



Brand guidelines

Version 1

1 TWI

TWI is one of the world's foremost independent research and technology organisations.

Our size, scale and depth of specialist knowledge allow our diverse membership group to enjoy highly productive working relationships with us. We are a strong brand with established values and the guidelines that follow have been created to reflect the confidence we have as a long established business.

The TWI identity is strong, clean, crisp and instantly recognisable and is intended to represent our brand values of professionalism, integrity and independence and our services that we aim to deliver with a modern friendly approach and a firm emphasis on teamwork.

The TWI brand has taken many years to establish and this document indicates our desire to see that it is represented to the highest possible standard now and in the future.

[Contact us for more information](#)

For any queries on correct usage of our logo, please contact the Marketing Department on +44 (0)1223 899 395 or email marketing@twi.co.uk.

2 Brand mark



Colour version

Blue (PMS) 286 Grey 40% black

Bold confident and distinctive. This is the TWI brand mark or logo. It works as a strong memorable badge in its corporate blue and grey livery.

Wherever possible the TWI logo should be printed in Pantone® 286 (blue) and 40% black (grey).

It can also be reproduced in 4 colour process.

Blue = C100 / M60 / Y0 / K6

Grey = 40% Black

Industrial Member brand mark

The Industrial Member strap line can be used where a member company uses the TWI logo on their stationery/website.



3 Variations of master logo



B&W

Black and white versions

The black and white logo can be reproduced in positive or negative form as illustrated. If you need to use the logo against a coloured background, use the white version.

Please make sure that the background has enough contrast to allow the logo to show clearly.



Reversed



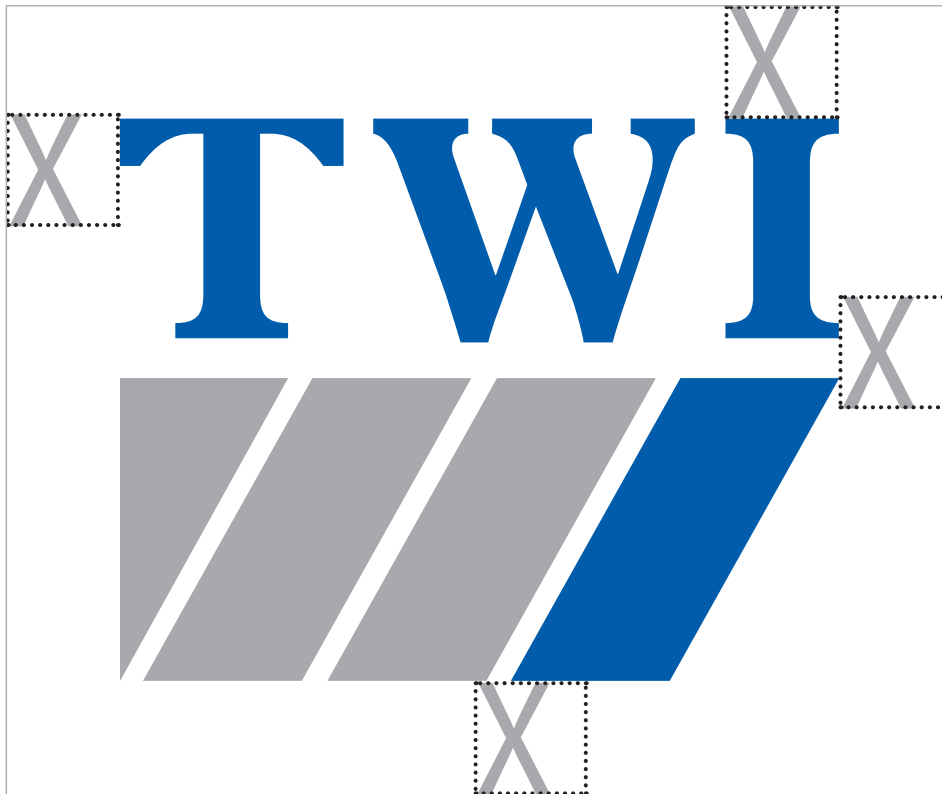
Blue

Single colour blue version

Pantone 286

4 The logo

–minimum exclusion zone and minimum size



No typography should encroach within this area

The logo should always be reproduced with the minimum exclusion zone in mind. This will ensure maximum impact and appropriate standout from surrounding content.

The minimum size that the logo should be reproduced in print is a 12mm width as shown below. There is no set minimum size for electronic use, but designers should work to ensure legibility.



5 Brand mark don'ts

You should resist the temptation to alter the TWI logo in any way. The logo must always be reproduced from the digital artwork provided. Misuse of the logo weakens its impact.

Some examples of how not to change the logo are shown here.



Don't use logo without stripes



Don't use logo without text



Don't distort logo to fit



Don't alter the proportions



Don't alter fonts



Don't change the colours

