over busy images.

Do not mix the colour palette in any way other than in the digital artworks provided.
Section 3
SUPPORT ELEMENTS
3. Support Elements

3.1 BIM Colours

CORPORATE PALETTE

The BIM Corporate Colours are Deep Aqua (Pantone 3035), Dark Green (Pantone 356) and Lime Green (Pantone 376). It is essential that these colours are used accurately and consistently throughout all print and online material.

BIM GRADIENT

SUPPORT PALETTE

A secondary palette has been created to help support the corporate palette and bring the brand to life. The Support colours should never be used on their own. They should only be used sparingly to complement the corporate colours. It is essential that these colours are used accurately and consistently at all times.

SPECIAL PALETTE

A special palette has been created for use at special events such as BIM Awards Night print collateral.
3.2 BIM Typeface

The BIM master font family is Scene Pro. Clean, calm, and highly legible, Scene Pro is available in six weights with matching italics. Scene Pro should be used in both headlines and continuous text for both print and web communications. Scene Pro is available for purchase at myfonts.com.

Scene Pro Light

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**SCREEN FONT**

The BIM Screen font is Arial. Arial should only be used in circumstances where the BIM Corporate typeface Scene Pro is unavailable.

Arial

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3.3 BIM Photography

BRAND PHOTOGRAPHY

The BIM brand Photography should always reflect the Brand Essence ‘Enabling Progress’. Images should be engaging, contemporary and innovative. They should highlight the relationship between BIM and the Seafood industry and place BIM as a leader in its field. Photography should be used in conjunction with our core design elements: Colour, Graphics and Typography.
PRODUCT PHOTOGRAPHY

The BIM Product Photography should always be shot on a clean white background casting a light shadow. When possible, products should be shot from above and from the side.
3.4 BIM Graphic Language

The BIM Wave Graphic plays an important part in all of BIM brand communications. It can be used boldly and distinctly to provide expression to BIM collateral.

Incorporating the Single Wave

The Single Wave graphic can be cropped and utilized in different ways to create dynamic layouts. The graphics can be used as an embellishment to both typographic and photographic layouts. (See following page for examples of cropping).
Incorporating the Double Wave

By incorporating two wave graphics you can start to create more complex and playful compositions. The BIM double wave symbolises the co-operative work between BIM and the Seafood Sector.

The Double Wave graphic can be used to help bring communications such as report covers and stationery to life. It can also be used as an embellishment to BIM Photography on collateral such as web banners, posters and display. (See following page for examples of cropping.)
3.5 BIM Graphic Templates

BIM Graphic Templates are available for use in both online and print communications. These templates should be used with the other BIM design elements: Colour, Typography and Photography. Templates are available in a variety of formats including portrait, landscape, as well as vertical and horizontal banners. Please refer to 3.6 Design Look & Feel for examples of best practice.
3.6 Design Look & Feel

The following examples show how the core and Support elements of the brand identity can be used to provide a strong, distinctive and memorable brand. These examples should be used as a benchmark when creating collateral for BIM.
3. Support Elements

BIM Corporate Stationery
3. Support Elements

BIM Brand Identity Guidelines

BIM Livery

BIM Display
4. Artworks Index

4.1 Brandmark Artworks Index

(File Formats - Print: EPS / Screen: JPEG & PNG)

Master Brandmark

For Print (EPS)
- BIM_Logo Strapline_Col_CMYK.eps
- BIM_Logo Strapline_Col_PMS.eps
- BIM_Logo Strapline_Col Reverse_CMYK.eps
- BIM_Logo Strapline_Rev_PMS.eps
- BIM_Logo Strapline_Black.eps
- BIM_Logo Strapline_White.ai

For Screen (JPEG & PNG)
- BIM_Logo-Strapline_Col.jpg
- BIM_Logo-Strapline_Col.png
- BIM_Logo-Strapline_Col-Reverse.png
- BIM_Logo-Strapline_Black.png
- BIM_Logo-Strapline_White.png

Secondary Brandmark

For Print (EPS)
- BIM_Logo_Col_CMYK.eps
- BIM_Logo_Col_PMS.eps
- BIM_Logo_Col Reverse_CMYK.eps
- BIM_Logo_Rev_PMS.eps
- BIM_Logo_Black.eps
- BIM_Logo_White.ai

For Screen (JPEG & PNG)
- BIM_Logo_Col.jpg
- BIM_Logo_Col.png
- BIM_Logo_Col-Reverse.png
- BIM_Logo_Black.png
- BIM_Logo_White.png

Support Wave Graphic

For Print (EPS)
- BIM_Wave Stroke_3035_CMYK.eps
- BIM_Wave Stroke_356_CMYK.eps
- BIM_Wave Stroke_White_CMYK.eps

For Screen (PNG)
- BIM_Wave Stroke_3035.png
- BIM_Wave Stroke_356.png
- BIM_Wave Stroke_White.png

4.2 Graphic Template Index

(File Formats - Print: AI / Screen: PNG)

Portrait Graphic Templates

For Print (AI)
- BIM Portrait Wave Templates Image & Text.ai
- BIM Portrait Wave Templates Text.ai

For Screen (PNG)
- BIM Portrait Wave Templates Image & Text.png
- BIM Portrait Wave Templates Text.png

Landscape Graphic Templates

For Print (AI)
- BIM Landscape Wave Templates Image & Text.ai
- BIM Landscape Wave Templates Text.ai

For Screen (PNG)
- BIM Landscape Wave Templates Image & Text.png
- BIM Landscape Wave Templates Text.png
4.2 Graphic Template Index

(File Formats – Print: AI / Screen: PNG)

Vertical Banner Graphic Templates
For Print (AI)
BIM Vertical Wave Templates_Img & Text.ai
For Screen (PNG)
BIM Vertical Wave Templates_Img & Text.png

Horizontal Banner Graphic Templates
For Print (AI)
BIM Horizontal Wave Templates_Img & Text.ai
For Screen (PNG)
BIM Horizontal Wave Templates_Img & Text.png
For master artworks or further information please contact:

**Sinead O’Brien**
Planning and Information Officer
obriens@bim.ie