Primary Colour Palette

Our primary palette consists of four colours plus White.

We are primarily a red brand, however the other colours in the palette should be used for variety and balance and to help soften our overall appearance.

Bright Red is our main colour, the lead colour for our headlines and the colour of the Trapezium. Bright Red can also be used as a background colour, but not in conjunction with the Trapezium. Dark Red is used as the secondary colour on headlines for emphasis and can also be used as a background colour. Do not use tints of either Red.

Steel Blue is primarily used as a background colour and adds distinctiveness to our brand. There are three permitted tints of Steel Blue. Warm Grey is normally used for text, but the specified tints can also be used for backgrounds. There are five permitted tints of Warm Grey.

Our colours have been designed to work together, but a balanced approach to their application is key. Always ensure there is sufficient contrast between design elements and that content is legible.
Primary colour usage – Headlines

Illustrated here are the colour combinations that should be used when setting headlines. Wherever possible, headlines should combine Bright Red and Dark Red.
Primary colour usage – Colour combinations

This page illustrates the content and background colour combinations we would encourage when applying the primary palette. Guidance is provided for typography and other visual assets. Sufficient contrast and legibility of content are paramount.
Primary colour usage – Colour combinations

This page illustrates the content and background colour combinations we would encourage when applying the primary palette. Guidance is provided for typography and other visual assets. Tints of Steel Blue and Warm Grey may be combined provided there is sufficient contrast. Legibility of content is always paramount.

Steel Blue backgrounds
Primary colour usage – Colour combinations

This page illustrates the content and background colour combinations we would encourage when applying the primary palette. Guidance is provided for typography and other visual assets. Tints of Warm Grey and Steel Blue may be combined provided there is sufficient contrast. Legibility of content is always paramount.

Warm Grey backgrounds
Primary colour usage

What not to do

Do not use the Trapezium on a Bright Red background.

Do not tint either Red.

Do not use any other colours in the headlines.

Do not reverse the headline colour combination.

Do not use any of the Steel Blue tints for type.

As a global community of mechanical engineers represented in over 140 countries, the Institution is the largest network of mechanical engineering knowledge, skill and opportunity in the world.
Primary colour usage – Examples
Secondary Colour Palette

Our secondary palette consists of 12 colours which play a supporting role in enhancing and brightening our communications. They are designed to complement our primary colours and should be applied in conjunction with the primary palette and not in isolation.

Each colour is designed to work in combination with its lighter and darker tones which are detailed on the following pages.

The Light colours are generally used as background colours and not for type. Conversely, the Dark/Darker colours can be used for type where there is sufficient contrast, but should not be used for backgrounds.

Some fundamental rules apply when combining the two palettes. Steel Blue should never be used in conjunction with the secondary palette and Dark Red and Darker Yellow should not be combined in the same layout. Don’t combine type and backgrounds from different secondary colour combinations.

A balanced approach to the application of the Secondary Palette is paramount. Please limit the amount of different colours combined within layouts.
Secondary colour usage – Colour combinations

This page illustrates the recommended colour combinations when combining the Primary and Secondary palettes. Never use Steel Blue in conjunction with any of these colours. Don't use the Light colours for text or the Dark/Darker colours as backgrounds.
Secondary colour usage – Colour combinations

This page illustrates the recommended colour combinations when combining the Primary and Secondary palettes. Never use Steel Blue in conjunction with any of these colours. Don’t use the Light colours for text or the Dark/Darker colours as backgrounds.

Green
Secondary colour usage – Colour combinations

This page illustrates the recommended colour combinations when combining the Primary and Secondary palettes. Never use Steel Blue in conjunction with any of these colours. Don't use the Light colours for text or the Dark/Darker colours as backgrounds.

Yellow

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This page illustrates the recommended colour combinations when combining the Primary and Secondary palettes. Never use Steel Blue in conjunction with any of these colours. Don't use the Light colours for text or the Dark/Darker colours as backgrounds.
4.10 Secondary colour usage

What not to do

- Never use Steel Blue with the secondary colours.
- Do not combine Dark Red and Darker Yellow.
- Do not use the Light colours for type.
- Do not use the Dark/Darker colours for backgrounds.
- Do not combine type and backgrounds using different secondary colour combinations.
Secondary colour usage – examples

LEADERSHIP IN ENGINEERING.

As a leading engineering institution, we are committed to inspiring innovation, research and entrepreneurship in the engineering sector.

CALL FOR PAPERS

VIBRATIONS IN ROTATING MACHINERY VIRM 12.

Article on vibrations in rotating machinery.

Making it as a Mechanical Engineer

Case study on mechanical engineering.

International membership

Map showing international membership statistics.
Typographic style

Our typographic style is bold and confident. We combine the slab serif font Serifa with the sans serif font Aktiv in all our printed communications. Serifa is available in four weights. Serifa Black is primarily used for headlines and Serifa Light, Roman or Bold for sub-headings and pulled quotes. Serifa should not be used for body copy.

Serifa

SERIFA

ABab ABab ABab ABab

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijkmnopqrstuvwxyz

1234567890 Serifa Light

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijkmnopqrstuvwxyz

1234567890 Serifa Roman

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijkmnopqrstuvwxyz

1234567890 Serifa Bold

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijkmnopqrstuvwxyz

1234567890 Black

Aktiv is our body copy font and is available in two weights, Aktiv Regular and Aktiv Bold. Aktiv Regular should be used for all body copy with Aktiv Bold for emphasis. Aktiv should not be used for headlines or pulled quotes. For volunteer produced communications and all digital applications, such as Microsoft Office, where Serifa and Aktiv are not appropriate, Verdana should be used.

Aktiv

AKTIV

ABab ABab

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijkmnopqrstuvwxyz

1234567890 Aktiv Regular

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijkmnopqrstuvwxyz

1234567890 Aktiv Bold

Verdana

VERDANA

ABab ABab

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijkmnopqrstuvwxyz

1234567890 Verdana Regular

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijkmnopqrstuvwxyz

1234567890 Verdana Bold
The main things to remember are to keep headlines concise, follow the specified leading ratio and avoid punctuation.

HEADLINES

SERIFA BLACK SET IN ALL CAPITALS MAKES HEADLINES STANDOUT.

Headline leading is always set at a fixed ratio of 1:0.75. For example 100pt type with 75pt leading.

Headlines are split using colour to highlight the meaning. The colour split should primarily use Bright Red followed by Dark Red. Please see the Primary and Secondary Colour Usage section for more information on approved headline colour combinations.

Use of punctuation which falls below the baseline – commas or brackets for example – should be avoided. Punctuation which sits on the baseline, such as colons, can be used.

All headlines should close with a full stop or a question mark.
Education headlines

Education materials for students aged 16 and under, have their own distinct headline style, where each headline word is contained within a holding device. The headlines use the same Bright Red/Dark Red colour split to highlight their meaning, but this is applied to the holding devices.
Education headline construction

Education headlines should be set using the fixed headline leading ratio of 1:0.75. For example 100pt type with 75pt leading. The vertical measurement between the baseline and the cap-height is then multiplied by a ratio of 1.5. This measurement is applied to all four sides of the lines of type to create the holding device.
Education headline construction

Each word and its corresponding holding device is then spaced horizontally and vertically using a ratio of 1:0.2. For example, a holding device which measures an additional 10mm on each side would use vertical and horizontal spacing of 2mm.

Once the headlines are constructed and spaced correctly, the horizontal alignment can be adjusted to create dynamic typographic layouts.

BE PART OF SOMETHING BIGGER.

BE PART OF SOMETHING BIGGER.
4.12

**Headlines**

**What not to do**

**IMPROVING THE WORLD THROUGH ENGINEERING: INSPIRING OUR FUTURE ENGINEERS.**

Keep headlines short and to the point.

**DESIGN, INNOVATE, IMPROVE THE WORLD.**

Avoid using punctuation that falls below the baseline.

**IMPROVING THE WORLD THROUGH ENGINEERING.**

Always use the specified leading ratio.

**IMPROVING THE WORLD THROUGH ENGINEERING.**

Only use approved colour combinations.

**Improving The World Through Engineering.**

Only set headlines in Serifa Black in caps.

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Connecting the Trapezium to headlines and sub-titles

There is a fixed ratio to ensure that the Trapezium is always positioned a consistent vertical distance from a headline. When the headline works as a cover title which also features a sub-title, there is an additional ratio for connecting the elements.
Sub-headings and intro paragraphs

There are also suggested style guidelines for other type elements used in the brand. Please refer to the colour section for guidance on applying the Primary and Secondary colour palettes to type.

FOR SUB-HEADINGS

Serifa Light set in upper and lowercase or CAPS.
Serifa Roman set in upper and lowercase or CAPS.
Serifa Bold set in upper and lowercase or CAPS.
Serifa Black set in upper and lowercase or CAPS.

FOR INTRO PARAGRAPHS

Serifa Light set in upper and lowercase.
Serifa Roman set in upper and lowercase.
Serifa Bold set in upper and lowercase.
Serifa Black set in upper and lowercase.

Serifa set in title or sentence case should use a fixed leading ratio of 1:1.25. For example 20pt type with 25pt leading.

There is more flexibility when setting Sub-headings which use Serifa in caps, although a minimum leading ratio of 1:0.75pt should be used. For example 20pt type with 15pt leading.
Pull-out quotes

Pull-out quotes should be set in Serifa in sentence case. When setting quotes we keep their style consistent, heading them with quotation marks in Serifa Black in one of two sizes as shown below. The quotation marks are separated from the text by the cap height of the quote type.

As a global community of mechanical engineers represented in over 140 countries, the Institution is the largest network of mechanical engineering knowledge, skill and opportunity in the world.

As a global community of mechanical engineers represented in over 140 countries, the Institution is the largest network of mechanical engineering knowledge, skill and opportunity in the world.
Apart from just transport, we have seen a slowing of overall CO₂ emissions reduction recently, with the UK reducing by just 2% in 2018 and indeed global emissions increasing by 0.6% in 2019. A recent report from the Office for National Statistics, shows the UK to be the largest importer per capita of GHG emissions in the G7 from outsourced activities, such as manufacturing and food production. This means that there is an imperative to act now and apply technologies that will reduce our impact on the environment and human health.

**What not to do**

Apart from just transport, we have seen a slowing of overall CO₂ emissions reduction recently, with the UK reducing by just 2% in 2018 and indeed global emissions increasing by 0.6% in 2019.
Our body copy typeface is Aktiv Regular, and is available in two weights, Aktiv Regular and Aktiv Bold. Body copy should be set in Aktiv Regular at 10/12.5pt. Small body copy, used in legends or figures for example, may be set at the smaller size of 8/10pt, but legibility is always paramount. Aktiv Bold can be used for emphasis and may also be used for sub-headings set at 10/12.5pt.

Body copy size
10/12.5pt Aktiv Regular


Body copy should primarily be set in Warm Grey. Please refer to the colour section for guidance on applying the Primary and Secondary colour palettes to type.

Small body copy size
8/10pt Aktiv Regular

Apart from just transport, we have seen a slowing of overall CO₂ emissions reduction recently, with the UK reducing by just 2% in 2018 and indeed global emissions increasing by 0.6% in 2019.

This means that there is an imperative to act now and apply technologies that will reduce our impact on the environment and human health.

Don't use Aktiv above 10pt or below 8pt.
Bullet points and numbered lists

Use two levels of bullet point – classic bullet points (•) for the first and En dashes (–) for the second. The indent distance is equal between first and second levels. When setting numbers, make sure that two digits can be used without amending the tab distance, numbers should be set in Aktiv Bold.

Our house style is to avoid punctuation at the end of bullets, so full stops should be removed, even at the end of the last bullet point. Question marks may be used in the example of a question being asked, and other punctuation may be used within the sentence to help with the legibility. If the bullet is made up of two sentences, a full stop may be used to break the first sentence, however the second sentence has its full stop removed.

1. The Combustion Engines and Fuels Group (CEFG) Committee represent some 12,000 IMechE member with interest in Internal Combustion, IC, Engine Systems and associated technologies
12. These can range from high speed race engines, to passenger car and commercial vehicle engines and to medium and slow speed diesel engines used in rail traction, power generation and marine industries
Typography – examples
Typography – examples

WHERE DO MECHANICAL ENGINEERS WORK?

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VISUAL TOOLKIT.

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