



InfoMine
Mining Intelligence & Technology

www.InfoMine.com

Brand Identity Guidelines

The complete visual identity system of InfoMine is the combination of following elements

A miner's Hat



Word Mark

InfoMine

Tagline

Mining Intelligence & Technology

URL

www.InfoMine.com

A blue or yellow background in rectangular or squarish shape or bar shape



The consistency in brand identity development by combining above two or more than two elements depends upon the following;

1. Standalone.
2. Corporate Stationery System, Brochures, Magazine or Press Ads, Titles in general.
3. Corporate Panels or Banners
4. Corporate Website

The InfoMine identity in standalone can be presented in following four ways depending upon the available position or nature of marketing material.

1. The Miner's hat + WordMark + Tagline on Rectangular Blue Background

This standalone logo represents the identity of InfoMine in general and most frequent in usage ...etc

Logo



Guides



Brand Identity

Standalone

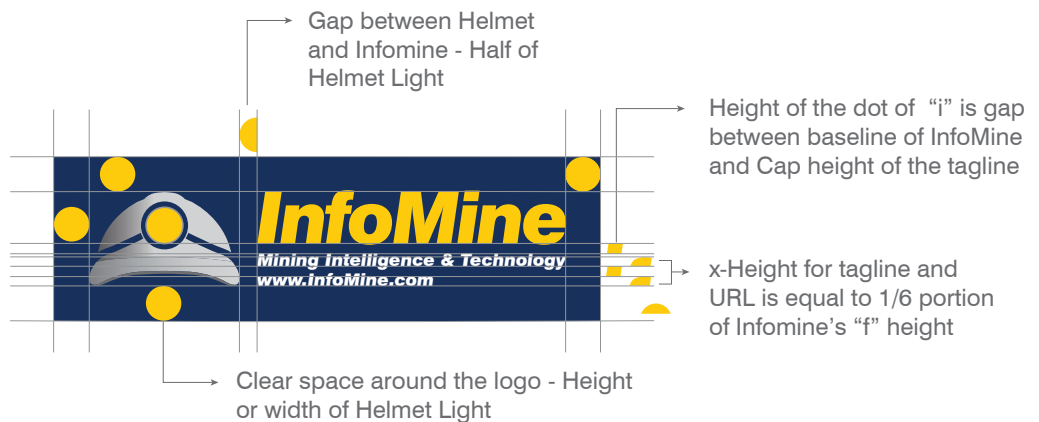
2. The Miner's hat + WordMark + Tagline + URL on Rectangular Blue Background

The usage of this form of logo is occasional and only reserved for those places where.....etc

Logo



Guides



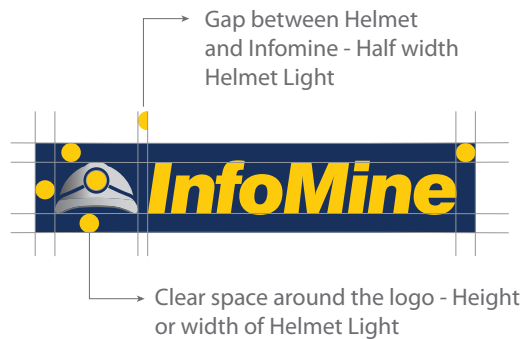
3. The Miner's hat + WordMark on Rectangular Blue Background

The usage of this form of logo is also occasional and only reserved for those places where it needs to appear on a very small portion of space.....etc

Logo



Guides



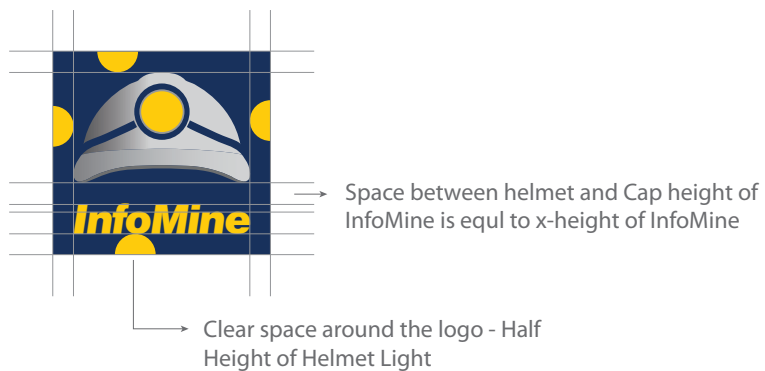
3. The Miner's hat + WordMark on Rectangular Blue Background

The usage of this form of logo is also occasional and only reserved for those places where it need to appear on very small portion of space.....etc

Logo



Guides



The following three type styles from Swiss family are chosen for InfoMine's textual contents.

Swis 721 BT - Roman

This type style should be used for body text in 70 % grey color.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Swis 721 BT - Bold

This type style should be used for Main headings in Corporate Blue color

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Swis721 Blk BT - Black Italic

This type style should be used for URLs in corporate yellow color or white against corporate blue background

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

InfoMine corporate color template is very important part of this manual. To keep the consistency the following color template must be adhered both for print material and the web.

Principal Color Template for Print Material



InfoMine Blue: Pantone 295 C
CMYK: C 100, M 68, Y 8, K 52



InfoMine Yellow: Pantone 7406 C
CMYK: C 0, M 17, Y 100, K 0

Principal Color Template for the Web



InfoMine Blue: Pantone 295 C
RGB: R 0, G 47, B 95



InfoMine Yellow: Pantone 7406 C
RGB: R 235, G 183, B 0

Along with two principal colors the secondary color template for typography is guided in typography section.

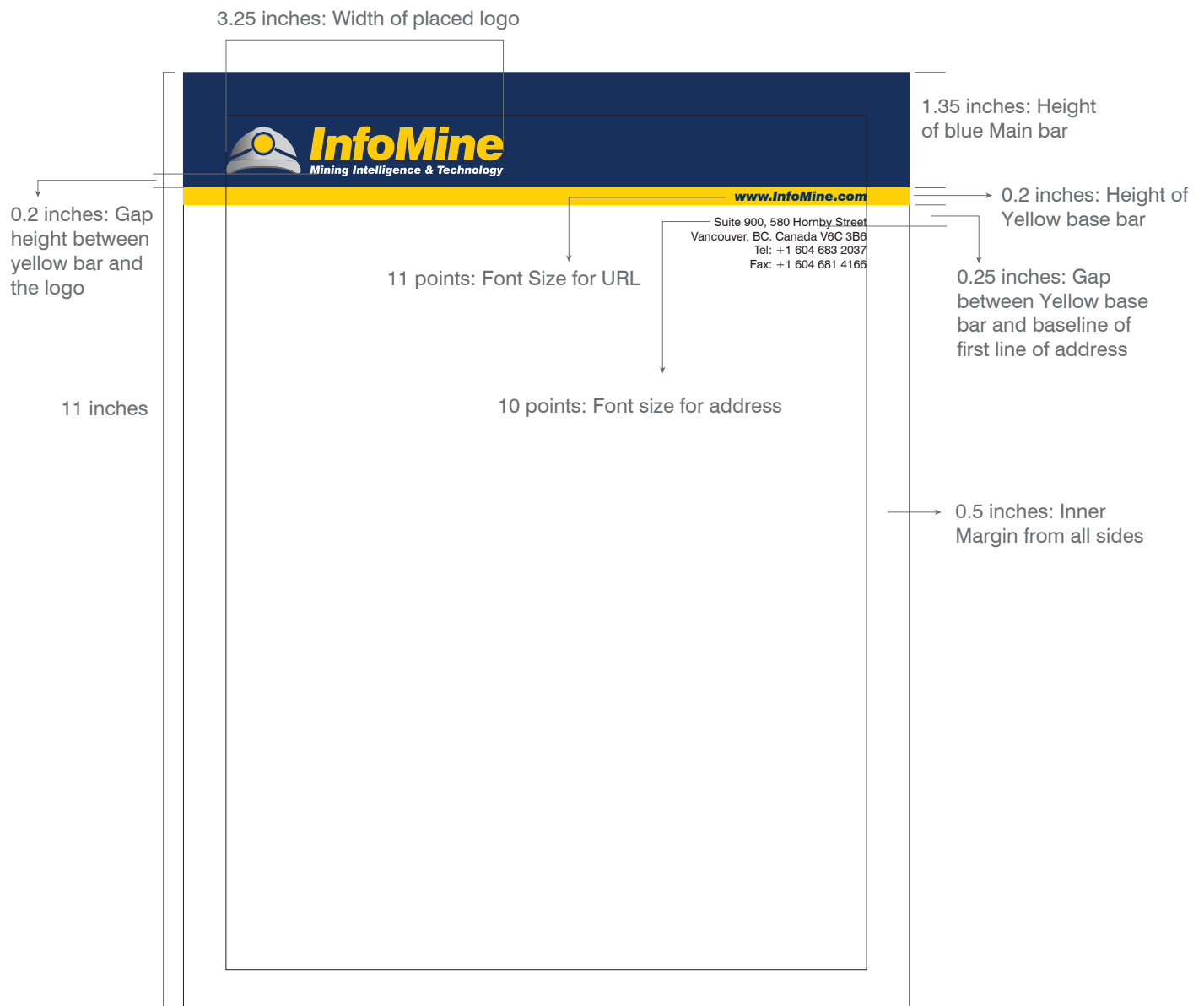
Biz Card

Finished Size: 3.5 in(w) x 2 in(h)



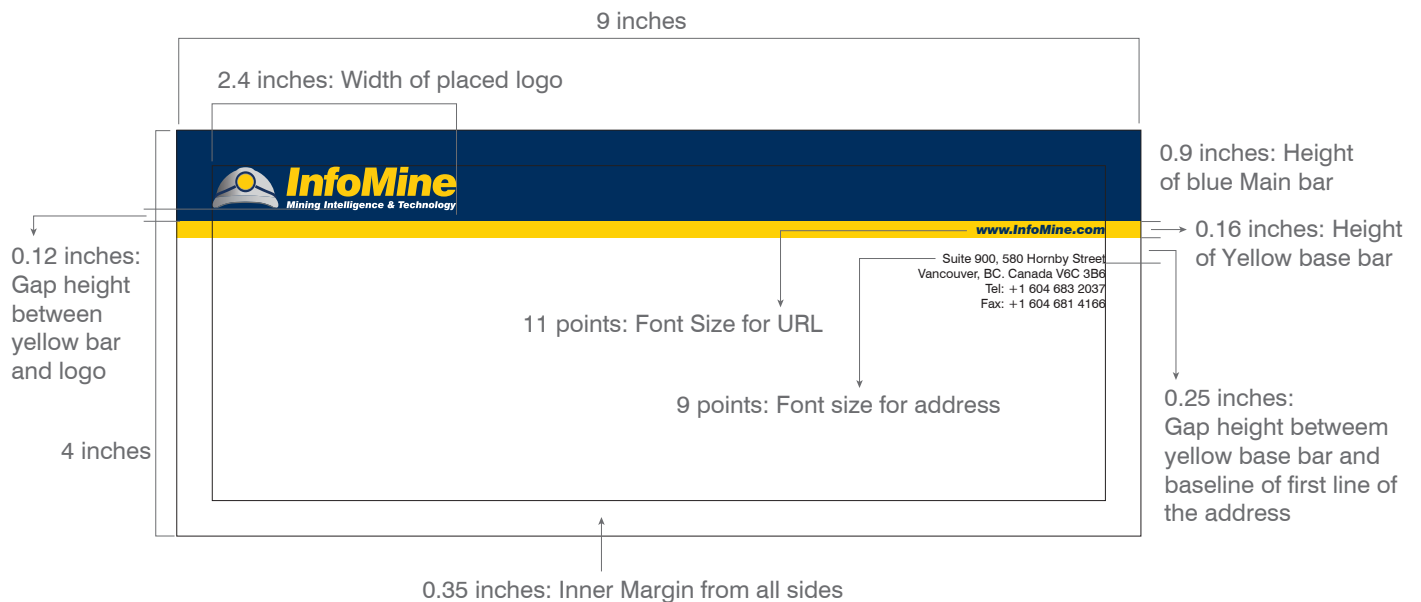
Letterhead

Finished Size: 8.5 in(w) x 11 in(h)



Envelope

Finished Size: 9.5 in(w) x 4 in(h)



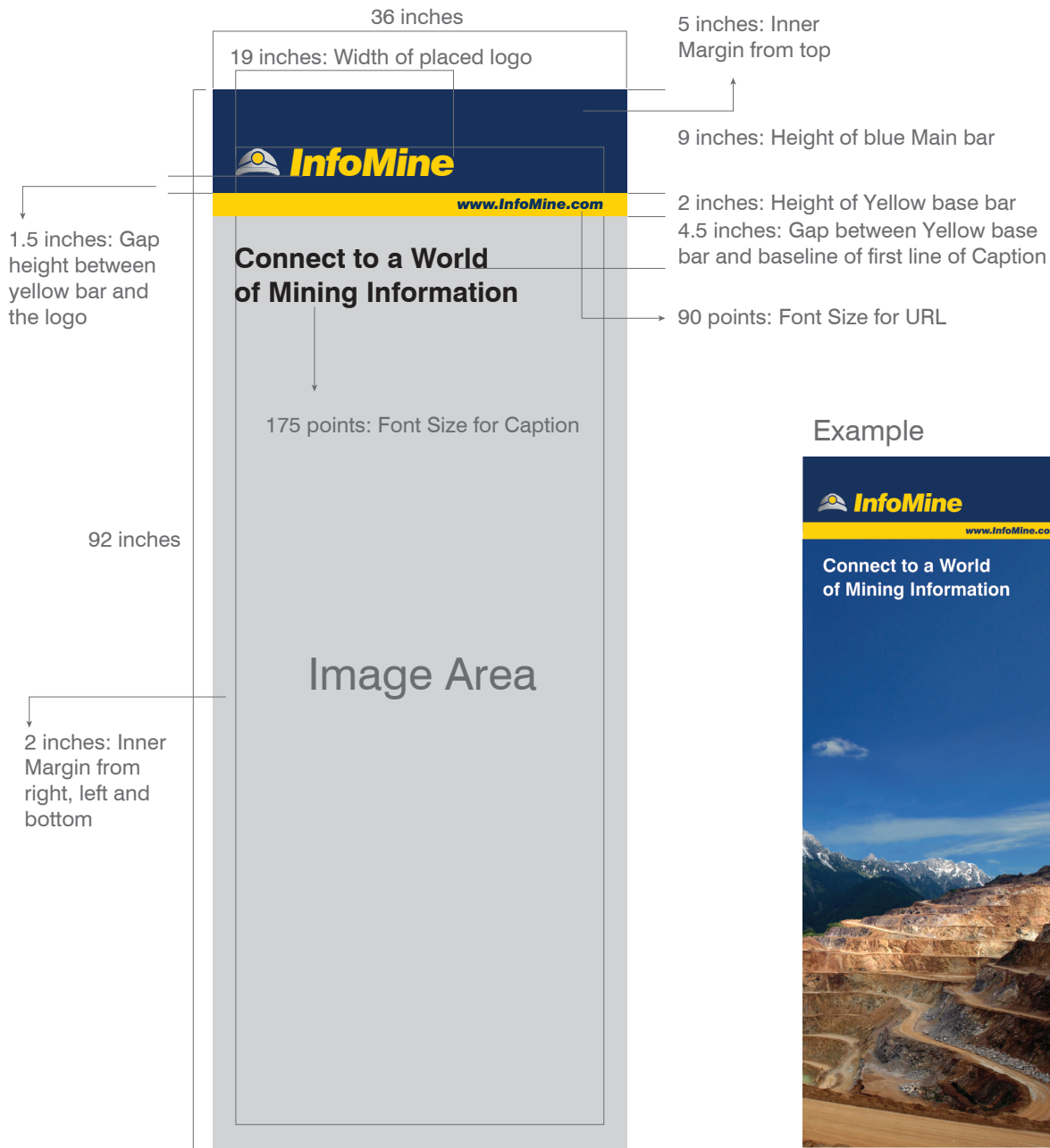
Envelope

Finished Size: 12 in(w) x 9 in(h)



Roll up Panel

Finished Size: 36 in(w) x 92 in(h)



Example

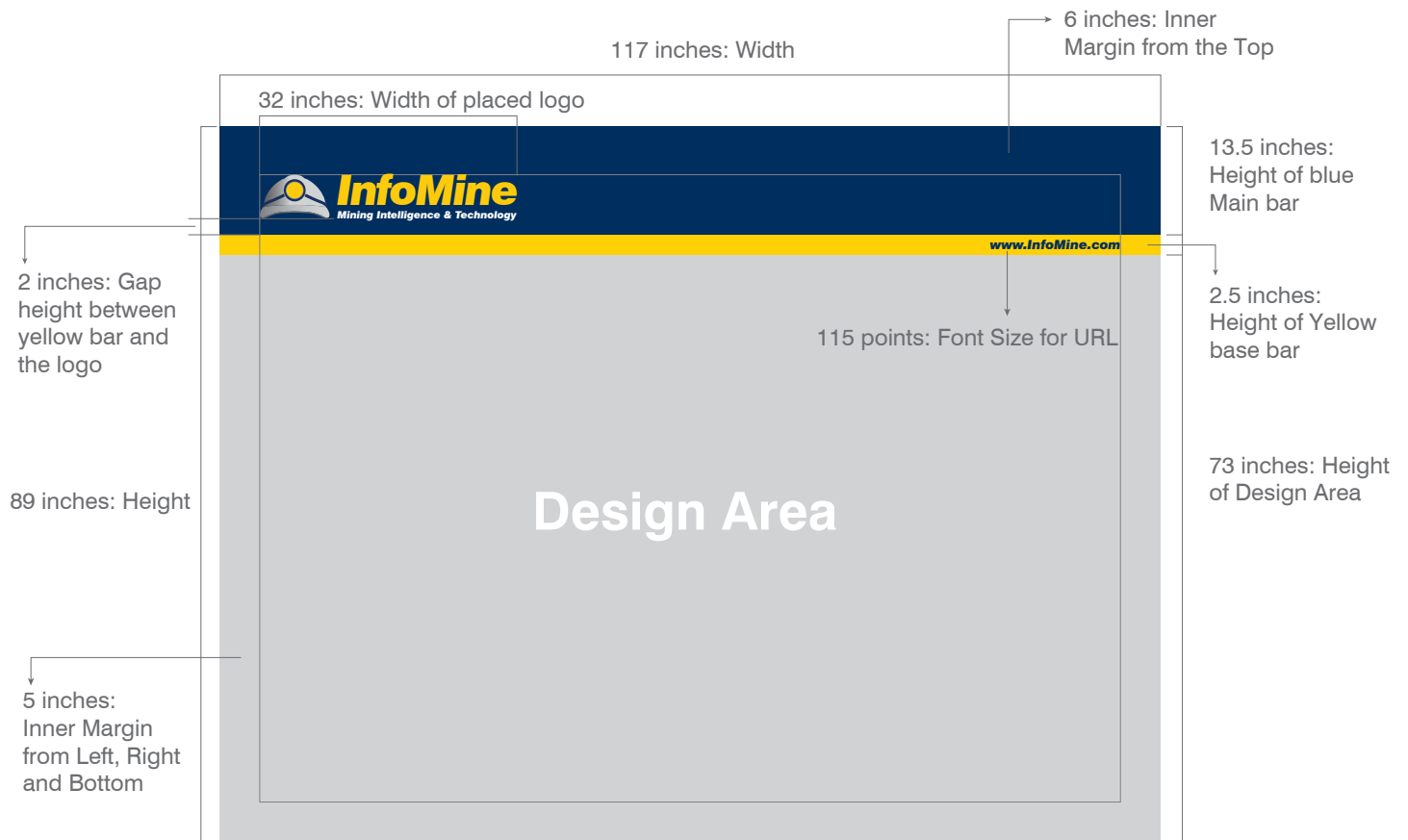


Brand Identity

Panels

Pop up Panel

Display Size: 117in(w) x 89 in(h)



Example



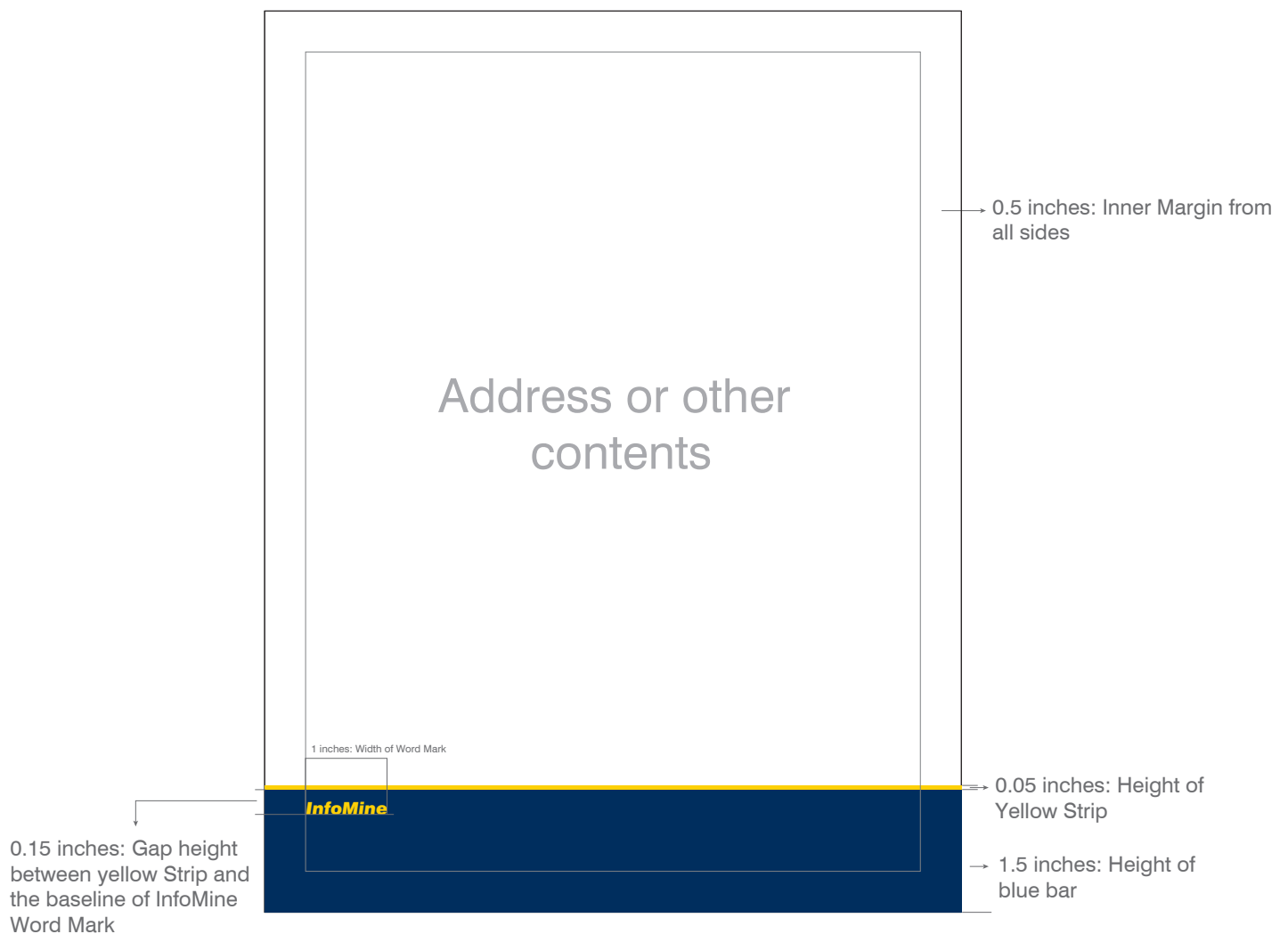
Front Cover

Finished Size: 8.5 in(w) x 11 in(h)



Back Cover

Finished Size: 8.5 in(w) x 11 in(h)

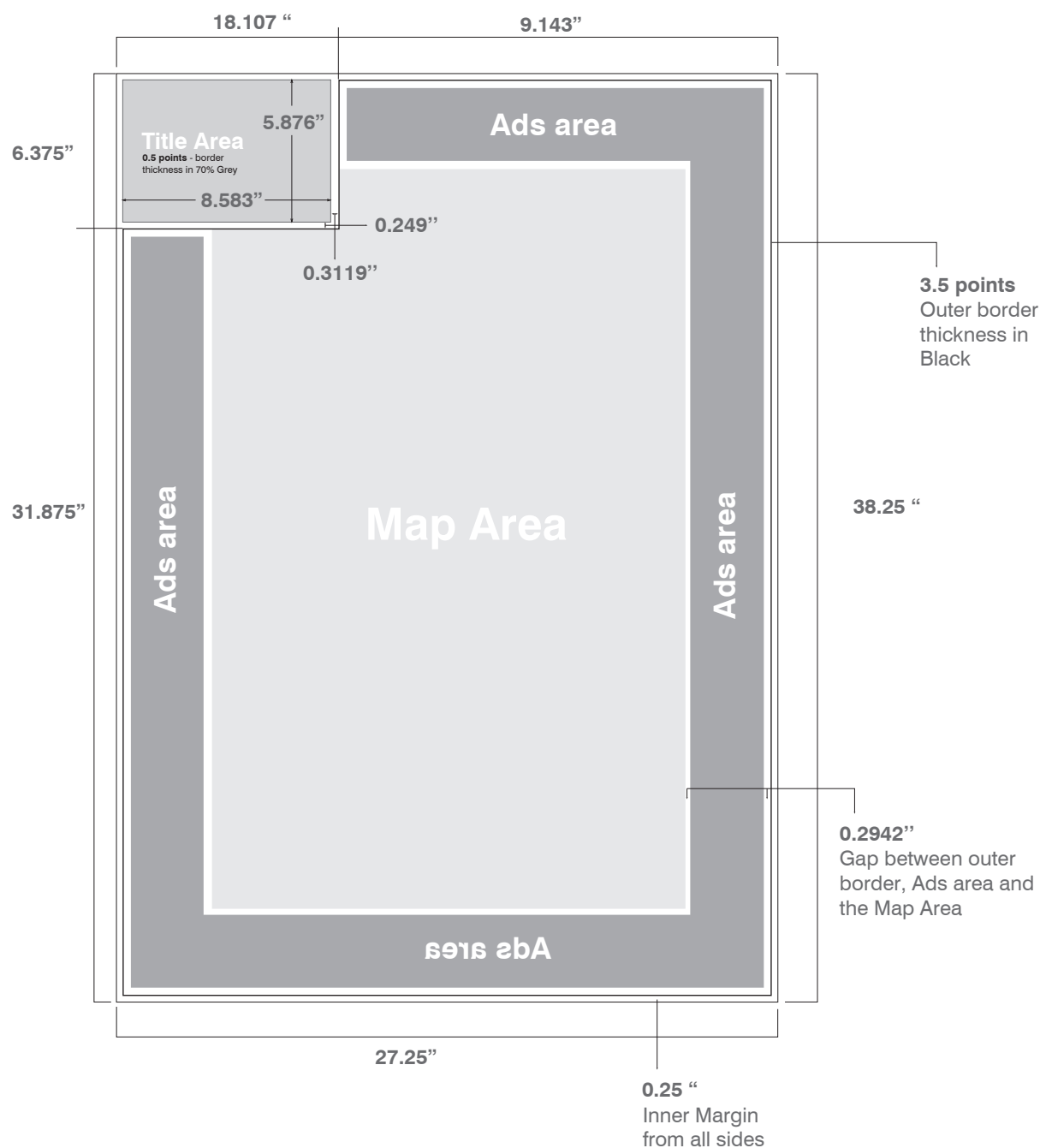


Front & Back Cover Example



Brand Identity

Standard
Poster Map
(Portrait)

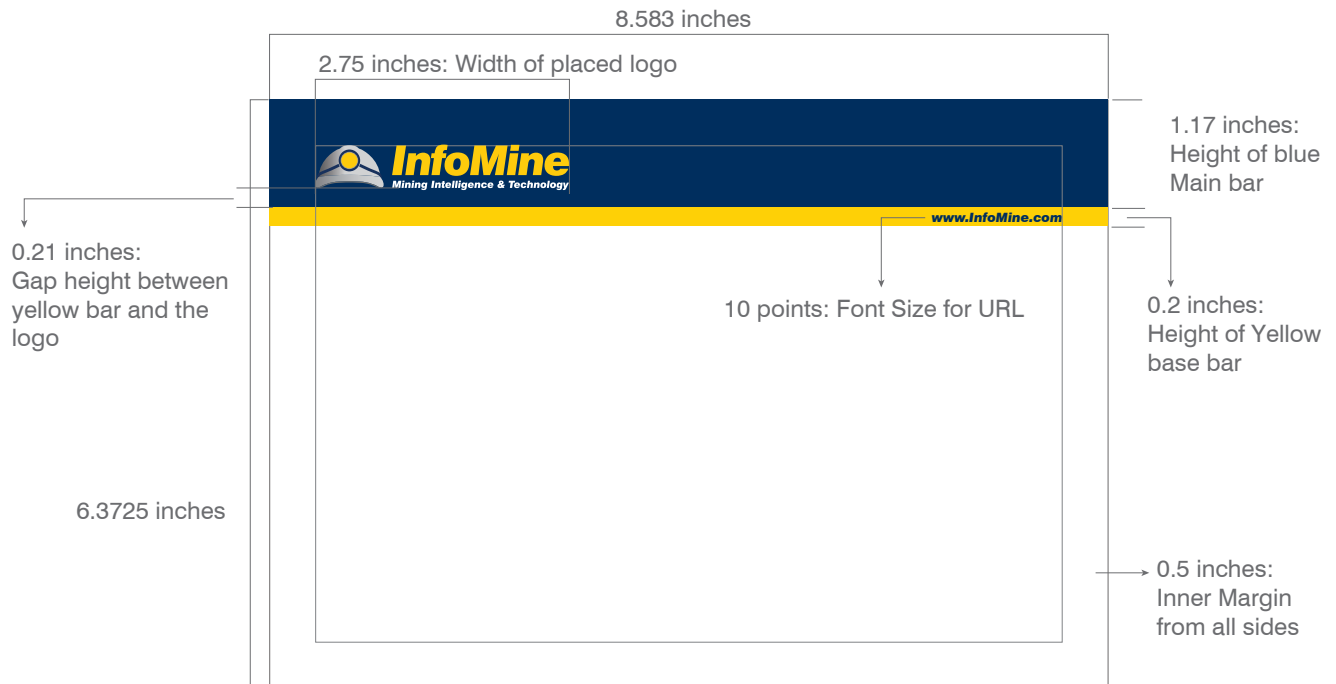


Brand Identity

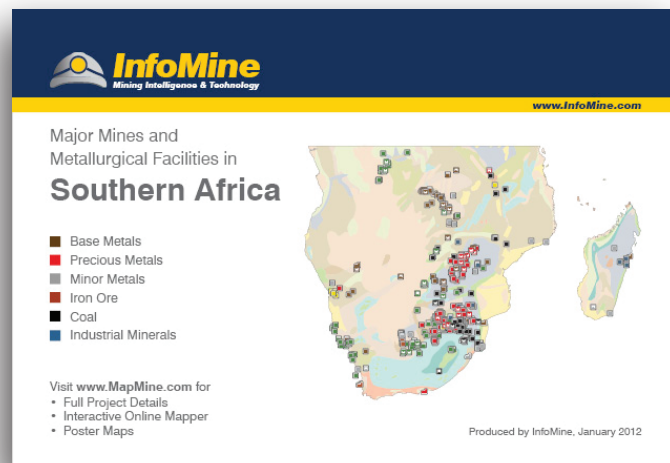
Cover for Standard Map

Landscape

Size: 9.083 in(w) x 6.3725 in(h)

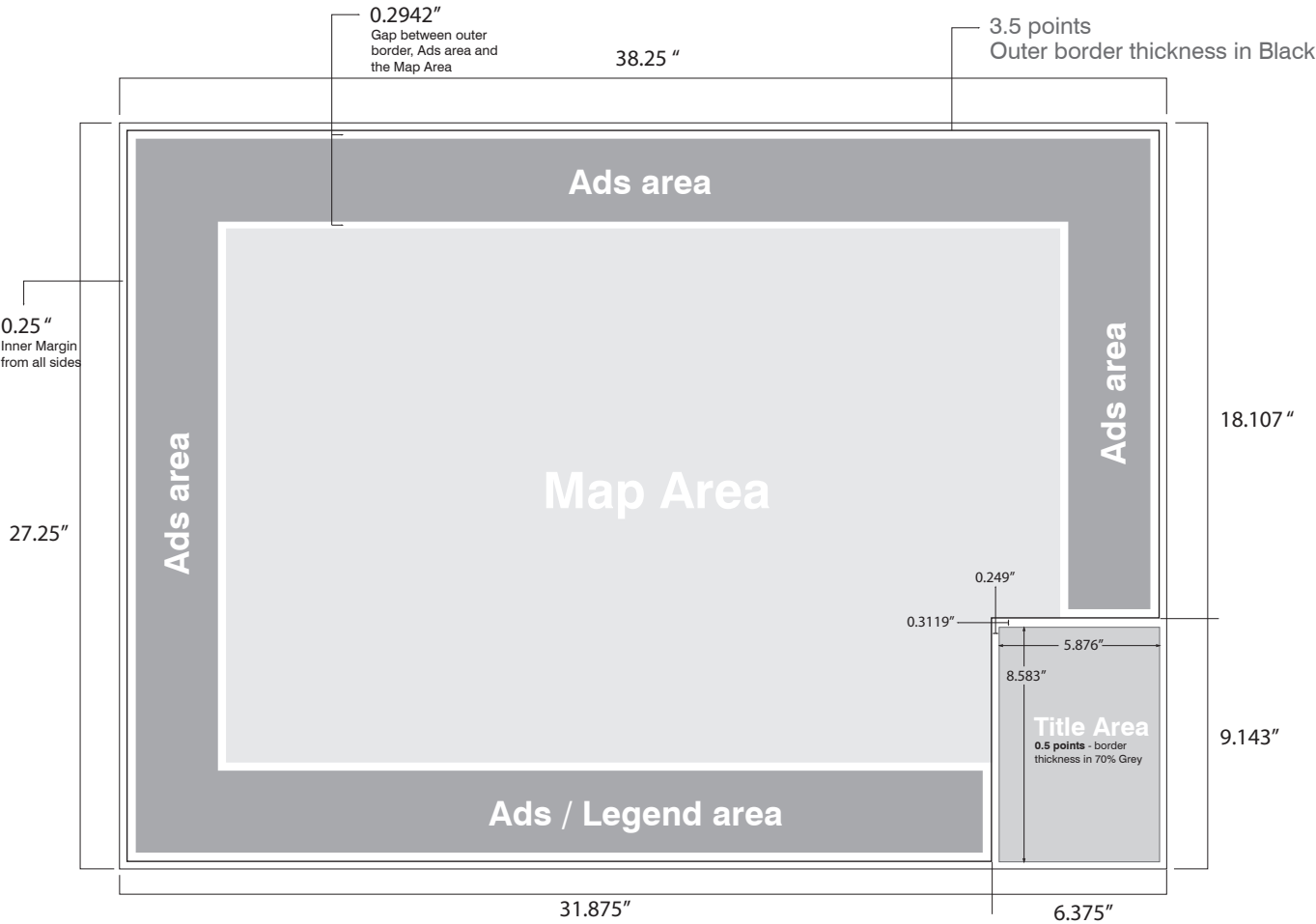


Example



Brand Identity

Standard
Poster Map
(Landscape)

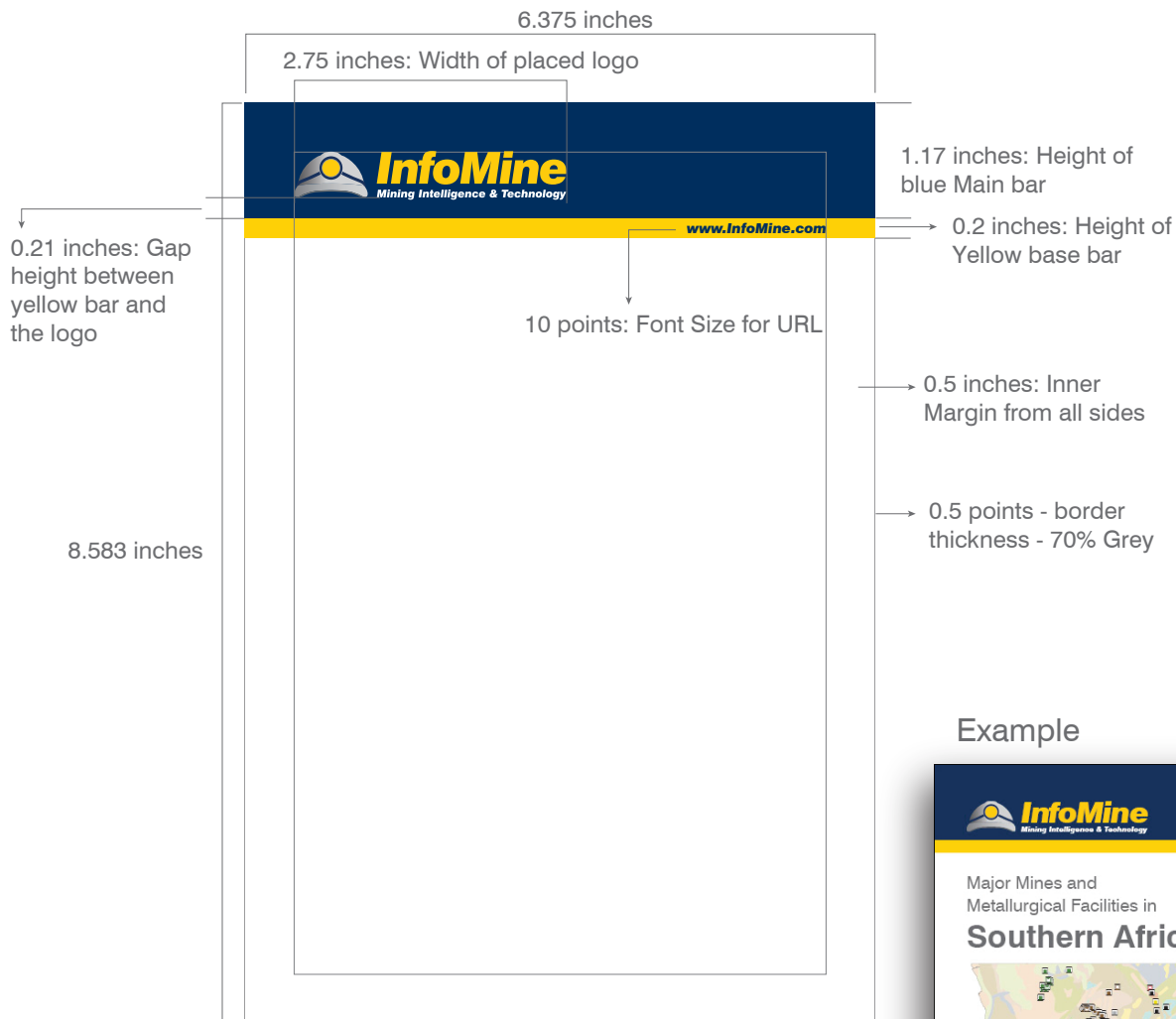


Brand Identity

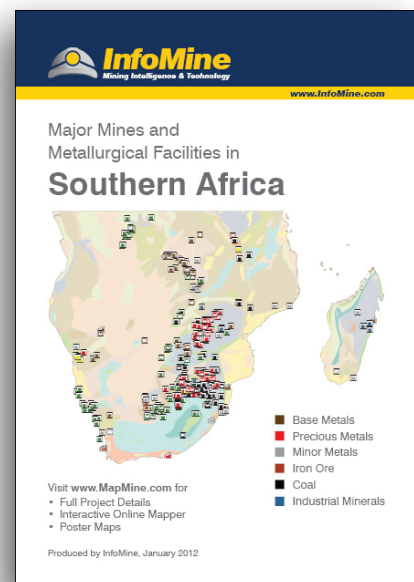
Cover for Standard Map

Portrait

Size: 6.3725 in(w) x 9.083 in(h)



Example



Brand Identity

Media Kits

The overall dimensions of Media Kits would be same as the brochures except the addition of specialised Media Kit logo to make it distinct from regular brochures.



The year within the logo will keep on changing with the current year.

Example



Front Cover

Finished Size: 8.5 in(w) x 11 in(h)

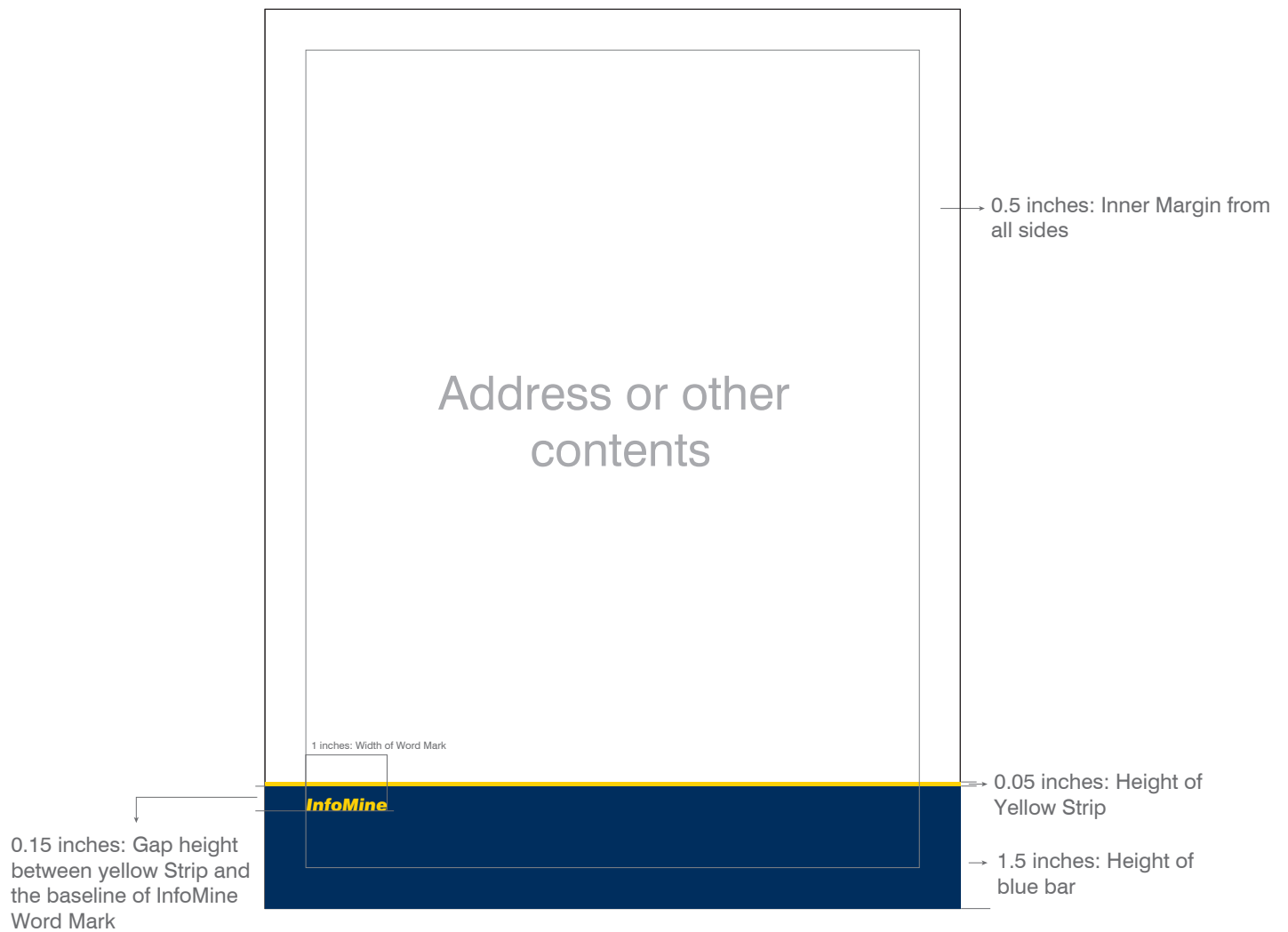


Brand Identity

Media Kits

Back Cover

Finished Size: 8.5 in(w) x 11 in(h)



Brand Identity

Media Kits

Front & Back Cover Example

Head Office	InfoMine Inc. Suite 900, 580 Hornby Street Vancouver, BC, Canada V6C 3B6 Tel: +1 604 683 2037 Toll free: +1 888 683 2037 (Canada & USA Only)
USA	InfoMine USA 1120 N. Mullan Road, Suite 100 Spokane Valley, WA, USA 99206 Tel: +1 509 328 8023
Australia	InfoMine Australia 21 Wolston Road Sunner Park, QLD, Australia 4074 Tel: +61 (0)7 3346 5876
Brazil	InfoMine Brasil Alameda Da Serra, 420/506 Nova-Lima - MG, Brasil 34000-000 Tel: +55 31 3284 9256
Mexico	InfoMine Mexico Regus Nápoles Insurgentes Sur No. 863 Piso 7 oficina 724 Col. Nápoles, C.P. 03810 Mexico D.F., Mexico Tel: +52 55 5005 6786/ +52 55 5005 6787
Peru	InfoMine Peru SA Av. Roca y Boloña 753, Dpto. B Urb. Aurora - Miraflores Lima 18 - Perú Tel: +51 1 446 6996
South Africa	InfoMine Africa Sheldon Place 5 Lone Close, Lonehill Sandton 2191, South Africa Tel: +27 (0)11 467 6873

Emails: advertise@infomine.com | events@infomine.com

InfoMine



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Mining Intelligence & Technology

www.InfoMine.com



2012 **Media**
kit

for Event Organizers