

RIMS 75th Anniversary Visual Identity Guidelines

Use from 4th Quarter 2024 through December 2025

OVERVIEW

In preparation for our upcoming 75th anniversary of RIMS, a separate logo and visual identity was created to be used in the promotion & marketing of our milestone.

These guidelines are meant to help both internal staff and external vendors on how & when to properly implement our milestone look which is **NOT** meant to break away from the main RIMS branding. This identity is to be utilized only for direct anniversary promotion & marketing.

ANNIVERSARY BRAND ATTRIBUTES

Our 75th anniversary is ***not just an anniversary but a milestone***. In keeping with that mindset, our theme needs to be seen and felt as so in our visuals, copy and marketing campaigns.

The tone of our theme is centered around the feelings of

evolution,
transformation,
morphic
and **futuristic.**

RIMS 75TH ANNIVERSARY LOGO USAGE

Primary Logo - 4C



Primary Logo - Black



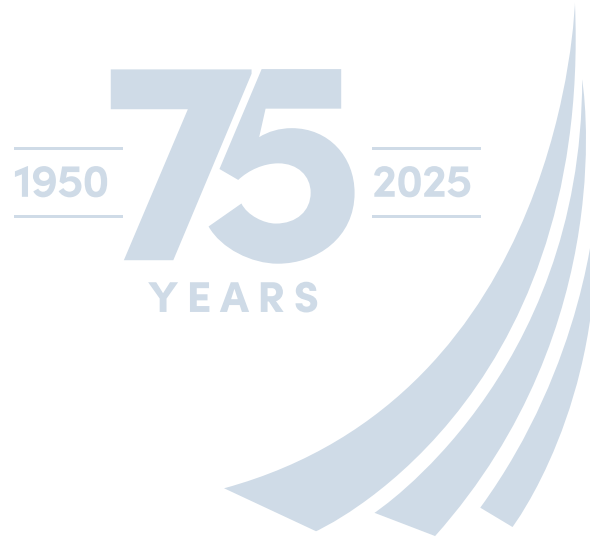
Primary Logo - Reverse



This is the primary mark used for all related anniversary promotion & marketing deliverables.

RIMS 75TH ANNIVERSARY LOGO USAGE

Alternate Logo - 4C



Alternate Logo - Black



Alternate Logo - Reverse



This is the alternate mark used in anniversary promotion & marketing deliverables where space is limited and the RIMS mark isn't required.

RIMS 75TH ANNIVERSARY LOGO USAGE

Years Logo - 4C



Years Logo - Black



Years Logo - Reverse



The Years mark can be used in anniversary promotion & marketing deliverables as an accent design element.

LOGO CLEAR SPACE

A minimum clear space equal to the size of the three stripes must be maintained at all times around the logo. No graphic elements or typography (except the inclusive elements of the signature lockup, such as unit names) should impede this minimum clear space. Whenever possible, keep a larger clear area.



LOGO FILETYPES | WHERE & WHEN TO USE THEM

- .EPS**
- Whenever a vendor requests a logo using a PMS (spot) color, or in white
 - Large-format printing
 - textile/screen-printing
 - physical promotional items
 - as part of a larger, professionally designed piece

.EPS logos are vector-based, can be enlarged well beyond their native size without losing any integrity, and their backgrounds are inherently transparent. They are not suitable for use online or in emails. EPS files require a design program to open beyond the preview (i.e. Adobe Illustrator/Photoshop).

- .JPG**
- Print (on a white background only)
 - Web/Video (on a white background only)

.JPG logos are pixel-based, and should never be enlarged beyond their native size @ 100%, or they will begin to degrade in quality. The background of a .JPG logo will appear white, so they should not be used on a non-white background. RIMS .JPG logos are saved at 300 dpi for use in print, and 72 dpi for use online. The RIMS logo is only available in blue or black as a .JPG file.

- .PNG**
- Whenever the white version of the logo needs to be used
 - Whenever the blue or black logos need to be used on a non-white background
 - Print (on a non-white background)
 - Web/Video (on a non-white background)

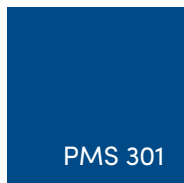
.PNG logos are pixel-based, and should never be enlarged beyond their native size @ 100%, or they will begin to degrade in quality. The background of a .PNG logo is transparent and is suitable to use on a non-white background. RIMS .PNG logos are saved at 300 dpi for print and 72 dpi for use online.

Anniversary Logos & Design Elements Download from Dropbox:

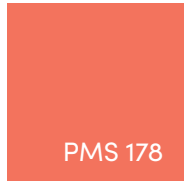
<https://www.dropbox.com/scl/fo/gy39mo2w83qf815jzlxes/AJoANYxpIPPh8fThhjnOlws?rlkey=0iick-uzuqzpuick2fcpmko6iw&st=q3j7u3fa&dl=0>

COLOR

PRIMARY COLOR



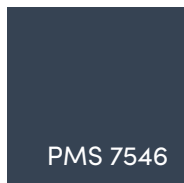
CMYK 100 53 4 19
RGB 0 75 135
HEX #004B87



CMYK 0 78 58 0
RGB 243 115 93
HEX #FE7360

The official color of the RIMS 75th Anniversary logo is **PMS 301** and **PMS 178**. When the 75th logo will not work in a particular instance, the only other acceptable colors for the RIMS 75th logo are black or white (knockout/reversed).

SECONDARY COLORS



CMYK 73 45 24 66
RGB 54 67 83
HEX #354353



CMYK 46 0 90 0
RGB 177 210 53
HEX #B1D235

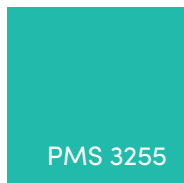
The secondary colors offer an extension to the 75th brand color and should be limited in use to text and simple design elements.

The RIMS 75th logo should NEVER be used in any of the secondary colors.

ANNIVERSARY ACCENTS



CMYK 58 66 0 0
RGB 146 102 242
HEX #9266F2



CMYK 70 0 41 0
RGB 4 191 173
HEX #04BFAD

The accent colors offer a visual sweetener to the core brand colors and should be limited in use to text and simple design elements.

The RIMS 75th logo should NEVER be used in any of the accent colors.

TYPOGRAPHY

Type treatments for the anniversary identity will stay as the core RIMS brand with the exception only of large headers used in direct promotion & marketing of our anniversary.

As with the core brand, **Sofia Pro** will be used for body text and all other copy except large headers.

Sofia Pro

Body Text, Subheads, Small In text headers

Aa

Light

Regular

Medium

Semi-bold

Bold

Black

TYPESTYLE TO SEE *Small text header (18 pts to 36 pts)*

Odit vernatem venditas magnati ducit voloreic temporum eatem conserum laut dolupti squiasped ut restint iusdae velloriae nis dolore nobit quaspel estoressi autendit late apit ut reprehe ndandita ditisimus ratusci molupta accaeris eumquia. Odit vernatem venditas magnati ducit voloreic.

Temporum Eatem *Subhead (up to 16 pts)*

Conserum laut dolupti squiasped ut restint iusdae velloriae nis dolore nobit quaspel estltas endiorioeste cus. Pudandis porem eosapic iatempes rperisquo qui conestinia seque non exceptatis molor sam veritae sectus cus.

Large headers will use **Enigma Display**. For print, the direct typeface can be utilized. For digital use (particularly web), the typeface will need to be created as a .png or .jpeg file.

Enigma Display

Large headers 48 points and higher

A

Regular

Bold

SMALL TEXT HEADER

Solid

SMALL TEXT HEADER

Converted to outline

IMAGERY

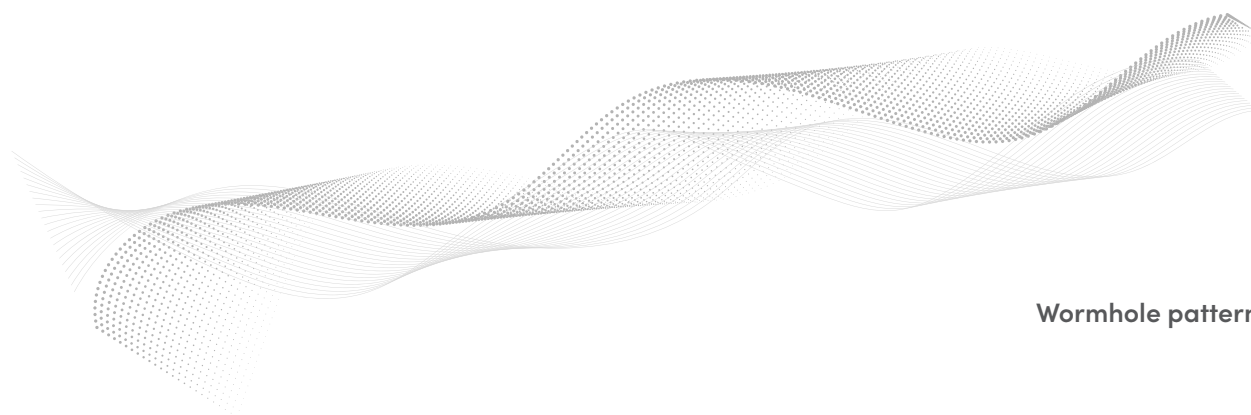
To visually convey the tone of our theme that's centered around the feelings of **evolution**, **transformation**, **morphic** and **futuristic**, image treatments should use such a mixture of techniques like double exposure, off-register and faded gradations incorporating the anniversary color palette along with design elements of color swirls and dotted spiral pattern dubbed "wormhole."



Examples 1 of 2

IMAGERY

To visually convey the tone of our theme that's centered around the feelings of **evolution**, **transformation**, **morphic** and **futuristic**, image treatments should use such a mixture of techniques like double exposure, off-register and faded gradations incorporating the anniversary color palette along with design elements of color swirls and dotted spiral pattern dubbed "wormhole."



Wormhole pattern

Examples 2 of 2

EXAMPLES OF USE

For easier illustration on usage, below are various examples of the anniversary identity in use on an array of deliverables both print & digital.

PRINT



RIMS electronic letterhead



RIMS Powerpoint template



RIMS 75th Anniversary business card (front/back)

EXAMPLES OF USE

For easier illustration on usage, below are various examples of the anniversary identity in use on an array of deliverables both print & digital.

PRINT



Poster or outside signage



Postcard (direct mail or leave behind)



Conference hall screen



Swag bag for conference or other events

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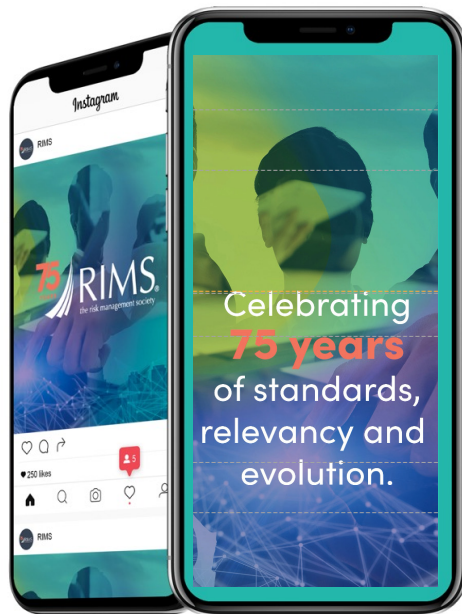
WEB LANDING PAGE

The screenshot displays the RIMS 75th Anniversary web landing page. At the top, the RIMS logo is on the left, and navigation links for RESOURCES, CONSULTING, CERTIFICATION, TOOLS, EDUCATION, EVENTS, and LOGIN are on the right. The main header features the text "FUTURE FORWARD" in large, bold letters, with "1950 75 YEARS 2025" to its right. Below this, a paragraph states: "We have advanced the profession and discipline of risk management to a level where its visibility and value to companies are greater than ever before." This is followed by a circular portrait of Gary Labranche, CEO, with his name and title below. A sub-section titled "JOURNEY THROUGH THE EVOLUTION" lists: "Our Origins", "Key Moments in Risk Time", "Communicating Through Pages", "Genesis of RISKWORLD", and "Preparation for Tomorrow". A central graphic shows a globe with the text "Celebrating 75 years". Below this is a section titled "KEY MOMENTS IN RISK TIME" with a large image of a man in a suit and a timeline of years from 1950 to 2020. The 1950 entry is highlighted, stating: "Founded in 1950, the Society publishes the award-winning Risk Management Magazine and produces RISKWORLD, the largest annual gathering of global risk professionals." The next section is "PREPARATION FOR TOMORROW" with a graphic of eyes and the text "Eyes Toward The Future". The footer contains navigation links, the RIMS logo, and a "Newsletter Signup" form.

EXAMPLES OF USE

For easier illustration on usage, below are various examples of the anniversary identity in use on an array of deliverables both print & digital.

DIGITAL / MOTION



[Instagram post & reel](#) (click to view)

[Teaser video](#) (click to view)



RIMS CONTACT INFORMATION

Questions or needing help with using these guidelines and/or the respective design elements, please contact any of the persons below.

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