



IMAGO VENUES

Visual Identity

Brand Guidelines

v.02 – June 2021

03	Our brand position
06	The logo
17	Brand architecture
21	Typography
24	Colour
29	Iconography
31	Imagery
37	Examples
44	Contact details

OUR BRAND PROPOSITION

Our brand is about people.

We bring people together and provide the right environment for communication and learning to flourish and grow.

We're proud to be one of the country's leading conference brands and our portfolio of award-winning venues provides high-quality meeting space, accommodation, and world-leading sports performance facilities. With excellent customer service at the heart of everything we do, we're more than just a facilitator of a product - we create outstanding experiences for our guests.

Our brand is our identity; it's all about who we are, our personality, what we care about and what our customers can expect from us. It's important that our values and commitment to excellence are consistently reflected in our communications and visual identity.



What we say

First impressions of our brand are formed by our tone of voice. What we say shows our friendliness, expertise and that we invest in people. Our communications reflect our people, our personality and our confidence in what we offer.

Our tone of voice is not what we say, it's how we say it. If what we say reflects our personality and standards, customers know what to expect, are trusting of what we say and confident in what we offer. It's not about the products we sell, but the stories we tell.

We have produced a separate guide to writing accessible copy that readers will understand, is consistent in its presentation and reflects our brand personality. Please contact us for a copy.

OUR LOGO

The logo

The main part of our logo is the motion icon that represents the individual sub-brands of our venue portfolio coming together as "venues that connect".

It shows the connection between our venues and the flexibility of our offering, representing our purpose of connecting people.

The icon is fluid and organic, representing the movement and vibrancy of the environment and industry we operate in.



The primary logo

The motion icon is combined with the typographic naming convention to create the primary logo 'Imago Venues'.



IMAGO
VENUES

The secondary logo

When the orientation of the primary logo is not suitable, an alternative layout is available. The secondary logo is landscape and retains all the key elements of the primary logo.

Primary



Secondary



Logo reproduction

The primary and secondary logos can have white text when used on a dark background.

There are mono versions of both logos when colour is not an option.

There is also a solid mono version of both primary and secondary logos for print media that cannot reproduce the opacity of the motion icon e.g. embroidery on uniforms.



Logo reproduction

For the primary and secondary logo there is a set usage rule for the logo size. It can increase proportionally to any size but it must not go below a width of 18mm (primary) and 28mm (secondary) to retain legibility.

The measurements below are a guide to what size the logo can be used on certain documents but if certain criteria deem it to be used differently, this is possible as long as legibility is retained:

Primary logo

- A3 – 55mm width
- A4 – 40mm width
- A5 – 30mm width
- A6 – 20mm width

Secondary logo

- A3 – 75mm width
- A4 – 55mm width
- A5 – 45mm width
- A6 – 35mm width

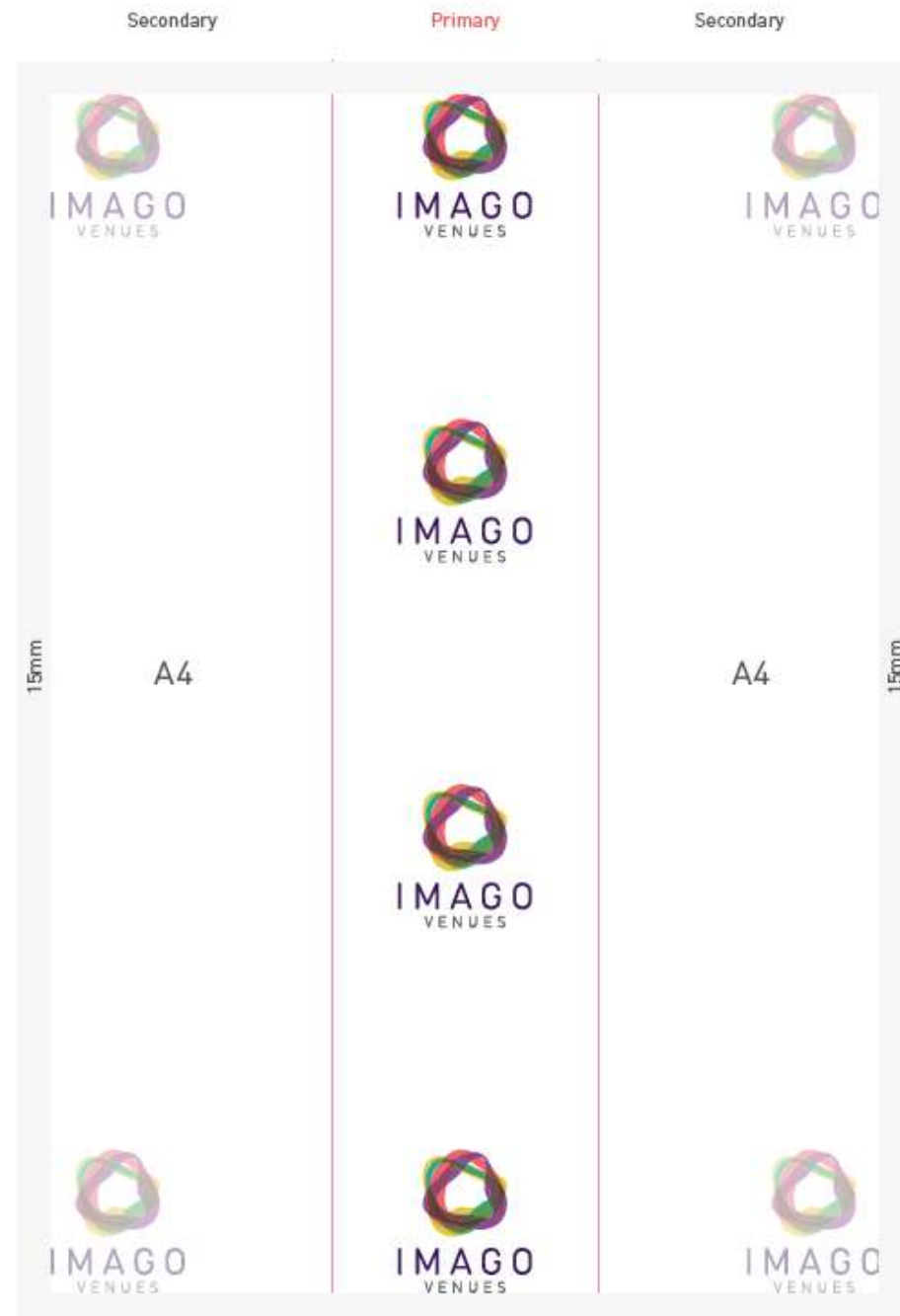


Logo placement - primary

The primary logo, due to its centrally aligned nature, should predominantly work centrally on materials. If this isn't possible then the secondary placement guide should be used.

The logo should sit within the following margins from the edge of the page:

- A0 – 56mm margin
- A1 – 40mm margin
- A2 – 28mm margin
- A3 – 20mm margin
- A4 – 15mm margin
- A5 – 12mm margin
- A6 – 9mm margin

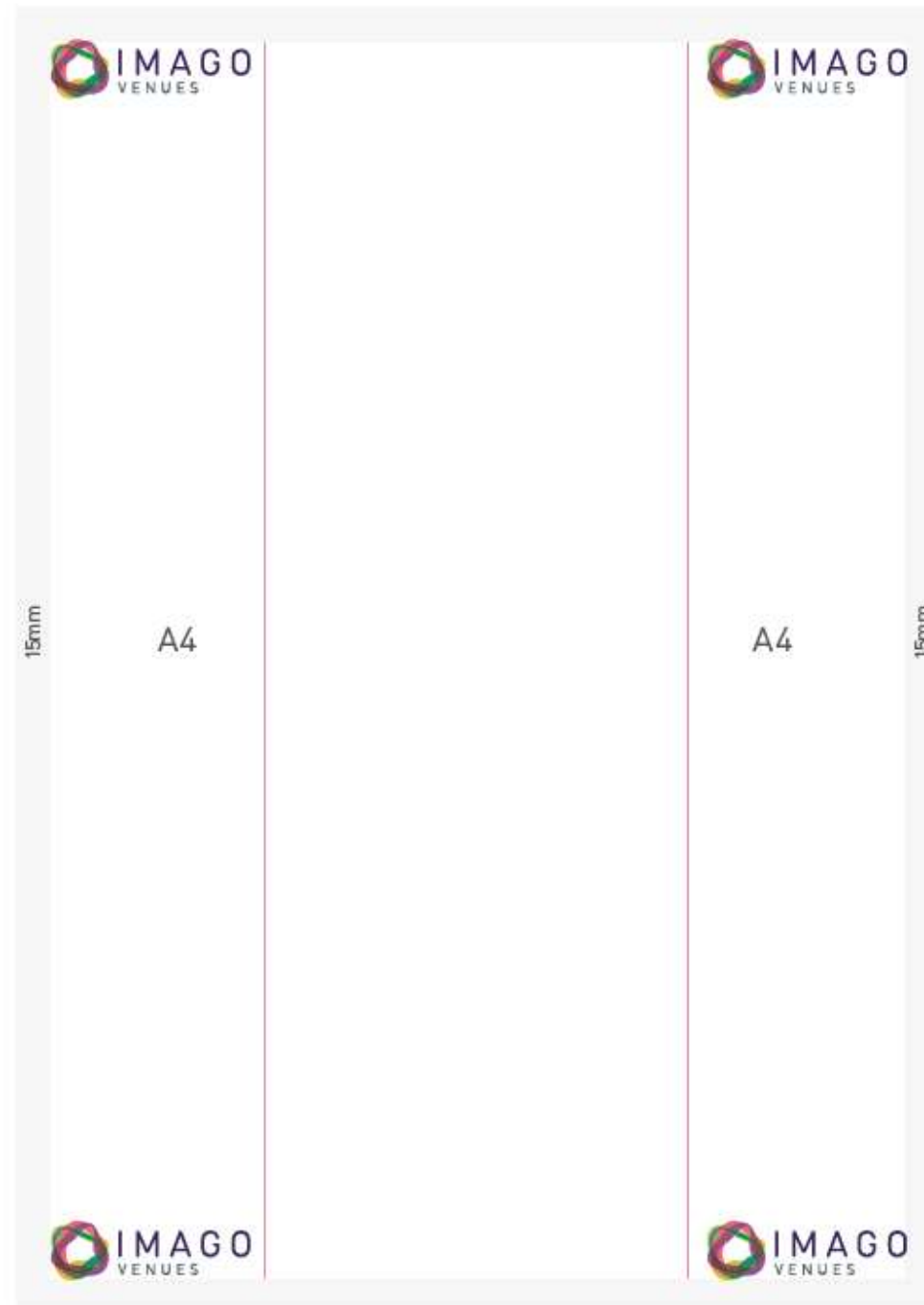


Logo placement - secondary

The secondary logo can be positioned in one of four positions: top left, bottom left, top right, bottom right. It should never be centred.

The logo should sit within the following margins from the edge of the page:

- A0 – 56mm margin
- A1 – 40mm margin
- A2 – 28mm margin
- A3 – 20mm margin
- A4 – 15mm margin
- A5 – 12mm margin
- A6 – 9mm margin



Protected area

The logo should always be surrounded by a minimum area of space. The area of isolation ensures other visual elements do not encroach on the logo.

The area is defined by using the height of the 'M' from the logo to create the clear space required.



Logo application

The logo should always be positioned so it has maximum legibility and clarity.



Logo misuse

When using the Imago Venues logos please ensure that the example alterations shown on this page do not occur.



Distorted



Amended



Fonts altered



Visual effects added



Colour changed



Alternative versions created

BRAND ARCHITECTURE

Logo hierarchy

The hierarchy site map illustrates the relationship between the primary logo and its branding environment.

Primary logo



Sub brand logos



Tertiary logos



Part of



Sub brands

In order to reflect the individuality of the Imago Venues portfolio, distinct logos have been created with visual coherence to the primary logo.

Each venue icon emanates from the primary 'motion icon' to represent each individual venue.

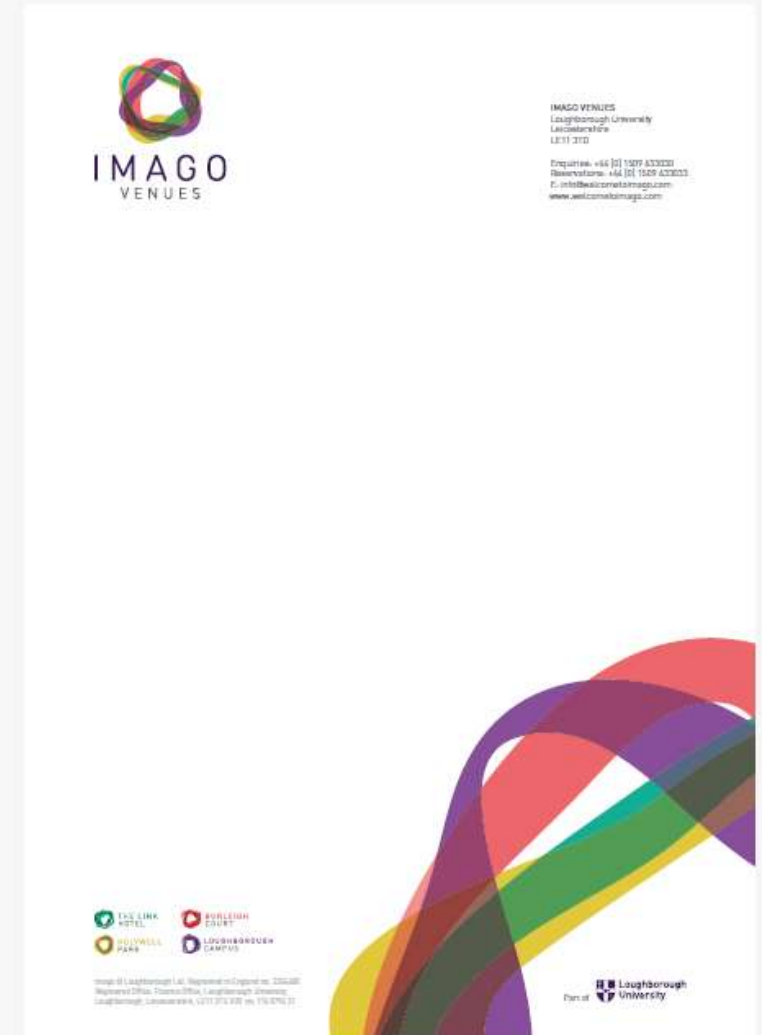
Each sub brand must adhere to the rules set out for the main Imago Venues primary and secondary logos with regards to placement, usage and application.



Loughborough University

Imago Venues are formally part of Loughborough University as a wholly owned subsidiary company.

The form of words 'Part of Loughborough University' should be used on all formal business communications e.g. business stationery.



TYPOGRAPHY

Font - primary

DIN OT and DIN Round OT are the primary fonts for Imago Venues and Loughborough University.

Style

Altering or manipulating the font in any way is not permitted.

Spacing

Type should be auto for body copy and large amounts of text. It is possible to amend this in headlines or pullouts when specific characters would benefit.

Sizing

For print, 12 point font is recommended for body copy. Any smaller makes accessibility difficult.

DIN Round OT is specifically good for headlines and pullouts adding diversity to content.

DIN OT

abcdefghijklmnopqrstuvwxyzbæoe
 ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

DIN OT Light

abcdefghijklmnopqrstuvwxyzbæoe
 ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

DIN OT Regular

abcdefghijklmnopqrstuvwxyzbæoe
 ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

DIN OT Medium

abcdefghijklmnopqrstuvwxyzbæoe
 ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

DIN OT Bold

Font - secondary

The alternative system font for DIN is Arial.

For Microsoft documents, where the recipient does not have DIN installed on their device, Bhanschrift Light is a Windows 10 system font and can be used as an alternative.

ARIAL

abcdefghijklmnopqrstuvwxyzbæoe

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

BHANSCHRIFT LIGHT

abcdefghijklmnopqrstuvwxyzbæoe

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

Colour - primary

The Imago Venues brand is made up of the colours shown opposite.

These colours reside in the Loughborough University colour palette which is split into three divisions: Corporate, Primary and Neutral.



African Violet
Pantone 269
C85 M100 Y0 K40
R54 G17 B99
Hex #361163

African Violet Light
Pantone 2593
C70 M98 Y0 K0
R111 G48 B146
Hex #6F3092



Mulberry
Pantone 220
C0 M100 Y12 K27
R183 G0 B98
Hex #B70062

Mulberry Light
Pantone 213
C0 M96 Y12 K0
R237 G36 B130
Hex #ED2482



Mercia Red
Pantone 1807
C0 M100 Y66 K35
R167 G5 B49
Hex #A70531

Mercia Red Light
Pantone 185
C0 M95 Y64 K0
R238 G47 B79
Hex #EE2F4F



Bronze Dark
Pantone 174
C0 M82 Y84 K44
R152 G51 B29
Hex #98331D

Bronze
Pantone 1655
C0 M73 Y86 K0
R242 G106 B56
Hex #F26A38



Golden
Pantone 1385
C0 M58 Y100 K6
R231 G126 B29
Hex #E77E1D

Golden Light
Pantone 1235
C0 M38 Y99 K0
R251 G170 B27
Hex #FBAA1B



Cedar
Pantone 583
C23 M0 Y95 K16
R177 G190 B45
Hex #8D9C27

Cedar Light
Pantone 606
C0 M4 Y100 K15
R225 G202 B0
Hex #E1CA00



Olympic Green Dark
Pantone 3298
C100 M0 Y66 K44
R0 G110 B85
Hex #006E55

Olympic Green
Pantone 334
C95 M0 Y64 K0
R0 G170 B135
Hex #008466



Neptune
Pantone 5473
C76 M0 Y26 K60
R0 G97 B103
Hex #006167

Neptune Light
Pantone 5493
C41 M0 Y12 K20
R120 G178 B187
Hex #78B2BB



Petrol Blue
Pantone 308
C100 M0 Y0 K58
R0 G94 B130
Hex #005E82

Petrol Blue Light
Pantone 313
C98 M0 Y14 K5
R0 G155 B201
Hex #009BC9



Peacock
Pantone 320
C100 M0 Y40 K0
R0 G170 B173
Hex #008F91

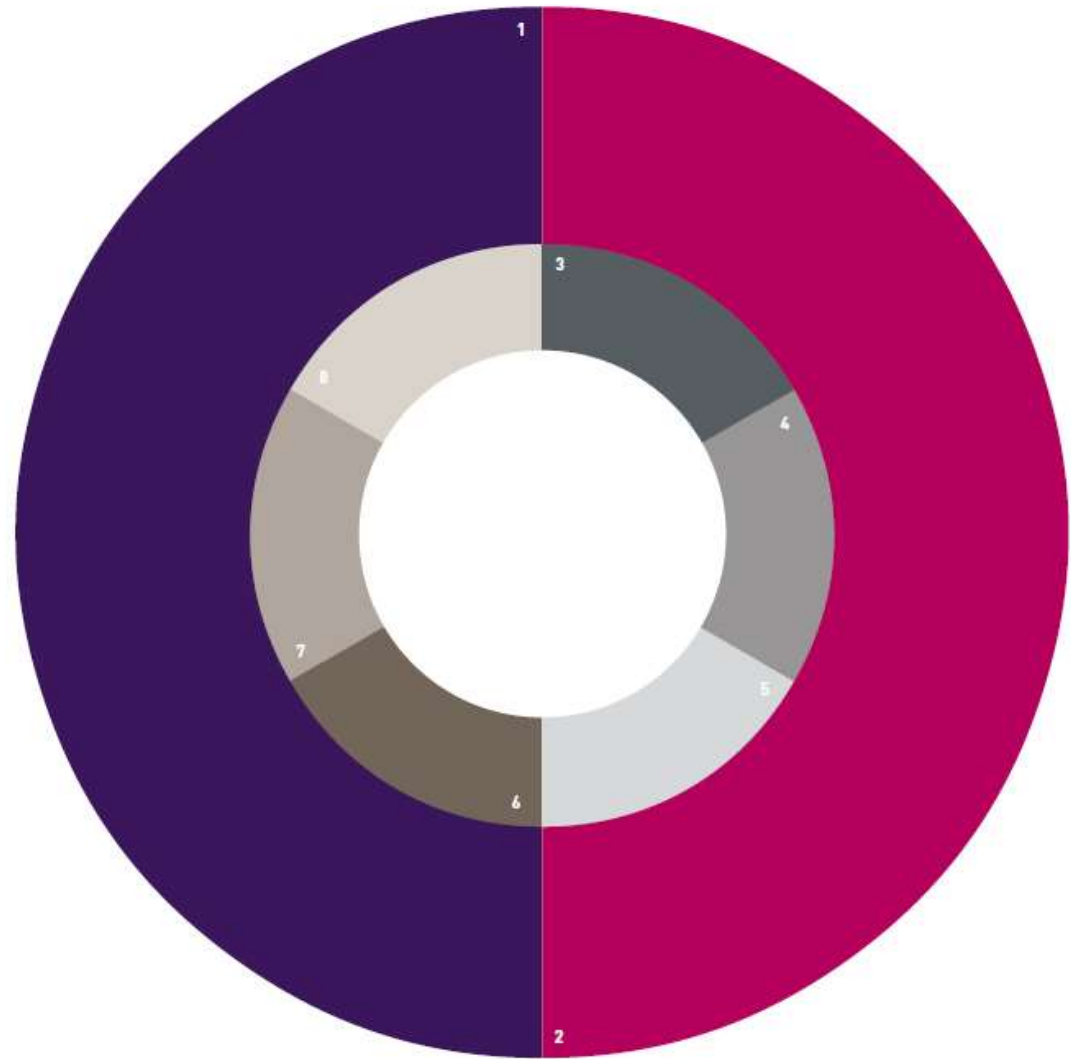
Peacock Light
Pantone 3115
C60 M0 Y17 K0
R84 G198 B213
Hex #54C6D5

Corporate Palette

- 1 African Violet
- 2 Mulberry

Neutral Palette

- 3 Asphalt
- 4 Silver
- 5 Fountain Grey
- 6 Pebble
- 7 Dove Grey
- 8 Pearl White



Primary Palette



























- 1 African Violet
- 2 Mulberry
- 3 Mercia Red
- 4 Bronze
- 5 Golden
- 6 Cedar
- 7 Olympic Green
- 8 Neptune
- 9 Peacock
- 10 Petrol Blue



Neutral Palette

- 11 Asphalt
- 12 Silver
- 13 Fountain Grey
- 14 Pebble
- 15 Dove Grey
- 16 Pearl White



	Pantone	CMYK	RGB	Hex	White Foreground	White Background	Black Foreground	Black Background
CORPORATE								
 Mulberry	Pantone 220	C0 M100 Y12 K27	R183 G0 B98	#B70062	AA & AAA	AA & AAA	AA	AA
 Mulberry Light	Pantone 213	C0 M96 Y12 K0	R237 G36 B130	#ED2482	AA	AA	AA & AAA	AA & AAA
 African Violet	Pantone 269	C85 M100 Y0 K40	R54 G17 B99	#361163	AAA	AAA	Fail	Fail
 African Violet Light	Pantone 2593	C70 M98 Y0 K0	R111 G48 B146	#6F3092	AAA	AAA	Fail	Fail
PRIMARY								
 Golden	Pantone 1385	C0 M58 Y100 K6	R231 G126 B29	#E77E1D	Fail	Fail	AAA	AAA
 Golden Light	Pantone 1235	C0 M38 Y99 K0	R251 G170 B27	#FBAA1B	Fail	Fail	AAA	AAA
 Bronze	Pantone 1655	C0 M73 Y86 K0	R242 G106 B56	#F26A38	AA	AA	AA & AAA	AA & AAA
 Bronze Dark	Pantone 174	C0 M82 Y84 K44	R152 G51 B29	#98331D	AAA	AAA	Fail	Fail
 Mercia Red	Pantone 1807	C0 M100 Y66 K35	R167 G5 B49	#A70531	AAA	AAA	AA	AA
 Mercia Red Light	Pantone 185	C0 M95 Y64 K0	R238 G47 B79	#EE2F4F	AA	AA	AA & AAA	AA & AAA
 Petrol Blue	Pantone 308	C100 M0 Y0 K58	R0 G94 B130	#005E82	AAA	AAA	Fail	Fail
 Petrol Blue Light	Pantone 313	C98 M0 Y14 K5	R0 G155 B201	#009BC9	AA	AA	AA & AAA	AA & AAA
 Peacock	Pantone 320	C100 M0 Y40 K0	R0 G170 B173	#008F91	AA	AA	AA & AAA	AA & AAA
 Peacock Light	Pantone 3115	C60 M0 Y17 K0	R84 G198 B213	#54C6D5	Fail	Fail	AAA	AAA
 Neptune	Pantone 5473	C76 M0 Y26 K60	R0 G97 B103	#006167	AAA	AAA	Fail	Fail
 Neptune Light	Pantone 5493	C41 M0 Y12 K20	R120 G178 B187	#78B2BB	Fail	Fail	AAA	AAA
 Olympic Green	Pantone 334	C95 M0 Y64 K0	R0 G170 B135	#008466	AA & AAA	AA & AAA	AA	AA
 Olympic Green Dark	Pantone 3298	C100 M0 Y66 K44	R0 G110 B85	#006E55	AA & AAA	AA & AAA	AA	AA
 Cedar	Pantone 583	C23 M0 Y95 K16	R177 G190 B45	#8D9C27	AA	AA	AA & AAA	AA & AAA
 Cedar Light	Pantone 606	C0 M4 Y100 K15	R225 G202 B0	#E1CA00	Fail	Fail	AAA	AAA
NEUTRAL								
 Asphalt	Pantone 431	C15 M0 Y0 K75	R82 G94 B102	#525E66	AA & AAA	AA & AAA	AA	AA
 Silver	Cool Grey 8	C11 M9 Y10 K45	R140 G140 B141	#8C8C8D	AA	AA	AA & AAA	AA & AAA
 Fountain Grey	Pantone 428	C11 M7 Y8 K10	R203 G206 B206	#CBCECE	Fail	Fail	AAA	AAA
 Pebble	Pantone 404	C0 M18 Y25 K68	R113 G95 B84	#715F54	AA & AAA	AA & AAA	AA	AA
 Dove Grey	Warm Grey 6	C0 M9 Y14 K40	R168 G155 B145	#A89B91	Fail	Fail	AAA	AAA
 Pearl White	Pantone 400	C0 M4 Y8 K20	R210 G201 B193	#D2C9C1	Fail	Fail	AAA	AAA

ICONOGRAPHY

Icon design

We have a suite of icons that can be used throughout all online and offline materials. These icons can be used to enhance the brand where relevant



Conference



Lecture Theatre



Location



WiFi



Internet



Parking



Restaurant



Wedding



Spa



Ensuite



Café



Stairs



Lift



Audio



Sport



Air conditioning



Bedroom



Luggage



Disability / Access



Award

IMAGERY

Storytelling is key to our approach and our photography should capture moments in time. Our imagery tells a visual narrative and conveys not the person, but what the person is doing.

Photography should never be "staged" and should be shot in a 'reportage' style capturing the mood and event as candidly as possible in an unobtrusive manner.

They should use natural lighting and evoke an essence of Imago Venues, our values and our promise.

Photography
- People



Photography
- Food



Photography
- Buildings and accommodation



Illustration

Illustration can be used to convey our brand's warmth, service, inclusivity and to make sure our design is accessible to all our staff and customers.

Illustration should show people connecting in the interactions that take place every day in our venues.



EXAMPLES

Examples

Stationery



Examples

Conference collateral



Examples

Delegate pack



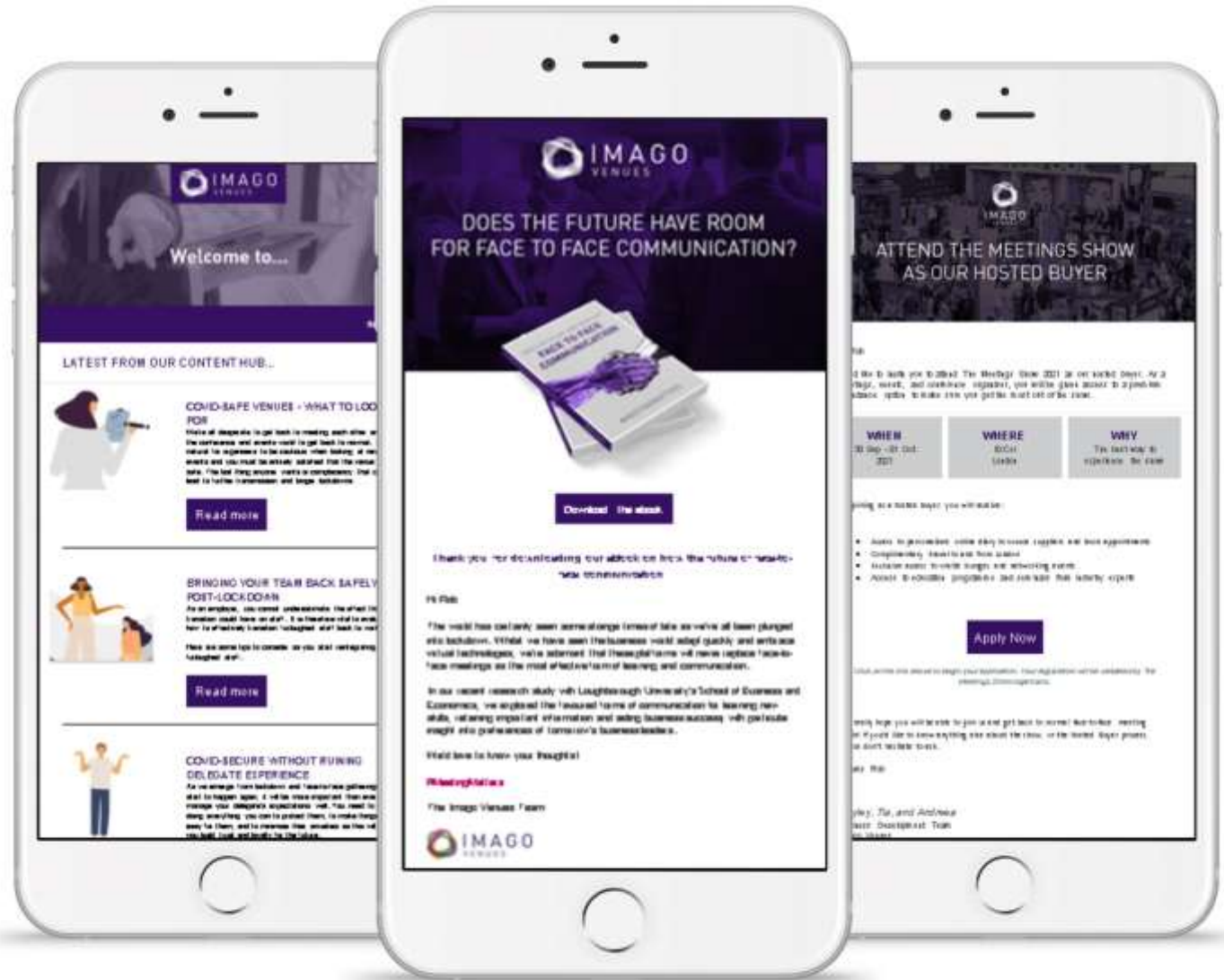
Examples

Delegate pack



Examples

Email templates



Vehicle livery

All Imago vehicles should carry out the Imago Venues branding.



Contact details

Rob Chamberlain
Marketing Manager
Imago Venues

T: 01509 633080

E: r.chamberlain@welcometoimago.com

www.welcometoimago.com



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