aimm

Association for Interactive
Media and Micropayments

Brand & Style Guidelines

Version 1.1

Welcome to aimm

aimm is the specialist trade association for the interactive media and micropayment industries in the UK. We are a not for profit organisation, funded by our members, run for our members. We create conditions for growth and protect the regulatory environment in which our members operate. **aimm** has four main areas of activity. We bring together members in working group forums, build networking ties, interface with regulators and educate members.

Vision

To be the UK specialist trade association for all businesses associated with micropayments who use interactive media, telecoms and other micropayment facilities

To create opportunities for commercial growth so that members can develop business whilst trusting that their interests are being protected

Mission

To support, develop, innovate and be the voice for all businesses involved in interactive media and micropayment industries

Values

Supportive
Innovative

Collaborative
Impartial

Proactive
Transparent

How we sound

It's not just what we say, but how we say it.

Our tone of voice is vital to the way we present ourselves to the wider world. It conveys who we are and the personality that sets us apart.

We deal with complex information. It is important we highlight key points quickly and succinctly.

Keep writing simple and to the point. Never use a long word when a short word will do. Edit out unnecessary words. Examples such as:

This	Not this	This	Not this
Now	*At the present time*	*Soon*	*In the near future*
Because	*By virtue of the fact that*	*Agree*	*Are in agreement with*
If	*In the event that*	*Was expected*	*Was not unexpected*

Our industry is full of jargon. Use everyday vocabulary where possible. There may be a place for terminology and industry jargon – but remember our membership base is diverse and only use it when all of the audience understands it. Examples such as:

Delivering strategic transformation to achieve sustained business benefits and drive efficiency.

In other words....making your business more profitable.

Use the first and second person (active voice). 'I', 'we' and 'our'/your' and 'you' is always more engaging than the passive voice.

Always use aimm (or the Association for Interactive Media and Micropayments) IS rather than ARE, for example *aimm is holding a conference*.

aimm is always in lower case even when it starts a sentence. When used at the start of a sentence, it is emboldened to stand out ie **aimm**

How we look

This is our primary logo. It is unique to us and sets us apart from our competition.

To keep a consistent representation of our brand we have created guidelines for the use of colours, typeface and logos.

We recommend that the logo is used in some form on all collateral. Logo placement is top or bottom right hand side.

Primary choice

aimm
Association for Interactive
Media and Micropayments

Secondary choice

aimm

For use in mono

aimm
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Media and Micropayments

For use on a colour background

aimm

For Gold Member use in colour

gold member
aimm
Association for Interactive
Media and Micropayments

For Gold Member use in mono

gold member
aimm
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Strapline

creating the conditions for growth in micropayments

The strapline must always appear on the same page as the logo. It must not be positioned close to it (exclusion zones shown). It is 50% black.

It should appear diagonally opposite the logo where possible. It should be in grey on a white background or white out when placed on colour.

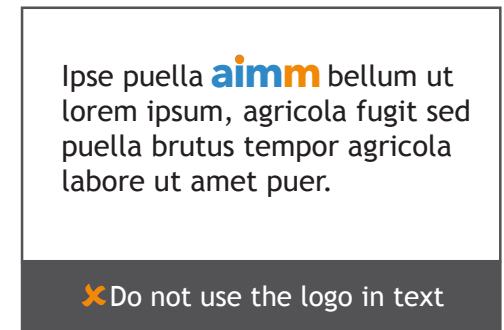White space allowance around the logo, equivalent to the size of the 'm'.

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Orange underline

When possible, use a thick orange underline with one curved end. Never cover the full width of the page. It should always be longer than the headline.

Logo rules

Do....

aimm	**aimm**	**aimm** Association for Interactive Media and Micropayments	**aimm** Association for Interactive Media and Micropayments
✓ Logo	✓ White out logo	✓ Logo and name	✓ Mono logo and name

Do not....

aimm	**aimm**	**aimm**	**aimm**
✗ Do not scale disproportionately	✗ Do not rotate	✗ Do not change any colours	✗ Do not put logos in boxes
aimm	**aimm**	**aimm**	Ipse puella **aimm** bellum ut lorem ipsum, agricola fugit sed puella brutus tempor agricola labore ut amet puer.
✗ Do not place over image	✗ Do not tint	✗ Do not apply any effects	✗ Do not use the logo in text

Brand colours

These are the primary and secondary brand colours. Blue is our dominant colour. Only use orange as a highlight colour (maximum of 25% coverage)

Primary Palette

aimm blue
Pantone Solid Colour Coated
115-16C
Pantone Solid Colour Uncoated
115-16U
CMYK: 73, 25, 3, 0
RGB: 46, 137, 198
Hex: 2f89c6

aimm orange
Pantone Solid Colour Coated
24-6C
Pantone Solid Colour Uncoated
24-6U
CMYK: 0, 45, 98, 0
RGB: 242, 136, 8
Hex: ff9900
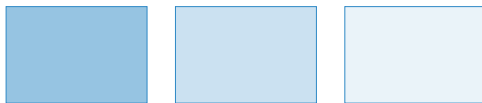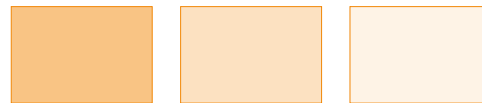
50% tint   25% tint   10% tint   50% tint   25% tint   10% tint

Secondary Palette

blue
Pantone Solid Colour
Coated 106-16C
Pantone Solid Colour
Uncoated 106-16U
CMYK: 100, 52, 0, 13
RGB: 0, 91, 153
Hex: 005B99

grey
Pantone Solid Colour
Coated 179-13C
Pantone Solid Colour
Uncoated 179-13U
CMYK: 0, 0, 0, 82
RGB: 86, 86, 87
Hex: 565657
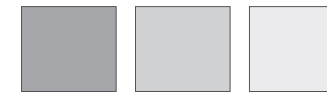
50% tint   25% tint   10% tint   50% tint   25% tint   10% tint

Typography

Avenir Next
is our logo typeface.

Trebuchet
is our brand typeface. It is available in a number of weights.

Any branding material produced should use weights suitable for the piece being created. As a general rule, Trebuchet Regular should be used for body text and Trebuchet Bold should be used for headings.

Trebuchet Regular	Trebuchet Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ	**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
123456789&£@%	**123456789&£@%**

Trebuchet Italic	*Trebuchet Bold Italic*
ABCDEFGHIJKLMNOPQRSTUVWXYZ	***ABCDEFGHIJKLMNOPQRSTUVWXYZ***
123456789&£@%	***123456789&£@%***

Powerpoint examples

Hello!
I am Jayden Smith

I am here because I love to give presentations.
You can find me at @username

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1.
Transition headline

Let's start with the first set of slides

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Quotations are commonly printed as a means of inspiration and to invoke philosophical thoughts from the reader.

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This is a slide title

- Here you have a list of items
- And some text
- But remember not to overload your slides

Your audience will listen to you or read the content

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Want big impact?
Use big image.

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89,526,124£
That's a lot of money

185,244 users
And a lot of users

100%
Total success!

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Let's review some concepts

Yellow
Is the colour of gold, butter and ripe lemons. In the spectrum of visible light, yellow is found between green and orange.

Blue
Is the colour of the clear sky and the deeps sea. It is located between violet and green on the optical spectrum.

Red
Is the colour of the blood, and because of this it has historically been associated with sacrifice, danger and courage.

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And tables to display your data

	A	B	C
Yellow	10	20	7
Blue	10	20	7
Orange	5	20	7

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Stationery

Here are examples of our letterhead, compliment slip and business card. When reprinting, please reprint from original design files. Please do not recreate any stationery files from scratch.

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Facebook: facebook.com/aimm
VAT Number: 934 7184 06
Company Registered No: 06520758

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Suite 7, The Granary, 1 Waverley Lane,
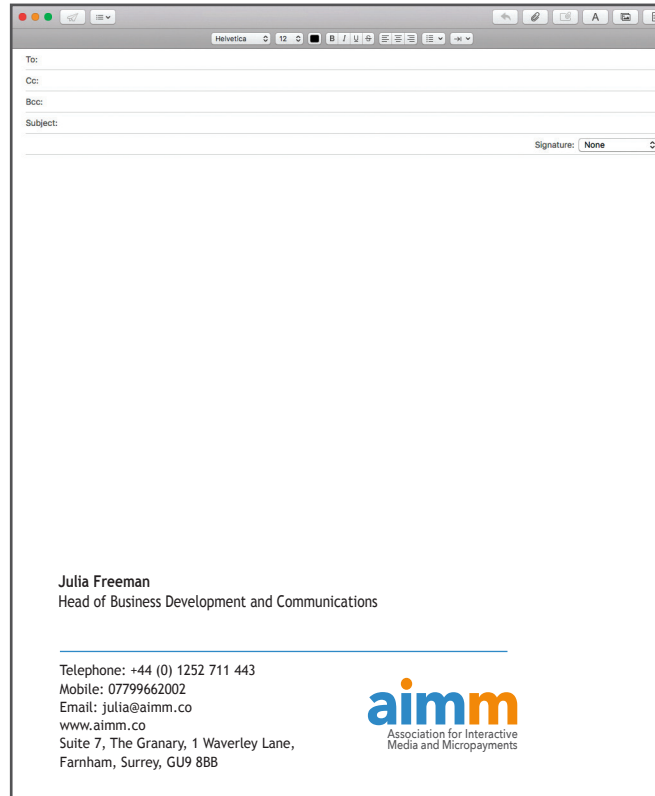Farnham, Surrey, GU9 8BB
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Facebook: facebook.com/aimm
VAT Number: 934 7184 06
Company Registered No: 06520758

Electronic comms

Commonly used electronic templates are available on the system. They include bulletins and 'save the date' templates. Here is an example of a standard email sign off.

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