

Bord Iascaigh Mhara

BRAND IDENTITY GUIDELINES

Version 1



Contents

1	Our Brand	
1.1	Brand Supporting Strategy	6
2.2	Our Promise	7
2.3	Our Mission	8
2.2	Our Values	9
2	Core Elements	
2.1	Master Brandmark	12
2.2	Colour Variations	13
2.3	Master Brandmark Application	14
2.4	Incorrect Use of the Master Brandmark	15
2.5	Secondary Brandmark	16
2.6	Colour Variations	17
2.7	Secondary Brandmark Application	18
2.8	Incorrect Use of the Secondary Brandmark	19
3	Support Elements	
3.1	BIM Colours	22
3.2	BIM Typeface	24
3.3	BIM Photography	26
3.4	BIM Graphic Language	30
3.5	BIM Graphic Templates	34
3.6	Design Look & Feel	38
4	Artworks Index	
1.1	Brandmark Artworks Index	46
1.2	Graphic Template Index	48

Section 1

OUR BRAND



1.2 Brand Supporting Strategy



COMPETITIVENESS
CAPABILITY



DEVELOPING
CAPABILITY



FACILITATING
INNOVATION



SUSTAINABLE
INFRASTRUCTURE

1.2 Our Promise

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

In everything we do, we ask ourselves are we...

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

Section 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.



Primary version of the Brandmark

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.

Full Colour Use

Full colour version of the Brandmark on a white background.



Full Colour Use

Reverse version of the Brandmark on a Deep Aqua background.



Single Colour Use

Single colour version of the Brandmark on a colour background and black background.



Single Colour Use

Single colour version of the Brandmark on a white background.



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.

Minimum Clear Space

When applying any version of the BIM Master 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 Master Brandmark it should not appear at a size of less than 25mm across, as indicated on the right. The logo size should always be specified by its width.

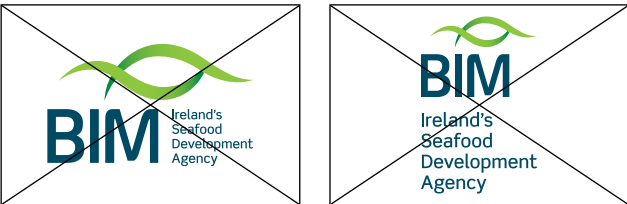


2.4 Incorrect Use of the Master Brandmark

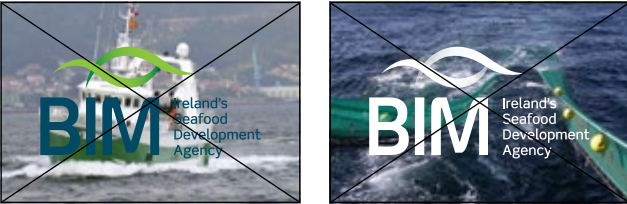
It is important that the BIM Master Brandmark always appears clearly and legibly.

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.

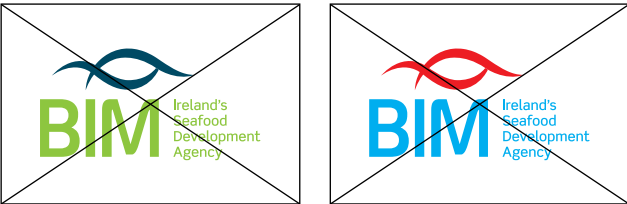
Do not change the proportional and positional relationships of the Brandmark.



Do not place the Brandmark over busy images.



Do not place the Brandmark over busy images.



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.



Secondary version of the Brandmark

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.

Full Colour Use

Full colour version of the Brandmark on a white background.

Full Colour Use

Reverse version of the Brandmark on a Deep Aqua background.

Single Colour Use

Single colour version of the Brandmark on a colour background and black background.

Single Colour Use

Single colour version of the Brandmark on a white background.



2.7

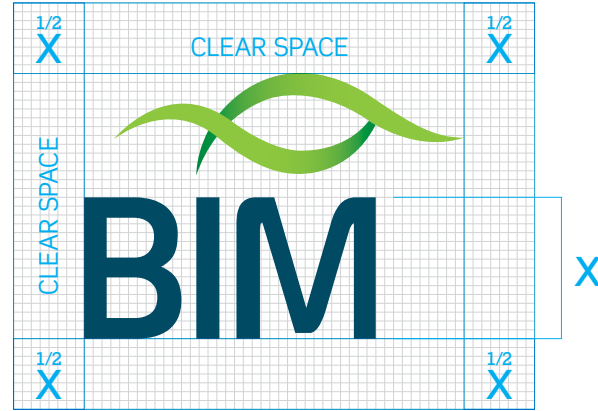
Secondary Brandmark Application

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

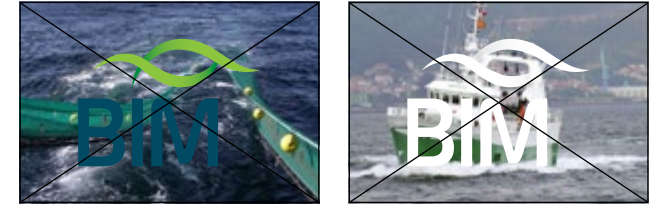
It is important that the BIM Secondary Brandmark always appears clearly and legibly.

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.

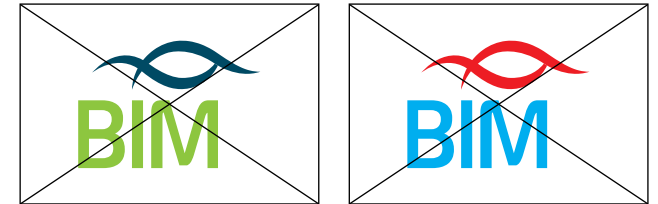
Do not change the proportional and positional relationships of the Brandmark.



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



3.1
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 whenever the BIM Brandmark is reproduced.

PANTONE 3035

Process

C100 | M0 | Y5 | K72

RGB

R0 | G75 | B100

HEX

#004B64

RAL

5020

PANTONE 356

Process

C95 | M0 | Y100 | K27

RGB

R0 | G133 | B63

HEX

#00853F

RAL

6024

PANTONE 376

Process

C50 | M0 | Y100 | K0

RGB

R141 | G199 | B63

HEX

#8DC73F

RAL

6018

BIM GRADIENT

23 | BIM Brand Identity Guidelines

3. Support Elements

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 across all BIM print and online collateral.

PANTONE 356

Process

C60 | M0 | Y15 | K5

RGB

R78 | G188 | B205

HEX

#4EBCCD

PANTONE 610

Process

C0 | M0 | Y70 | K15

RGB

R225 | G212 | B97

HEX

#E1D461

PANTONE 521

Process

C27 | M45 | Y0 | K5

RGB

R184 | G145 | B195

HEX

#B891C3

PANTONE 3255

Process

C50 | M0 | Y40 | K0

RGB

R127 | G202 | B173

HEX

#7FCAAD

PANTONE 7411

Process

C0 | M40 | Y70 | K5

RGB

R235 | G160 | B90

HEX

#EBA05A

PANTONE 7431

Process

C0 | M45 | Y5 | K10

RGB

R222 | G148 | B173

HEX

#DE94AD

PANTONE WG 8

Process

C0 | M10 | Y15 | K45

RGB

R161 | G150 | B137

HEX

#A19689

PANTONE CG 5

Process

C0 | M0 | Y0 | K30

RGB

R190 | G192 | B194

HEX

#BEC0C2

PANTONE 10267

Metallic

PANTONE 10327

Metallic

PANTONE 871

Metallic

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 fro both print and web communications.

Scene Pro is available for purchase at myfonts.com

Scene Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890?!€%&*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
*abcdefghijklmnopqrstuvwxyz 1234567890?!€%&**

Scene Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890?!€%&*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
*abcdefghijklmnopqrstuvwxyz 1234567890?!€%&**

AaBb

Scene Pro Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890?!€%&*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
*abcdefghijklmnopqrstuvwxyz 1234567890?!€%&**

Scene Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890?!€%&*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
*abcdefghijklmnopqrstuvwxyz 1234567890?!€%&**

Scene Pro Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890?!€%&*
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Scene Pro Ultra Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890?!€%&*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
*abcdefghijklmnopqrstuvwxyz 1234567890?!€%&**

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
ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890
?!€%&*

3.3

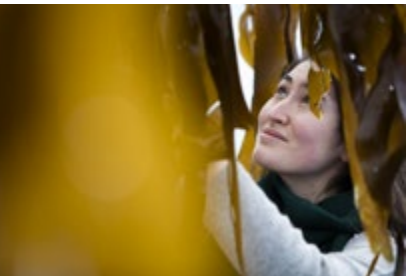
BIM Photography

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 it's 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

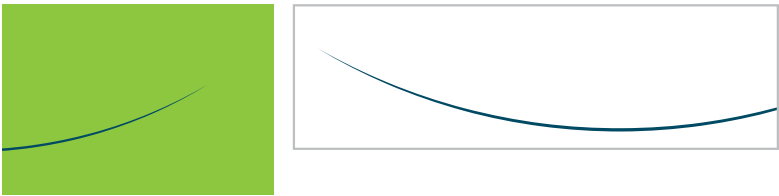
The BIM Wave Graphic plays an important part in all of BIM brand communications. It can be used boldly and distinctly to provide expression to BIM collateral.

Incorporating the Single Wave
The Single Wave graphic can be cropped and utilised 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).

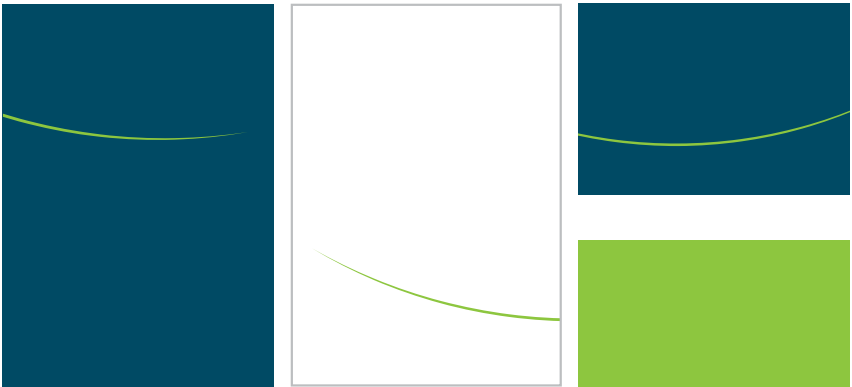
Incorporating a Single BIM Wave



Incorporating a Single BIM Wave
File: BIM Wave Stroke_3035.eps



Incorporating a Single BIM Wave
File: BIM Wave Stroke_376.eps



Incorporating a Single BIM Wave
File: BIM Wave Stroke_White.eps



Incorporating the Double Wave

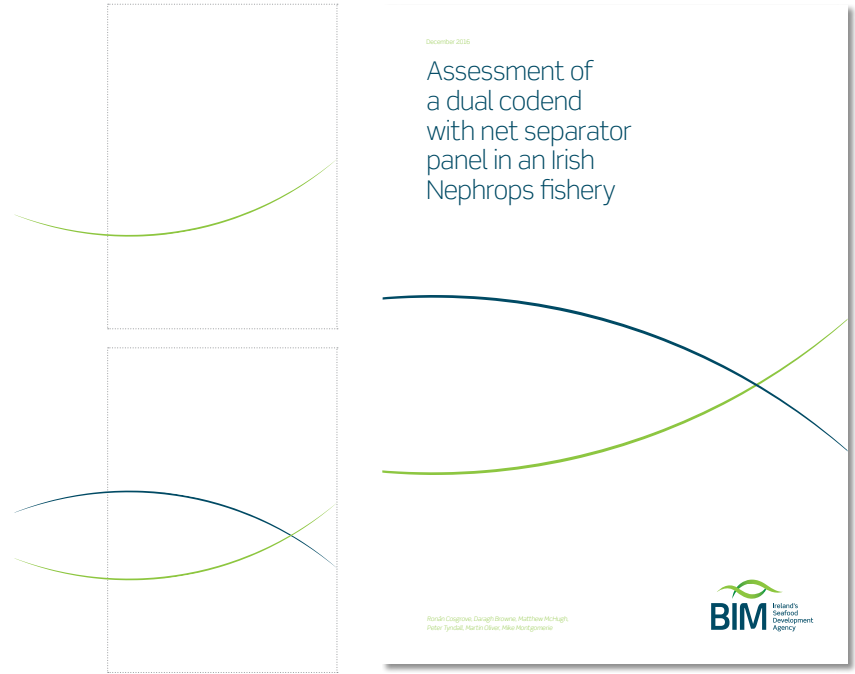
By incorporating two wave graphics you can start to create more complex and playful compositions. The BIM double wave symbolises the co-operative work between BIM and the Seafood Sector.

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).

Constructing a Double BIM Wave



Incorporating a Double BIM Wave

File: BIM Wave Stroke_White.eps

File: BIM Wave Stroke_356.eps

Incorporating a Double BIM Wave

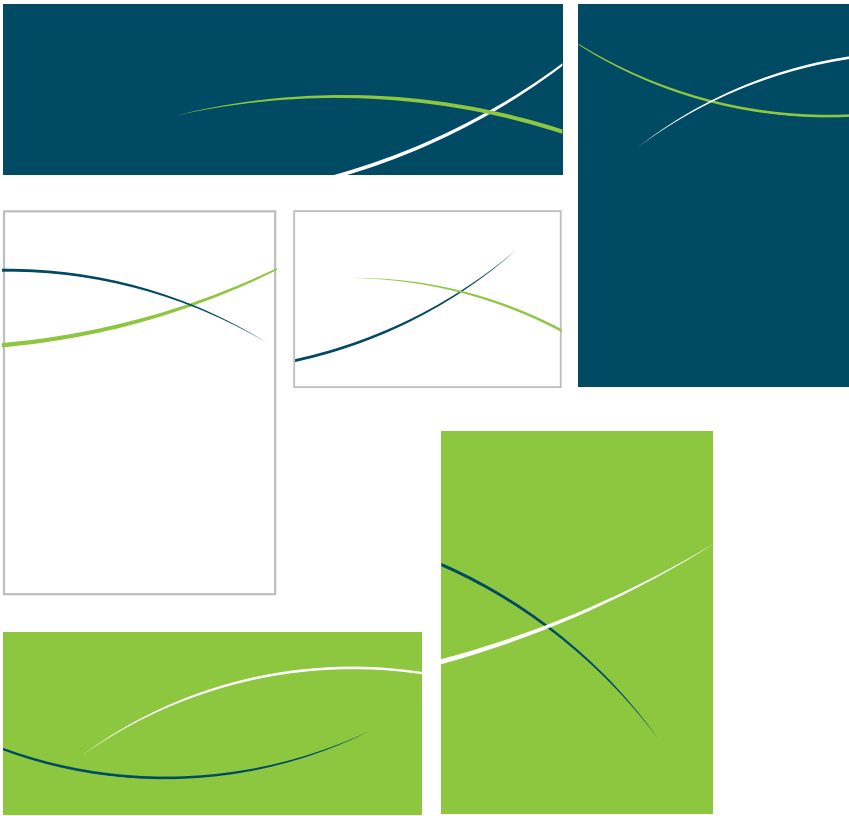
File: BIM Wave Stroke_3035.eps

File: BIM Wave Stroke_356.eps

Incorporating a Double BIM Wave

File: BIM Wave Stroke_White.eps

File: BIM Wave Stroke_3035.eps



3.5

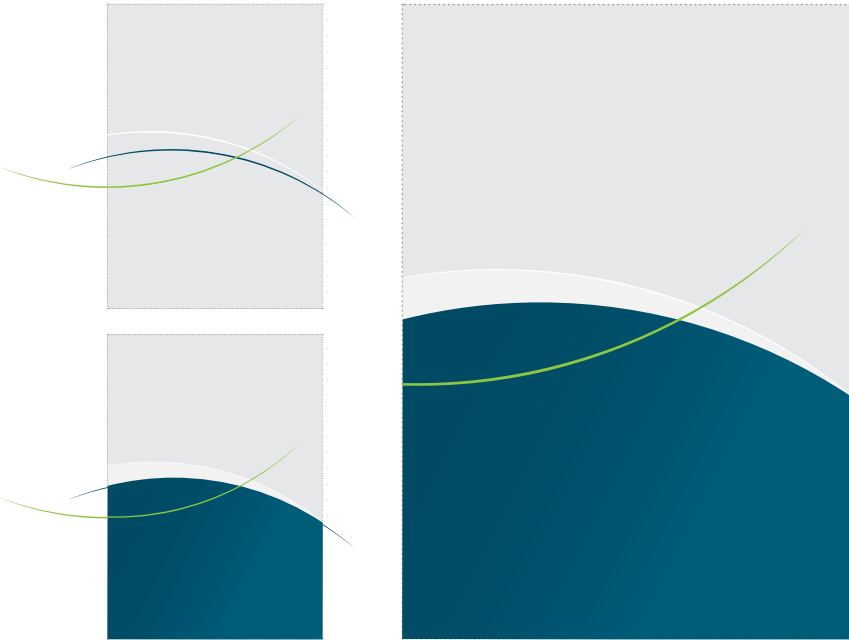
BIM Graphic Templates

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.

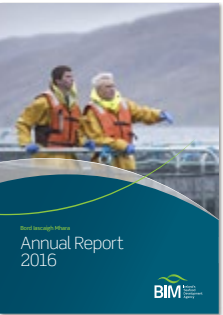
Templates are available in a variety of formats including portrait, landscape, as well as vertical and horizontal banners.

Please refer to **3.6 Design Look & Feel** for examples of best practice.

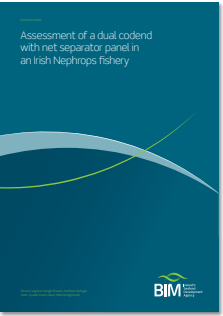
Constructing The Graphic Template



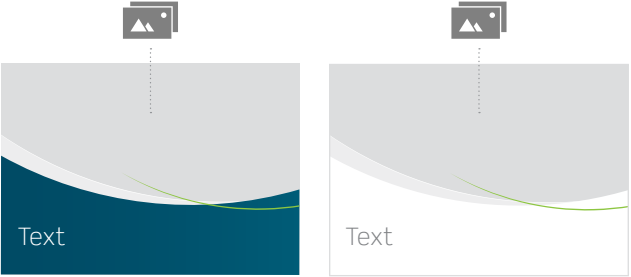
BIM Portrait Wave Templates_Image & Text



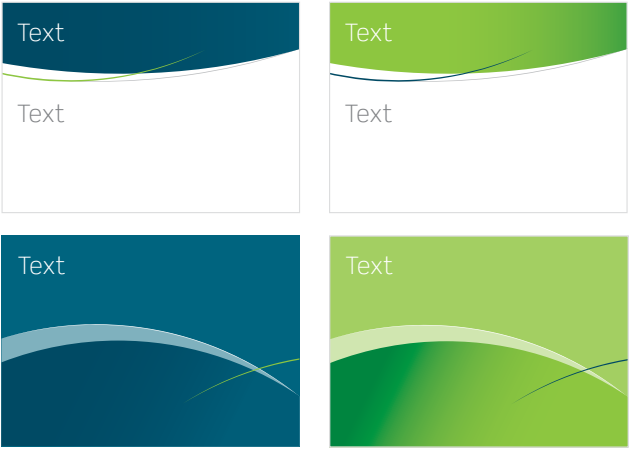
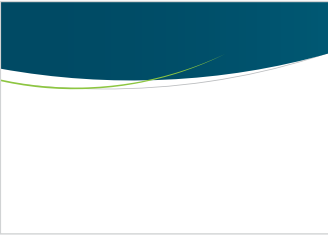
BIM Portrait Wave Templates_Text



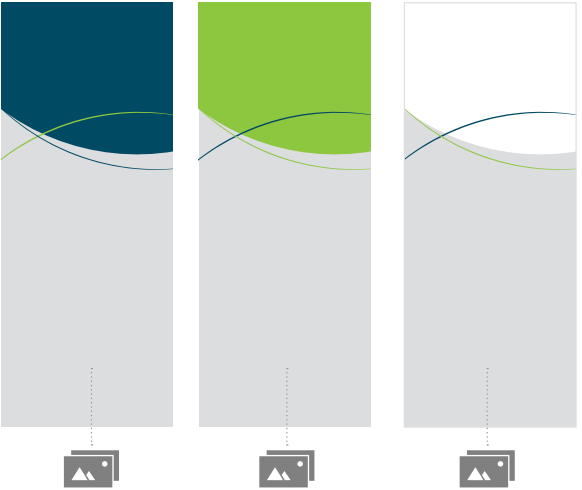
BIM Landscape Wave Templates_Image & Text



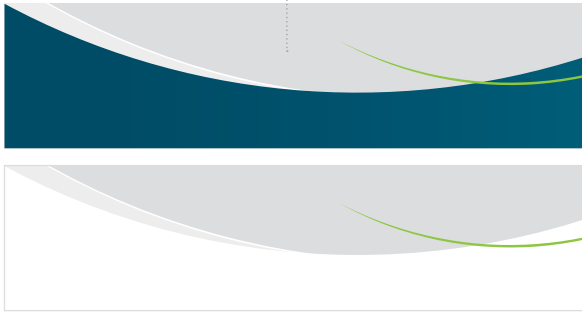
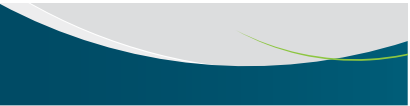
BIM Landscape Wave Templates_Text



BIM Vertical Wave Templates_Image & Text



BIM Horizontal Wave Templates_Image & Text



3.6

Design Look & Feel

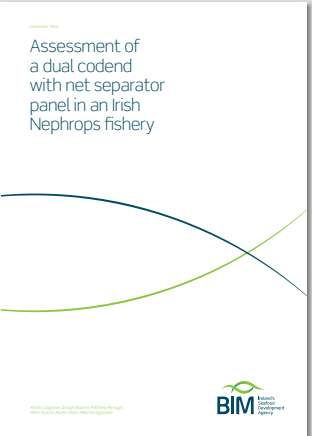
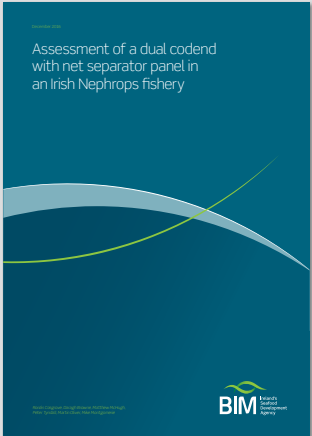
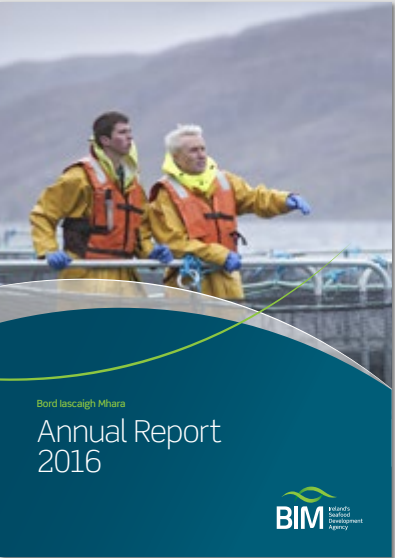
The following examples show how the core and Support elements of the brand identity can be used to provide a strong, distinctive and memorable brand.

These examples should be used as a benchmark when creating collateral for BIM.



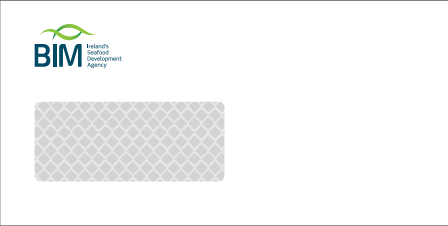
BIM Website Homepage

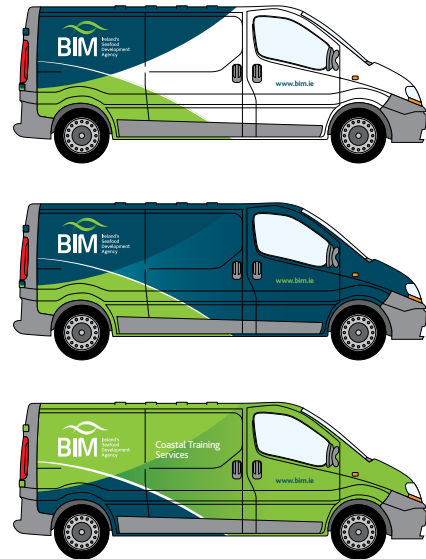
BIM Corporate Literature





BIM Corporate Stationery





BIM Livery



BIM Display



Section 4

ARTWORKS INDEX



4.1

Brandmark Artworks Index

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



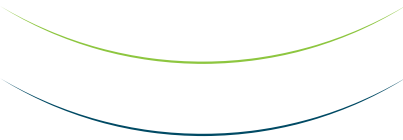
Master Brandmark

- 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.eps
BIM Wave Stroke_356.eps
BIM Wave Stroke_White.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



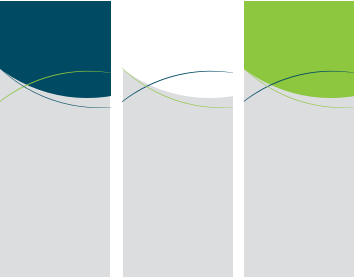
Landscape Graphic Templates

- 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_Image & Text.ai
For Screen (PNG)
BIM Vertical Wave Templates_Image & Text.png



Horizontal Banner Graphic Templates

For Print (AI)
BIM Horizontal Wave Templates_Image & Text.ai
For Screen (PNG)
BIM Horizontal Wave Templates_Image & Text.png

For master artworks or further
information please contact:

Roisin Browne

Corporate Marketing Executive

roisin.browne@bim.ie

