



An International Inner
Wheel Campaign



Happier Futures

Branding Guidelines

helping children around the world now

Contents

Brand Mark	3
Brand Mark Usage	4
Primary colours	6
Secondary colours	7
Brand Mark Exclusion Zone	8
Brand Mark Size	9
Brand Mark Misuse	10
Backgrounds	11
Primary Typeface	13
Recommended paper stocks	14
Other items	15
Contact details	17

Brand Mark

The Brand Mark is based on reaching out to every child in need of our help.

The campaign objective is to give children a happier future by taking action now.

The design is intentionally bright and childlike.

DO NOT alter any aspect of the Brand Mark and do not recreate it. Use only the Brand Mark which has been supplied and approved.

The Brand Mark



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Brand Mark Usage

The Happier Futures Brand Mark can be used in various ways. These variants have been designed to express warmth and a caring emphasis specifically aimed at children.

The Brand Mark is scalable by ensuring that the campaign's Tagline is always in the same proportion as the Brand Mark itself.

The tagline should **always** be shown as one line and should only be split into two lines for use in the Slug Mark (page 5).



Without Tagline



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With Tagline

Brand Mark Usage

When the Happier Futures Brand Mark is used in the Slug Mark format. It is to be displayed with the International Inner Wheel Brand Mark as seen opposite.

The Slug Mark is scalable by ensuring that everything featured is always in the same proportion.

NOTE: This is the only application where the campaign's strapline can be split over two lines.



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An International
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Slug Mark

Primary Colours

The Happier Futures Primary Colour palette has been chosen to encompass the colours of the International Inner Wheel while reflecting the values of this specific campaign.

The colours are fun and youthful whilst emphasising a bright future ahead.

Strongest communication of these characteristics is achieved when Happier futures Primary Colours are printed in Pantone Coated or Uncoated. However, the Primary Colours may also be printed in CMYK breakdowns.

Happier Futures Yellow	
Pantone Coated	108C
Pantone Uncoated	108U
CMYK Coated	1.11.100.0
CMYK Uncoated	1.11.100.0
RGB	255.219.0
HEX	FFDB00

Happier Futures Blue	
Pantone Coated	300C
Pantone Uncoated	300U
CMYK Coated	100.69.0.0
CMYK Uncoated	100.69.0.0
RGB	0.91.171
HEX	005BAB

Happier Futures Red	
Pantone Coated	179C
Pantone Uncoated	179U
CMYK Coated	4.91.91.0
CMYK Uncoated	4.91.91.0
RGB	230.61.47
HEX	E73C30



Your printer will understand these guidelines

Secondary Colours

The International Inner Wheel secondary colour palette has been chosen to carefully compliment the primary colour palette while still reflecting our values and personality.

Where appropriate, the Brand Mark and Word Mark can appear on backgrounds which incorporate a 'flourish' design.

The orange may be graduated as shown (see page 12 for information about use of the 'flourish').

NB Please use CMYK versions of these colours for use with a gradient.

Happier Futures **Orange**

Pantone Coated	130C
Pantone Uncoated	129U
CMYK Coated	0.40.100.0
CMYK Uncoated	0.40.100.0
RGB	250.165.25
HEX	FAA519



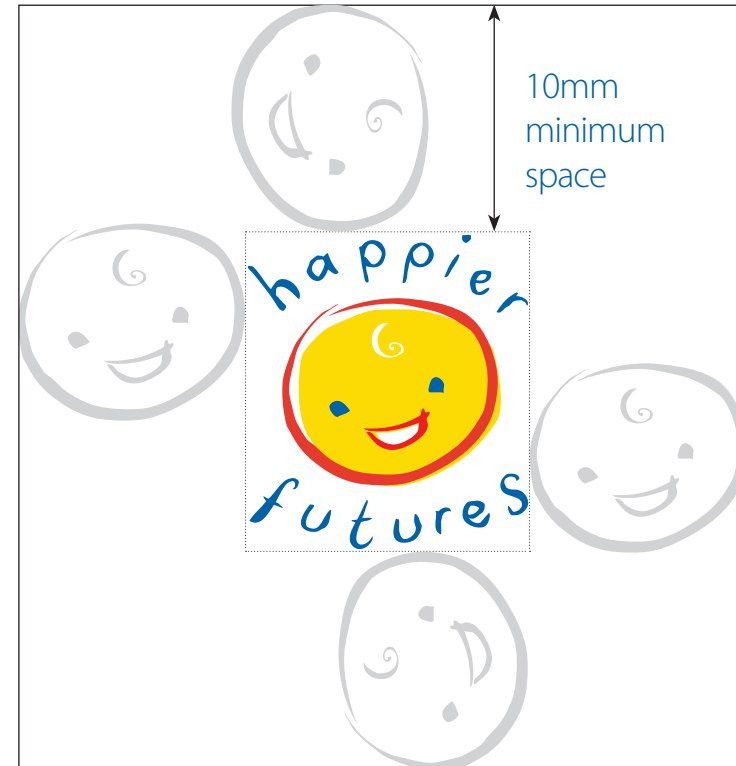
Brand Mark Exclusion Zone

It is essential that the exclusion zone is adhered to all applications and representations of the Brand Mark.

The exclusion zone is calculated using the Happier Futures Brand Mark.

Application of this tool is scalable by ensuring that the border mark is always in the same proportion as the Brand Mark itself.

NB This applies to all applications of the Happier Futures (with or without Word Mark).



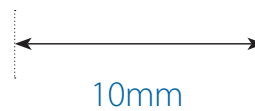
Brand Mark Size

For clarity and reproduction quality, the minimum size for the Happier Futures Brand Mark has been set to 10mm for the Brand Mark.

When featured with the campaign's Tagline the minimum size should be 25mm. This is to enforce its legibility.

There is no upper limit to Brand Mark size.

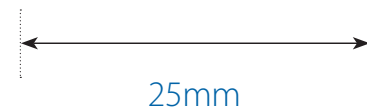
Without Tagline



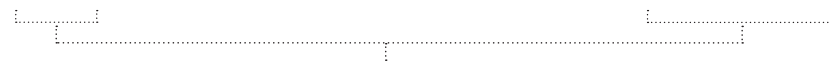
With Tagline



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helping children around the world now



Actual minimum size

Please ensure you do not reproduce the logo any smaller.

Brand Mark Misuse

DO NOT use the Brand Mark as a graphic design tool – enlarging, tinting or cropping it as a page backdrop for example, or inserting anything inside it which distorts or block the smiling face.

On some applications, the Brand Mark may appear in isolation, without the Word Mark. This is permissible, for example, on the bonnets of vans as part of vehicle livery and as badging on products. International Inner Wheel **approval must always be sought** before using this option.

DO NOT alter any aspect of the Brand Mark and do not recreate it. Use only the Brand Mark which has been supplied and approved.



DO NOT stretch or compress the Brand Mark



DO NOT distort the Brand Mark



DO NOT use low resolution versions of the Brand Mark



DO NOT change the colour or the angle of the Brand Mark



DO NOT insert anything inside the Happier Futures Brand Mark



DO NOT use on backgrounds with little or no contrast



DO NOT change the size of the Word Mark in the Brand Mark



DO NOT add shadows or keylines to the Brand Mark



DO NOT combine full colour and the black mono version of the Brand Mark

Backgrounds

The colour Happier Futures Brand Mark is best positioned on a white background.

A coloured background is permissible, however it should be light enough to allow contrast to the Brand Mark.

NB This applies to all applications of the Happier Futures Brand Mark.

Mono Reproduction

Full colour versions of the Happier Futures Brand Mark must always be used, where this is possible.

Mono (white on black or black on white) reproduction is only acceptable where colour is not possible.

Permissible variants are shown opposite.



Positive Mark on a white background



Brand Mark in Happier Futures blue



Brand Mark in black



Brand Mark 'reversed out' in white

Backgrounds

Primary version

The gradient background has been designed to best suit the Happier Futures Brand Mark while still reflecting our International Inner Wheel values and personality.

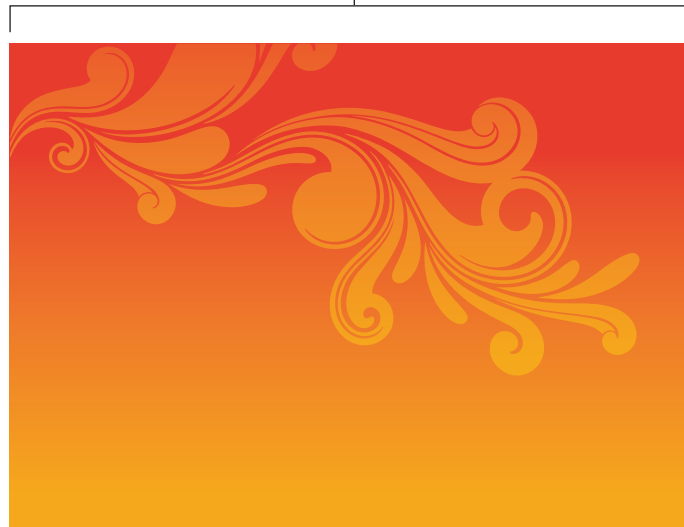
Although the flourish should be visible, it should be subtly incorporated into the background.

NB This background should be used appropriately according to the relevant media.

The gradient properties can be found on page 7 - 'Secondary Colours.'

International Inner Wheel **approval must always be sought** before using this option.

Version 1 - Light flourish



Version 2 - Dark flourish



Primary Typeface

The Primary Typeface is Myriad Pro which has been chosen for its clarity.

It is friendly and easy to read.

To achieve a consistent look and feel the Myriad Pro Typeface should be applied on all documents.

Myriad Pro Bold should be used for headlines.

Myriad Pro Semibold/Regular should be used for sub headers.

Myriad Pro Regular/Light should be used for body copy.

Aa

Myriad Pro Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
1234567890

Myriad Pro Semibold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
1234567890

Myriad Pro Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
1234567890

Myriad Pro Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
1234567890

Myriad Pro Bold Italic

abcdefghijklmnopqrstuvwxy
*ABCDEFGHIJKLMN**OPQRSTUVWXYZ***
1234567890

Myriad Pro Semibold Italic

abcdefghijklmnopqrstuvwxy
*ABCDEFGHIJKLMN**OPQRSTUVWXYZ***
1234567890

Myriad Pro Regular Italic

abcdefghijklmnopqrstuvwxy
*ABCDEFGHIJKLMN**OPQRSTUVWXYZ***
1234567890

Myriad Pro Light Italic

abcdefghijklmnopqrstuvwxy
*ABCDEFGHIJKLMN**OPQRSTUVWXYZ***
1234567890

Recommended Paper Stocks

Consistent, correct reproduction of International Inner Wheel's house colours – yellow and blue – across all materials is an essential part of maintaining a strong, authoritative brand presence.

In print, paper differs a great deal. The way different paper absorbs ink can affect the consistency of colours. International Inner Wheel yellow and blue can look different on different papers.

To support consistent, correct reproduction of our colours in print, it is advisable that we minimise the number of different papers used internally and by contracted printers.

Recommended papers for the International Inner Wheel are shown opposite.

Uncoated papers

Litho print	
Items for print	Paper stock description
Letterheads Comp slips Continuation paper	120gsm laser print speed
Certificate	300gsm Olin Smooth Absolute white

Coated papers

Litho print	
Items for print	Paper stock description
Business cards	400gsm white Satimat silk
Poster	200gsm Satimat silk
Newsletter	Cover - 200gsm Satimat (gloss laminated) Pages - 130gsm Satimat
Leaflets	300gsm white silk

Other items

Pop Up Banners

Consistent, correct reproduction of Happier Future's additional materials is essential.

To support this, it is advisable that we adhere to the diagram opposite.

Dimensions:

W 850mm x H 2000mm

Finishing:

3mm bleed

Your printer will understand these guidelines



Other items

Hanging Wall Banners

Consistent, correct reproduction of Happier Future's additional materials is essential.

To support this, it is advisable that we adhere to the diagram opposite.

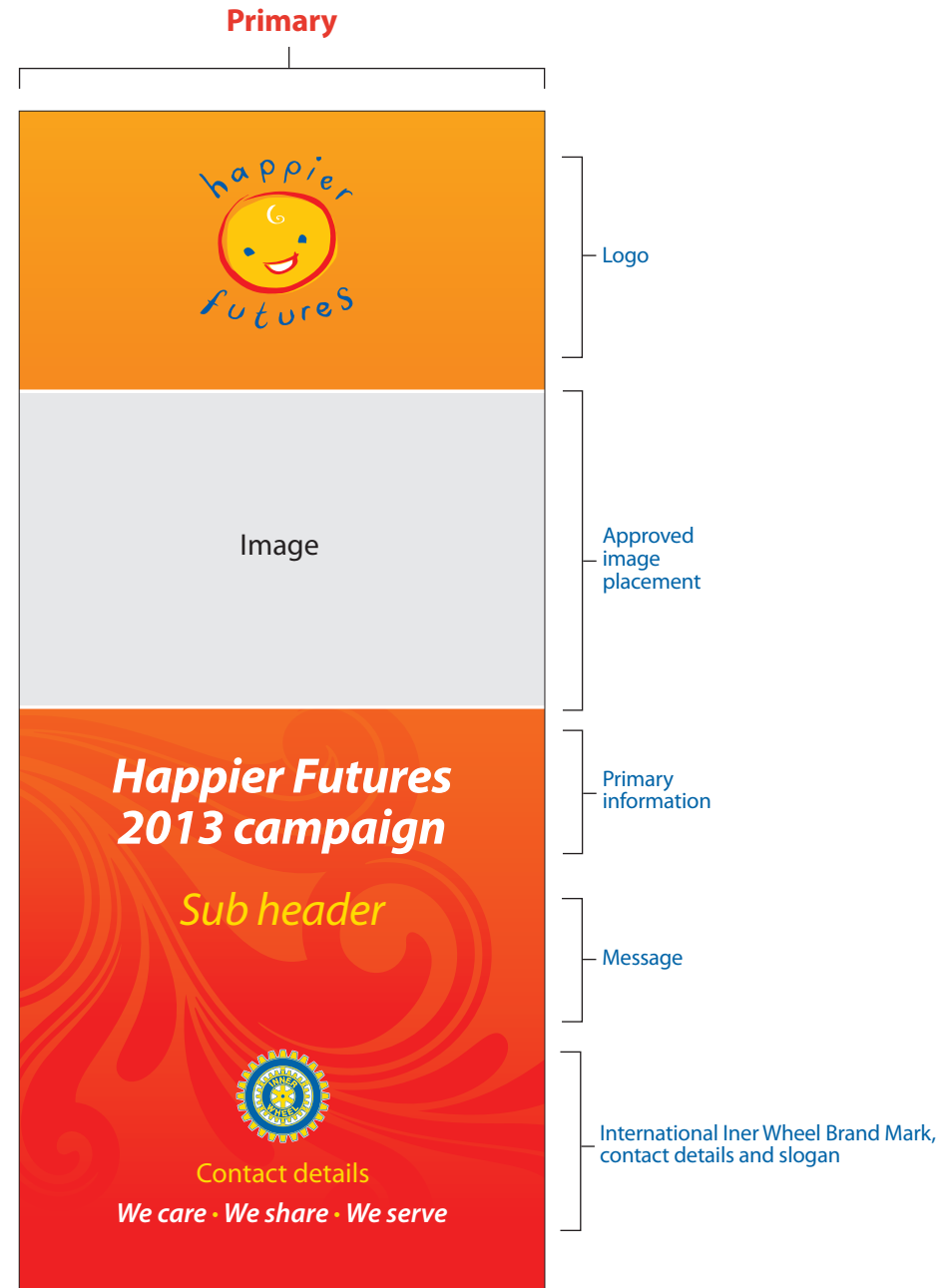
Dimensions:

W 850mm x H 2000mm

Finishing:

3mm bleed

Your printer will understand these guidelines



The International Inner Wheel has negotiated competitive rates with UK-based agency, RMS PR, for design, artwork and print.

RMS can supply the following:

- Letterheads
 - Business cards
 - Compliment slips
 - Banners
 - Greeting cards
 - Campaign logos
 - Powerpoint presentations
 - Websites
 - Newsletters
 - Magazines
 - Direct Mail
 - Enewsletters/Eshots
 - Signage
 - Advertisements
 - Calendars
- ... and much more!**

The RMS design team will ensure anything produced complies with the brand guidelines.

If you have any requirements or queries about anything in this document, please contact **Dave Merrell** on + 44 (0) 161 927 3131 or dave@rmspr.co.uk for a preferential quote.



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Happier Futures Branding Guidelines

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