



# Inner Wheel

## Branding Guidelines

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# Introduction

**We have created these guidelines to make our institution's communications more cohesive and authoritative.**

Our visual identity is the outward expression of the values of Inner Wheel and the way we choose to express ourselves to our friends and colleagues.

It is important we maintain high standards and consistency across our brand, so that we continue to gain recognition and respect.

These guidelines set out simple rules about the use of our brand identity and the way it should be applied to all the key materials we use.

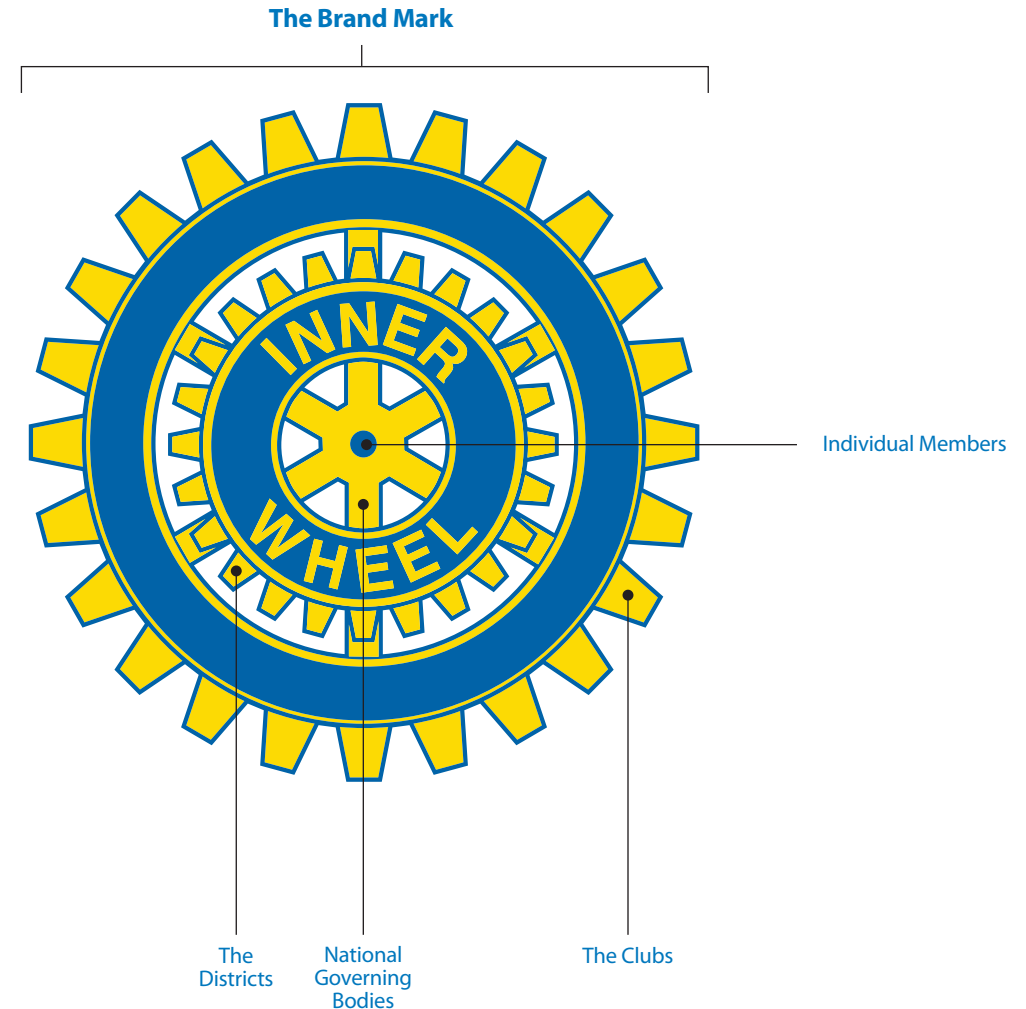
# Brand Mark

The spokes in the circle represent International Inner Wheel reaching out to members worldwide.

The six spokes in the inner circle are the National Governing Bodies linking their Districts, represented by the gear teeth in the inner circle, to the Clubs represented by the gear teeth in the outer circle.

The Brand Mark expresses how we work together: a framework within which each individual contributes to and benefits from the whole organisation.

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



# Brand Mark Usage

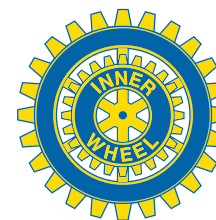
The Inner Wheel Brand Mark can be used in various ways.

The variations shown in this document have been carefully designed to suit various purposes.

The Brand Mark can be any size provided the Word Mark (name) is always in the same proportion.



Without the Word Mark

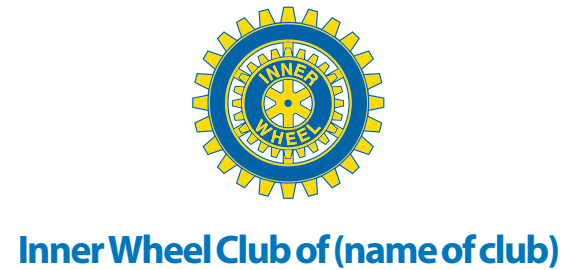


**Inner Wheel Club of  
(name of club)**

With the Word Mark

# Brand Mark Usage

Acceptable positioning of the Inner Wheel Brand Mark  
with the Word Mark.



# Primary Colours

The Inner Wheel primary colour palette has been chosen to carefully reflect our values and personality.

Yellow is vibrant and dynamic but also friendly. It is complemented by a blue which reflects the professionalism and high standards to which we adhere.

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

The RGB definitions are used for website and social media platforms.

Inner Wheel Yellow		Inner Wheel Blue	
Pantone Coated	108C	Pantone Coated	3005C
Pantone Uncoated	108U	Pantone Uncoated	3005U
CMYK Coated	1.11.100.0	CMYK Coated	100.62.7.0
CMYK Uncoated	1.11.100.0	CMYK Uncoated	100.62.7.0
RGB	255.219.0	RGB	0.92.184
HEX	FFDB00	HEX	005CB8

Your printer will understand these guidelines

# Secondary Colours

The 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 primary yellow and blue may be graduated as shown (see pages 13 & 14 for information about use of the 'flourish').

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

## Inner Wheel 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

## Inner Wheel Dark 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

Gradients





# Brand Mark Exclusion Zone

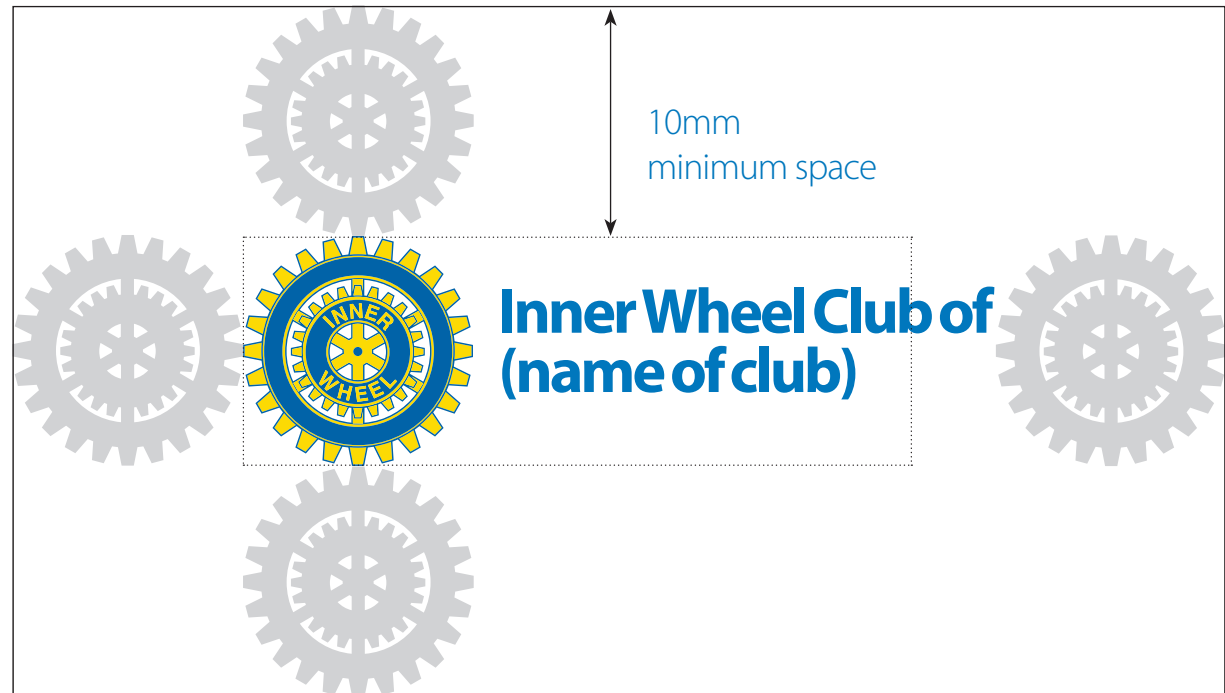
It is essential that the Brand Mark and Word Mark have clear space around them.

**This is an important part of the design and must not be compromised.**

The exclusion zone minimum spacing is 10 mm.

Application of this tool will ensure the border mark is always in the same proportion as the Brand Mark itself.

**NB** This applies to all applications of the Inner Wheel Brand Mark (with or without Word Mark).

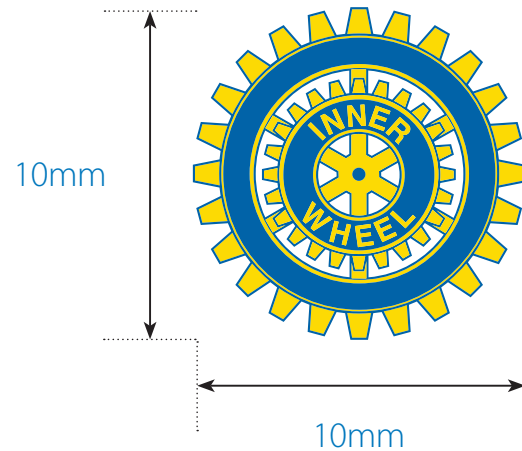


# Brand Mark Size

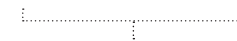
For clarity and reproduction quality, the minimum size for the Inner Wheel Brand Mark has been set to 10 mm. The Word Mark is scaled proportionally.

There is no upper limit to Brand Mark size.

**NB** This applies to all applications of the Inner Wheel Brand Mark (with or without Word Mark).



## Inner Wheel Club of (name of club)



Actual minimum size

Please ensure you do not reproduce the Brand Mark 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 other than the words ‘INNER WHEEL’

On some applications, the Brand Mark may appear in isolation, without the Word Mark. This is permissible, for example, as part of vehicle livery and as badging on products. **Approval must be sought** from the office of International Inner Wheel 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



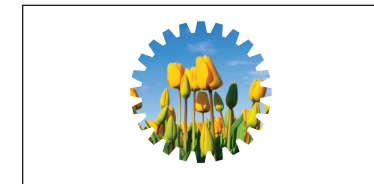
**DO NOT** distort the Brand Mark



**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 Inner Wheel Brand Mark.



**DO NOT** use on backgrounds with little or no contrast



**DO NOT** change the ‘x’ height 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 Inner Wheel 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 Inner Wheel Brand Mark (with or without Word Mark).

## Mono Reproduction

Full colour versions of the Inner Wheel Brand Mark should always be used, where possible.

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

Permissible variants are shown opposite.



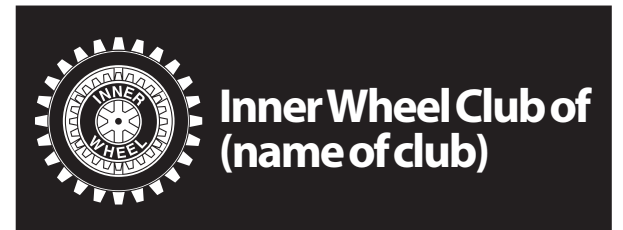
**Positive Mark** on a white background



**Positive Mark** (with white outline) on colour



**Entire Mark** in black



**Entire Mark** 'reversed out' in white

# Backgrounds

## Blue version

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

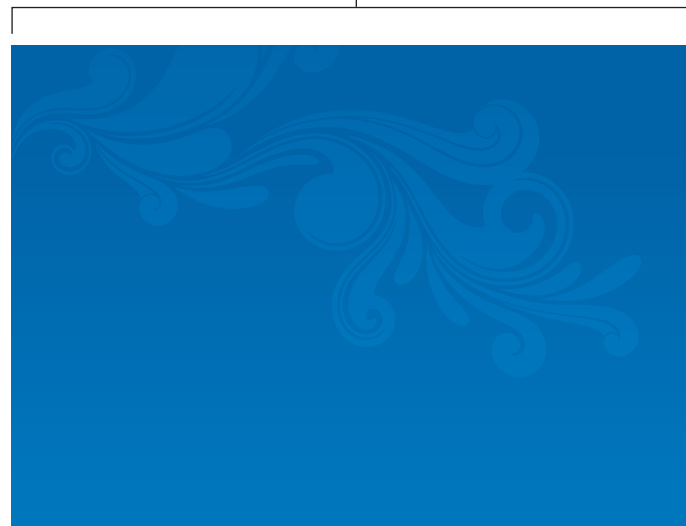
Although the flourish should be visible, it should be subtly incorporated into the background and not obtrusive.

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

*The gradient properties can be found on page 8 - 'Secondary Colours'.*

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

Version 1 - Light flourish



Version 2 - Dark flourish



# Backgrounds

## Yellow version

The gradient background has been designed with a visible 'flourish' to suit the Inner Wheel Brand Mark and reflect our values and personality.

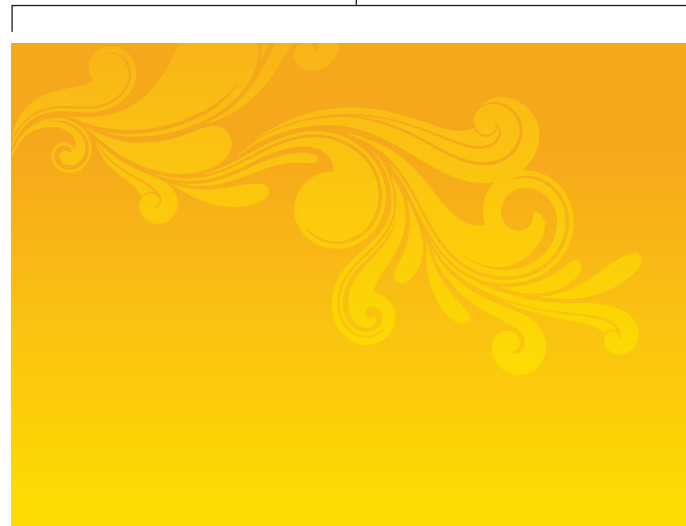
Although the flourish should be visible, it should be subtly incorporated into the background and not obtrusive.

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

*The gradient properties can be found on page 9 - 'Secondary Colours'.*

*This background can only be used for Inner Wheel branding materials. Approval to use for any other purpose must be sought from the office of International Inner Wheel.*

Version 1 - Light flourish



Version 2 - Dark flourish



# Backgrounds

## White version

The gradient background has been designed with a visible 'flourish' to suit the Inner Wheel Brand Mark and reflect our values and personality.

Although the flourish should be visible, it should be subtly incorporated into the background and not obtrusive.

The white version has been designed for allowing legability for all written copy.

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

*This background can only be used for Inner Wheel branding materials. Permission to use for any other purpose must be sought from the office of International Inner Wheel.*



# 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  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## Myriad Pro Semibold

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## Myriad Pro Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## Myriad Pro Light

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## Myriad Pro Bold Italic

*abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890*

## Myriad Pro Semibold Italic

*abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890*

## Myriad Pro Regular Italic

*abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890*

## Myriad Pro Light Italic

*abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890*



# Recommended Paper Stocks

Consistent, correct reproduction of 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. 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 Inner Wheel are shown opposite.

## Uncoated papers

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

## Coated papers

Litho print	
Items for print	Paper stock description
<b>Business cards</b>	400gsm white Satimat silk
<b>Poster</b>	200gsm Satimat silk
<b>Newsletter</b>	Cover - 200gsm Satimat (gloss laminated) Pages - 130gsm Satimat
<b>Leaflets &amp; Greeting card</b>	300gsm white silk

# Stationery

## Letterhead

Consistent, correct reproduction of Inner Wheel's stationery is essential

To support this, you must adhere to the guidelines opposite.

### Dimensions:

A4 (210 mm x 297 mm)

### Finishing:

3 mm bleed

Your printer will understand these guidelines

- Club Executive Committee
- Box Colour 3005 (10% tint)
- Text Colour 3005
- Fixed Titles Myriad Pro Bold (9pt)
- Body Text Myriad Pro Regular (7pt)

X & Y Margin 10 mm

Logo 33 mm x 33 mm

Club name & address

Title Myriad Pro (9 pt)

Details Myriad Pro (8 pt)

Social project

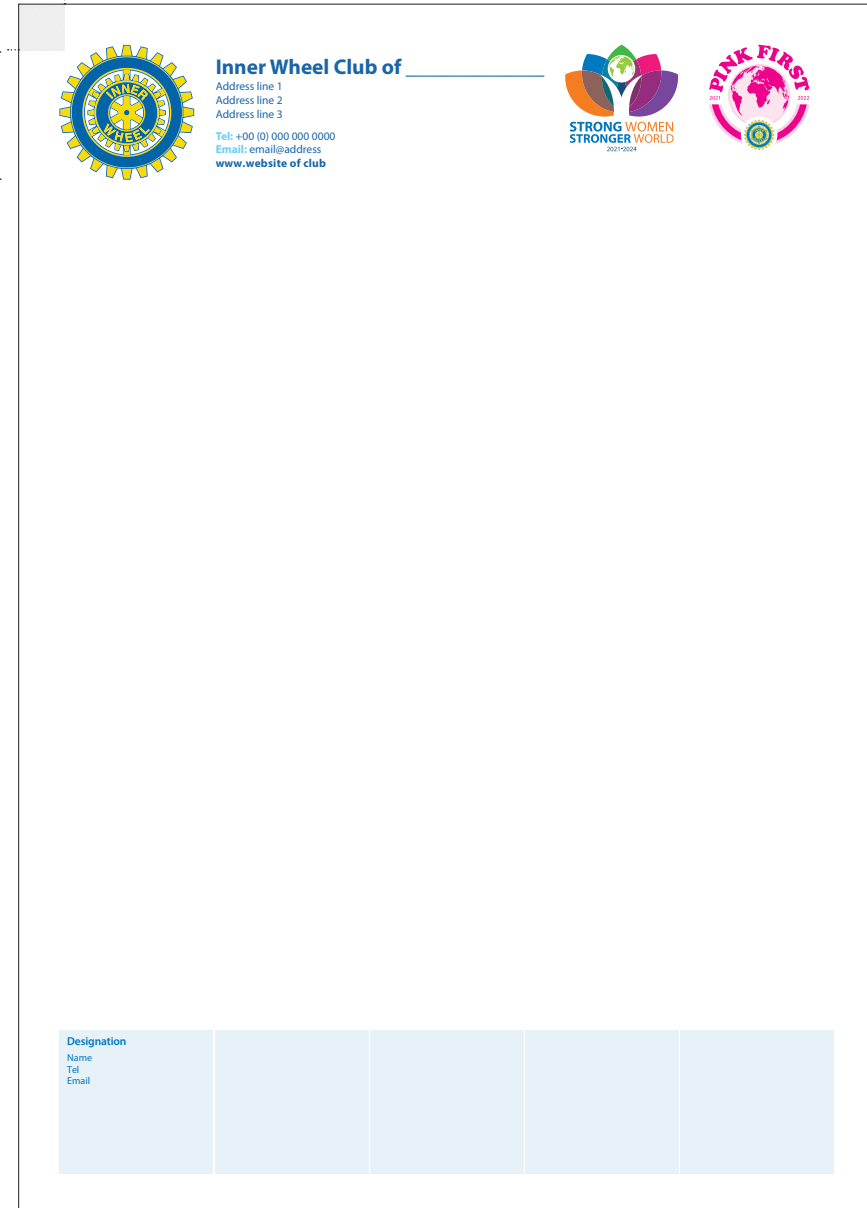
campaign

logo

International

Inner Wheel

theme logo



The mockup shows a stationery letterhead layout. At the top left is the Inner Wheel logo. To its right is the text 'Inner Wheel Club of' followed by three address lines, a telephone number, an email address, and a website URL. Further right are two logos: 'STRONG WOMEN STRONGER WORLD' and 'PINK FIRST'. Below these elements is a large, light blue rectangular area containing a table for a signature. The table has five columns. The first column is labeled 'Designation' and contains sub-labels for 'Name', 'Tel', and 'Email'. The other four columns are empty for signatures.

# Stationery

## Business card

Consistent, correct reproduction of Inner Wheel's additional materials is essential.

To support this, you must adhere to the guidelines opposite.

### Dimensions:

85 mm x 55 mm

### Finishing:

3 mm bleed

Your printer will understand these guidelines



# Other items

## Pop Up Banners

Consistent, correct reproduction of Inner Wheel's additional materials is essential.

To support this, you must adhere to the guidelines opposite.

### Dimensions:

W 850 mm x H 2000 mm

### Finishing:

3 mm bleed

Your printer will understand these guidelines



# Other items

## Hanging Wall Banners (for exhibition use)

Consistent, correct reproduction of Inner Wheel's additional materials is essential.

To support this, you must adhere to the guidelines opposite.

**Dimensions:**  
W 800 mm x H 1800 mm

**Finishing:**  
3 mm bleed

Your printer will understand these guidelines

Option 1



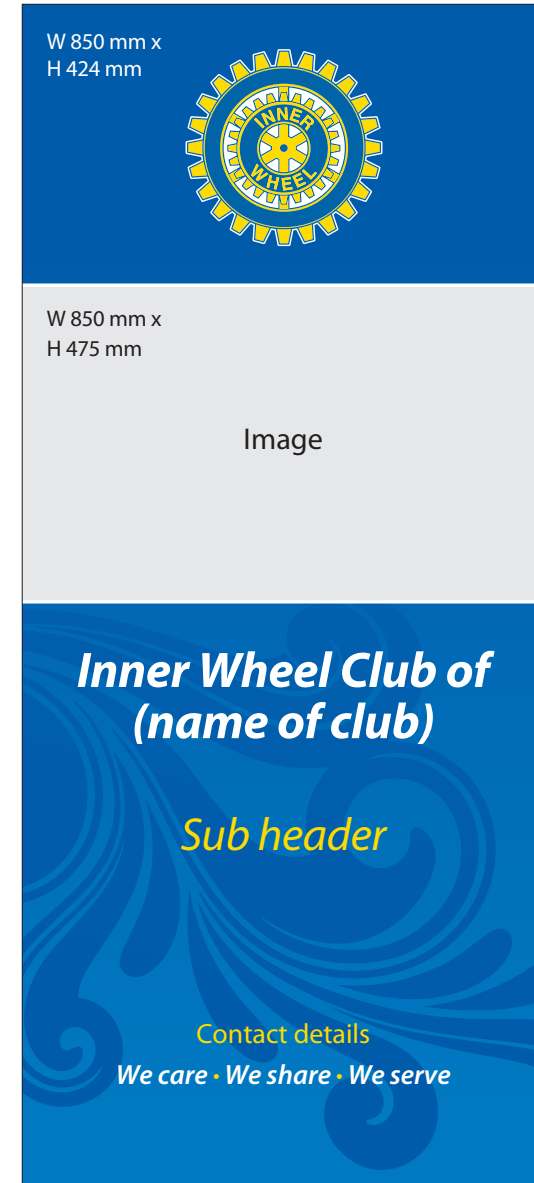
Logo

Primary information

Message

Contact details and slogan

Option 2



W 850 mm x H 424 mm

Logo

W 850 mm x H 475 mm

Image

Approved image placement

Primary information

Message

Contact details and slogan

# Other items

## Hanging Wall Banners

(for exhibition use)

Consistent, correct reproduction of Inner Wheel's additional materials is essential.

To support this, you must adhere to the guidelines opposite.

### Dimensions:

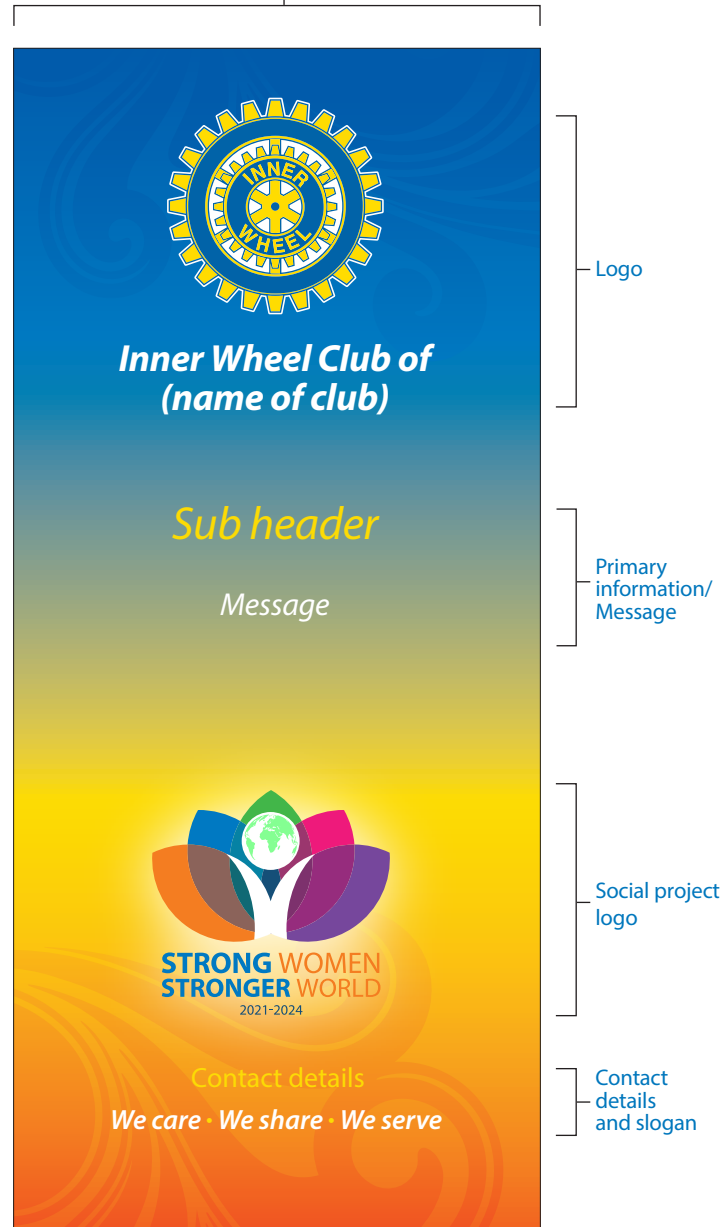
W 800 mm x H 1800 mm

### Finishing:

3 mm bleed

Your printer will understand these guidelines

### Option 1



“**Brands are** essentially **patterns** of familiarity, **meaning**, **fondness**, and **reassurance** that exist in the minds of people.”

— Tom Goodwin

### Inner Wheel Branding in a nutshell

Following the guidelines consistently in all your club’s branding materials will create patterns of familiarity in the minds of people.

The rest of branding Inner Wheel is in the culture, practices and most of all, values that Inner Wheel Clubs forge.

The true Inner Wheel brand is the identity carried by the individual member who is dedicated to share a **passion for community service** through **friendship**.

These are some ideas of branding materials for your club:

- 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 International Inner Wheel office has negotiated competitive rates with UK-based agency, RMS PR, for design, artwork and print. Due to the high cost of postage, packaging and handling, clubs may enquire with your local supplier.

The production team appointed by your club must ensure that anything produced complies with the Inner Wheel Branding Guidelines.

If you have any requirements or queries about anything in this, please contact any one of the following:  
— International Inner Wheel administrator, Alan Phillips at [admin@internationalinnerwheel.org](mailto:admin@internationalinnerwheel.org)  
— International Inner Wheel Editor/Media Manager at [iiweditor@internationalinnerwheel.org](mailto:iiweditor@internationalinnerwheel.org)



## **Inner Wheel** Branding Guidelines

### **International Inner Wheel**

20 Market Street,  
Altrincham, Cheshire  
WA14 1PF UK

**Tel:** +44 (0)161 927 3116

**Email:** [admin@internationalinnerwheel.org](mailto:admin@internationalinnerwheel.org)  
[www.internationalinnerwheel.org](http://www.internationalinnerwheel.org)