

BRAND GUIDELINES

**FORMULA
STUDENT**

Institution of
**MECHANICAL
ENGINEERS**

OVERVIEW.

Wherever there is an engineering challenge, you'll find members of the Institution of Mechanical Engineers. The fastest growing engineering institution in the UK, our members work at the heart of the country's most important and dynamic industries: energy, environment, transport, medicine, space.

Formula Student challenges university students to design and build a single-seat racing car. They compete at Silverstone Circuit, home of the British Grand Prix, at a 3 day event; here the performance of the car is assessed, as well as the students' ability to present their business case. The students gain crucial practical experience and transferable skills, preparing them for employment in a diverse range of industries.

This document defines how the basic visual elements of our brand come together. These elements are straightforward and simple to use. They have been specifically designed to work together to effectively communicate our personality and to bring our vision to life.

VISUAL TOOLKIT

THE LOGO. USE.

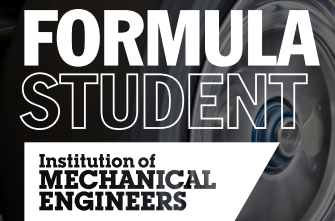
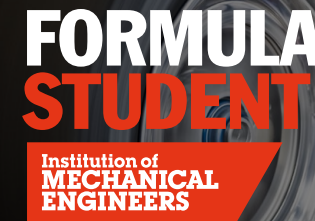
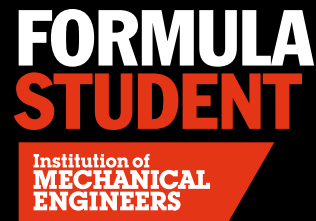
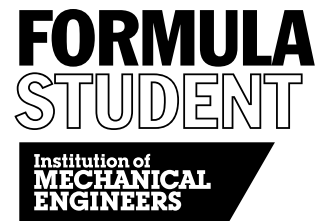
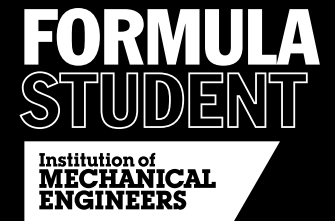
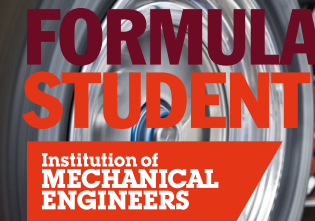
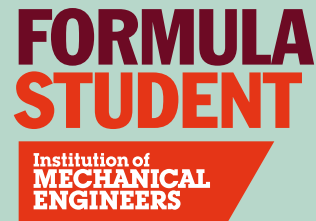
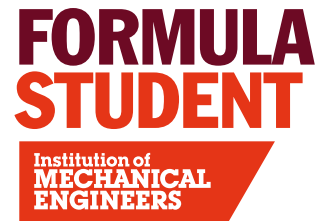
Our logo may be used in four-colour or black and white versions. In positive or negative.

However, it may only be used in the following colours:

- Red on a white background
- Red on a steel blue background

- Red on a photographic background
- White and red on a black or dark background
- White and red on a dark photographic background
- Black on a white background or white on a dark background when the print is not in colour.

The below examples show how the FS logo may be used.



THE LOGO. MINIMUM SIZE.

Key directions:

- The FS logo should not be used below the minimum size shown below
- The FS logo should be on the left hand side of your material
- Where use of colour is limited, the FS logo may be printed in black only

The use of the FS logo is designed to be used in close proximity to (but not touching) other elements. As FS is owned and organised by the Institution, however, the logotype must not be split and as such the two elements

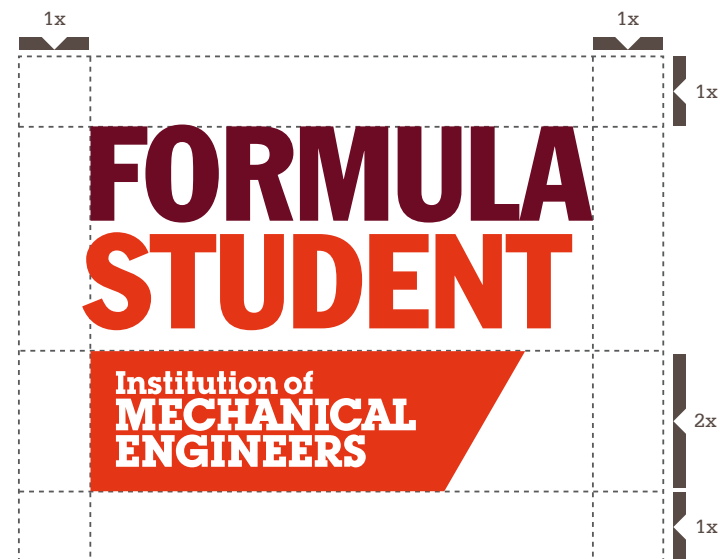
must remain together in all designs.

The minimum size may be larger if the mark is being etched or stitched as opposed to printed. For general use, the FS logo should not appear close to other graphic elements. Follow this basic clear space guideline unless the mark is being directly under main headings or as part of event marks.

When the FS logo is used beneath headings, the following basic positioning guide should be followed.



MINIMUM SIZE



EXCLUSION ZONE

COLOURS.

There are 4 colours within our palette:

Bright Red, Dark Red, Steel Blue, Warm Grey

White is also classed as part of the palette. 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.

They have been designed to work together.

Bright Red is our main colour. Dark Red is used as the main colour on headlines with Bright Red used for emphasis and balance where required.

Steel Blue is used as a background colour. Warm Grey is primarily used for text.

BRIGHT RED		DARK RED		STEEL BLUE		WARM GREY		WHITE
Pantone® 485 C		Pantone® 188 C		Pantone® 559 C		Pantone Warm Grey 11®		
C	0	C	17	C	32	C	29	
M	90	M	100	M	2	M	39	
Y	100	Y	62	Y	22	Y	40	
K	0	K	60	K	3	K	68	
R	213	R	119	R	188	R	103	
G	43	G	36	G	212	G	92	
B	30	B	50	B	195	B	83	