



Brand guidelines

BIMCO members

October 2016

BIMCO

The member logo

This is the BIMCO 'member' logo, which is part of the BIMCO brand.

It is available only to BIMCO members, for use on your website, email or stationery to show that your company is formally part of BIMCO.

You can always contact BIMCO to receive the logo as a digital graphics file.



This is the standard BIMCO logo, which you will see on our website, email, documents and all other new materials from BIMCO.



Clear space around the logo

Clear space around logo

In order to give our logo the most impact, there should be a certain amount of clear space around it on all sides. The amount of clear space around the logo is based on the dimensions of the 'O' at the end of the logo. This space, equal to the height of the 'O' on all four sides of the logo, should be clear of any other visual elements.

Minimum size

We would recommend the following minimum sizes:

Print = 20mm minimum width



Web = 150 pixels minimum width



Restrictions

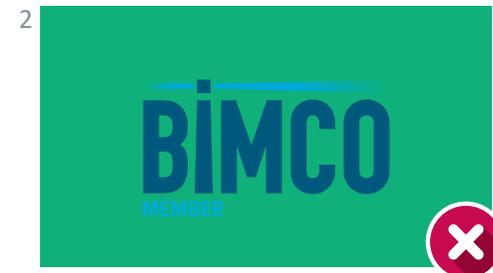
1. Rotation

Do not rotate the logo under any circumstances.



2. Background colours

Do not place the logo on any colours that it may clash with.



3. Special effects

Do not add unnecessary special effects such as drop shadows, outer-glow or bevel and emboss to the logo.





Thank you.

If you need any further information please contact a brand guardian:

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