

OUR BRAND GUIDELINES AND HOW TO USE THEM

The professional body for people working in automotive since 1920

The IMI is, and has been, the professional body for all individuals working and studying in the motor industry, and the authoritative voice of the sector for over 100 years.

We're proud to be transforming the automotive industry by setting, upholding and promoting professional standards - driving skills acquisition, establishing clearer career paths, and boosting public confidence.

Our vision is to build a skilled, adaptable, diverse and professional international automotive workforce.

Our mission is to provide our members with the skills and professional recognition to achieve their career ambitions.

Our focus is to support automotive professionals to be the best they can be across the globe.

This guide will help to build our brand through clear, consistent communications that engages and informs. If you have any queries relating to how to use our brand guidelines or would like to request versions of our logos or approved imagery, please email the marketing department who will be pleased to help:

marcommsinbox@theimi.org.uk

IMI Logo

From 2021, this logo – which pays homage to the IMI's formation – is the only logo that should be used.

There are three variants of the Milestone Logo: Stacked, Linear and Monogram.

Where space permits the Linear version (with strapline) should be the primary choice but the Stacked version should always be considered and applied if design warrants.

The monogram should only be used as an endorsement on badges, certificates or items of merchandise.

Linear version



Stacked version



Monogram



Minimum size



*The minimum size of the
Linear version of logo
is 40mm in width*

Minimum size



*The minimum size of the
Stacked version of logo
is 17mm in width*

Minimum size



*The minimum size
of the monogram
is 12mm in width*

Logo Application

To protect the logo's integrity and consistency, please adhere to the following.



Never rotate the logo



Never distort the logo



Never use the logo in colours outside the palette



Do not place the logo in a frame or box



Do not place elements in the safe area



Do not place logo on imagery containing lots of detail

INSTITUTE OF THE
MOTOR INDUSTRY

Never isolate the word mark



Never add extra space, break up logo elements or interchange logo elements



Never add drop shadows or any such effects

Using the IMI Logo

The Milestone logo can be positioned in any corner but ideally top left. There should always be a minimum clear space of one 'M' cap height but more should be allocated if space permits (see positioning illustrations). The 'M' cap height is the same as that of the 'M' from the 'IMI' logo.

Monogram version appears on continuation sheet only.

Clear space
(Linear version)



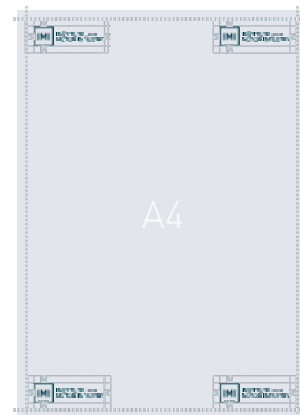
Clear space
(Stacked version)



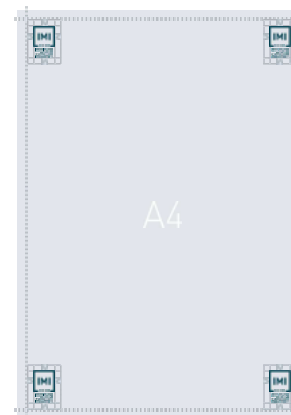
Clear space
(Monogram)



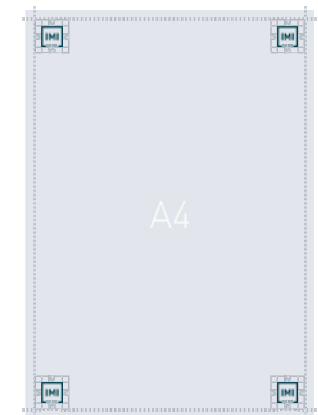
Positioning
(Linear version)



Positioning
(Stacked version)



Positioning
(Monogram)



Ideal position for logo is top left - however other positions can be considered. Allow more space from minimum clear space as shown above.

Using the IMI Logo

There are a number of different versions of the logo, to give versatility and flexibility, depending on usage and backgrounds. A general rule is to always ensure the logo has a sensible level of contrast and is legible when applied to a background.

Colour logo



Whiteout



Mono



Our Colour Palette

Our palette echoes our brand. Bright, clean, vibrant colours underpinned with a more corporate core. The balance between is essential to attracting our target audience.



Primary Blue
Pantone 547c RGB
0 59 76 CMYK 100
55 45 45 Hex
#004051



Secondary Grey
Pantone 5507c
RGB 157 174 171
CMYK 45 25 30 5
Hex #96A7A8

Accent colours



Interactive Cyan
Pantone 3115c
RGB 47 186 211
CMYK 70 0 20 0
Hex #28B8CE



Autocity Yellow
Pantone 123c
RGB 254 201 23
CMYK 0 22 90 0
Hex #FEC91D



Motorpro Yellow
Pantone 3955c
RGB 244 230 0
CMYK 10 0 95 0
Hex #FEED00

Our Font

Our corporate font is Proxima Nova. It has a smartness and clarity in tune with the contemporary feel of our brand.

Proxima Nova Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 ?
! & @ ' ' " " % * ^ # \$ £ € ¢ / () { } . ,

Proxima Nova Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 ?
! & @ ' ' " " % * ^ # \$ £ € ¢ / () { } . ,

Proxima Nova Semibold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
? ! & @ ' ' " " % * ^ # \$ £ € ¢ / () { } . ,

Proxima Nova Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
? ! & @ ' ' " " % * ^ # \$ £ € ¢ / () { } . ,

Font Usage

Headings / Top Level Messaging

Proxima Nova Bold

Subheadings / Pull Out Quotes

Proxima Nova Bold

Body copy / Captions

Proxima Nova Regular / Proxima Nova Light

Substitute Font

Wherever possible, Proxima Nova should be used. However, in circumstances where this isn't available, such as in Microsoft Office, Powerpoint and Word documents, then the substitute font Arial should be used.

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 ?
! & @ ' ' " " % * ^ # \$ £ € ¢ / () { } . ,
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ? ! & @ ' ' " " % * ^ # \$ £ € ¢ / () { } . ,

Arial Nova

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?!&@'“”%*^#\$£€¢/(){}.,

Our Iconography

Icons can play a key role in illustrating key facts or messages. Icons should be clean and simple, rather than detailed or layered, complementing our contemporary visual language.

If you need icons, visit www.flaticon.com



Our Photography

Our imagery should have a natural and believable style, nothing should feel posed or contrived. We should always feel we are observing a natural scene, not a show being performed. Where possible our images should show young people - they are the future of our business, project forward thinking and are more relatable to our core audience. Colour imagery should be used and, ideally, be shot in natural daylight.

Black and white images should be kept to a minimum and only used if deemed necessary or appropriate. The IMI has a large, approved bank of images covering all areas of the motor industry that should be used for all material produced. To obtain access to this library, please contact the Marketing Department on marcommsinbox@theimi.org.uk.

If a campaign requires a new photoshoot, please ensure that you liaise with the Marketing Department and have the brief approved.



Advertising



INSTITUTE OF THE
MOTOR INDUSTRY

LIGHT VEHICLE AND ADVANCED DRIVER ASSISTANCE SYSTEMS QUALIFICATIONS

The IMI offers **Level 1** light vehicle and **Level 1, 2 & 3** ADAS qualifications

Qualifications from world leaders in global automotive training

- IMI International Level 1 Award in Light Vehicle Maintenance**
Designed primarily for 16-18 year olds who are interested in learning about the maintenance of light vehicles, the various roles that are available in the retail motor industry, and would like a qualification that will support their progression.
- IMI International Level 1 Award in ADAS Awareness**
Provides learners with an introduction to the knowledge of safe working practices, the dangers surrounding ADAS and the precautions required to avoid potential injuries.
- IMI International Level 2 Award in ADAS Calibration**
Designed to give learners the knowledge and skills required to work safely whilst carrying out diagnostic, testing and repair activities to ADAS sensors and systems.
- IMI International Level 3 Award in Diagnosing, Rectifying and Recalibrating ADAS Components**
Contains the knowledge required to be able to safely diagnose a faulty ADAS, carry out functioning testing, and identify, advise and rectify ADAS faults.

Our dynamic approach to TVET education integrates **theoretical knowledge with practical skills**, giving your learners the skills that they need to succeed in the automotive industry.





INSTITUTE OF THE
MOTOR INDUSTRY

WHY BECOME AN IMI APPROVED CENTRE?

Qualifications from world leaders in global automotive training

- Ensure **industry relevance** by equipping your teachers with the IMI's EV qualifications to meet industry demand and stay relevant in the evolving automotive landscape.
- Meet **growing market demand** for skilled professionals who can service and maintain electric vehicles by delivering the IMI's work-ready international qualifications.
- Contribute to **sustainability efforts** by preparing professionals who can support the transition to cleaner transportation technologies.
- Open new **economic opportunities** by offering specialised courses, workshops and consulting services related to EVs, tapping into a rapidly expanding market and ambitions for carbon net zero economies.
- Upskilling in EV fosters an **environment of innovation**, in turn benefiting the overall quality of education and enhancing the learning experience for students.
- Ensure **compliance** with evolving regulations related to EV maintenance and repair.
- Providing IMI International qualifications will raise your **regional and national profile**.



ADAS Development Solutions

The IMI have a number of nationally-recognised ADAS qualifications and accreditations which allow you to demonstrate that your knowledge, skills and competence are of the standard required to work in automotive.

IMI Accredited Assessment

Advanced Driver Assistance Systems (ADAS) – Calibration



IMI Qualifications

AD Level 1 Award in Advanced Driver Assistance Systems (ADAS) Installation

AD Level 2 Award in Advanced Driver Assistance Systems (ADAS) Calibration

Advanced Driver Assistance Systems (ADAS) – Calibration



CPD Framework – ADAS

Stay current and re-registered by completing approved CPD (a three year cycle)

CPD credit requirement: 30 CPD credits* across the 3-year CPD cycle. Recommended 10-15 CPD credits per year.

Subjects:

- Safety issues** (current guidelines, codes of practice, HSE, manufacturer's recommendations and insurance liability requirements (BII))
- Technology** (from manufacturer's information)
- Services and activities** (calibration, operation, test methods)
- Accident repair and refitting** (methods, safety, guidelines/recommendations)
- Practical processes** (manufacturer's recommendations, warning, methods/techniques)
- Tools and equipment** (performance of tools/equipment, adjustment, operation, updates to software/firmware)

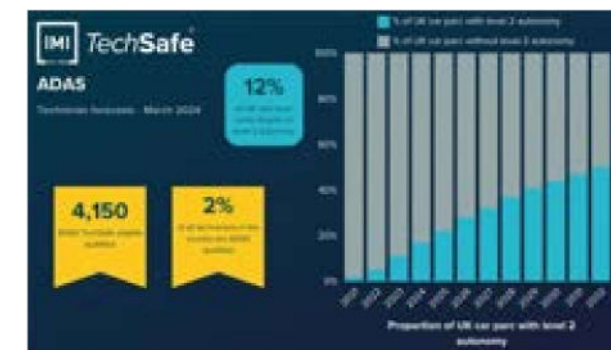
* For full comprehensive CPD system, visit cpd.motorskills.org.uk for more details.



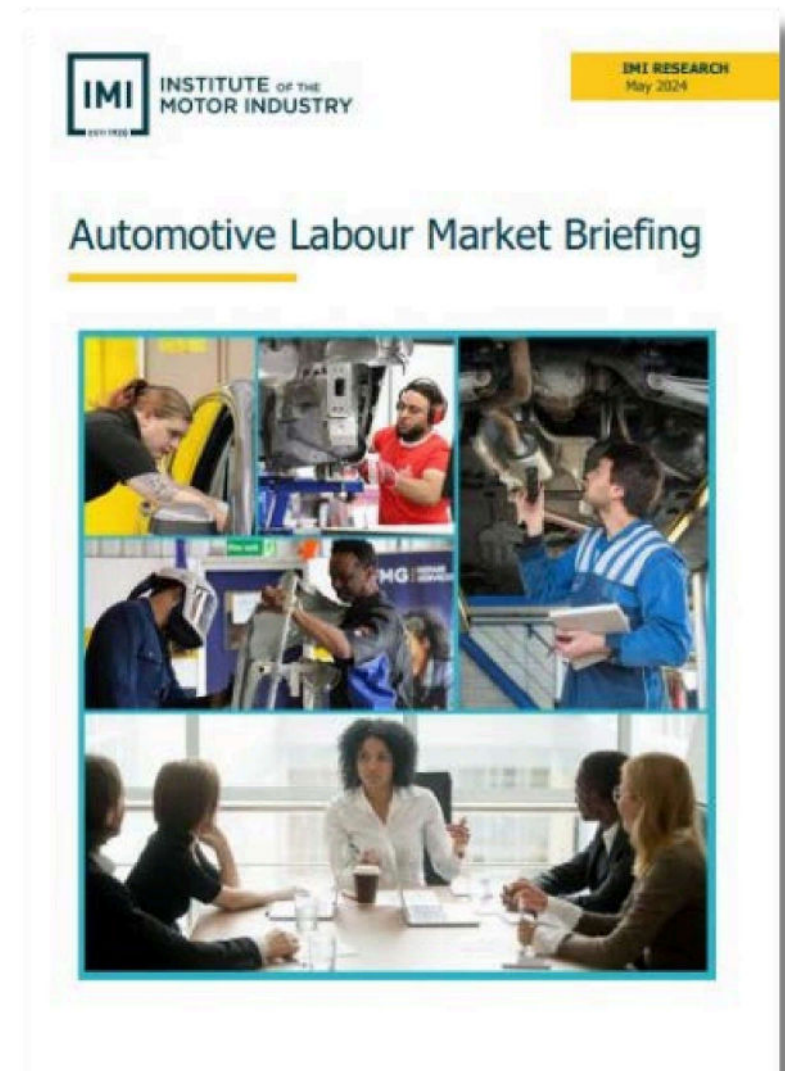



INSTITUTE for the MOTOR INDUSTRY

Please visit our website for further information theimi.org.uk



Example Covers



Our Visual Style in Action

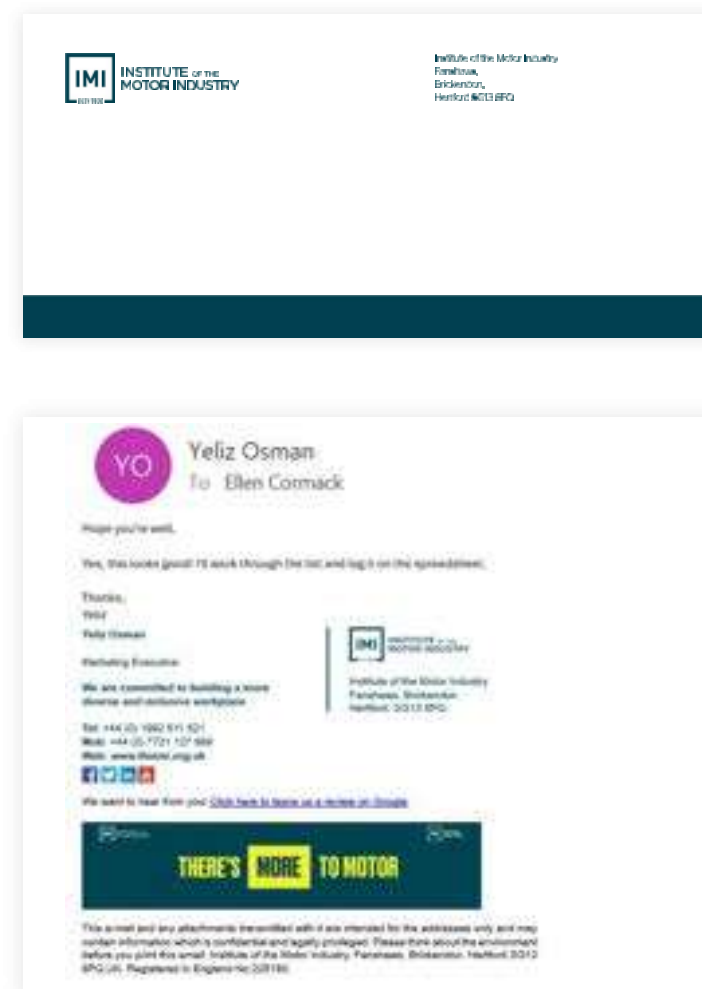
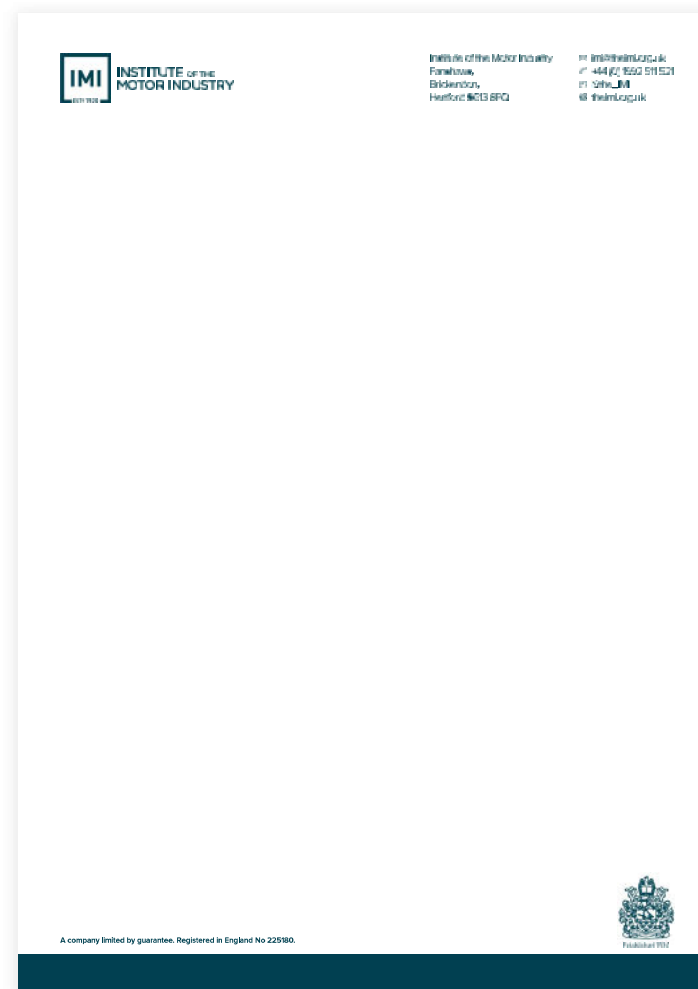
The main principals behind our style are:

- Use of a restricted colour palette to create bright, bold, elegant designs.
- Use of iconography and infographics to make text heavy collateral more visually appealing and interesting.

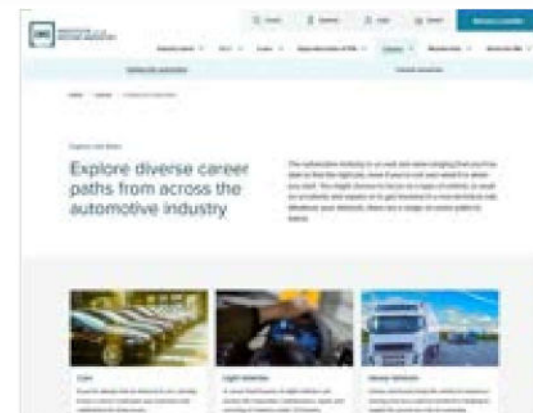
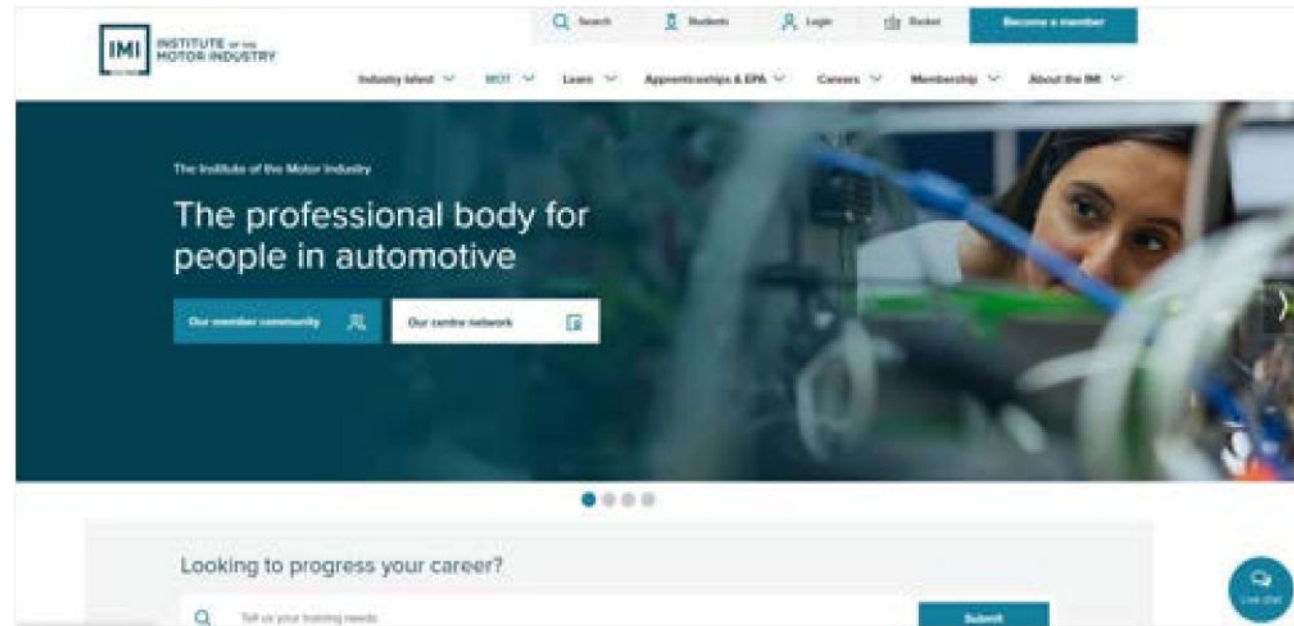
[Download document templates here](#)



Stationery and corporate literature



Digital





*Tech*Safe[®]

Displaying your credentials

Here are common examples of where your business might use the IMI logo. As illustrated here, please ensure that the IMI logo is secondary to your company logo to avoid misrepresentation.

Letterhead

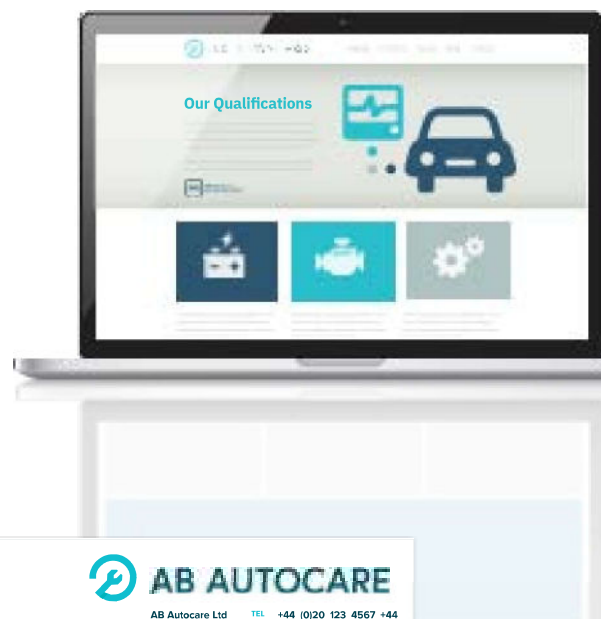


Compliment Slip

WITH COMPLIMENTS



Business Card



IMI TechSafe Logo

There is one version of the IMI TechSafe logo, This logo can be used to promote the TechSafe standard when applied to any relevant product or service, including but not limited to, ADAS, Electric and Autonomous Vehicles. IMI partners can use this logo to promote TechSafe approved products and services but must seek prior approval and adhere to the guidelines as follows.

MILESTONE LOGO

Linear



There should always be a minimum clear space of one 'M' cap height but more should be allocated if space permits (see positioning illustrations). The 'M' cap height is the same as that of the 'M' from the 'IMI' logo.

Minimum size



Clear space (Linear version)



Using the TechSafe Logo

There are a number of different versions of the logo to give versatility and flexibility depending on usage and backgrounds. A general rule is to always ensure the logo has a sensible level of contrast and is legible when applied to a background.

Colour Logo



Mono



Secondary colour usage



Whiteout



The IMI Logo: Rules relating to its usage

To protect the logo's integrity and consistency, please adhere to the following.



Never rotate the logo



Never distort the logo



Never change the colour of any part of the logo



Do not place the logo in a frame or box



Do not place elements in the safe area



Do not place logo on imagery containing lots of detail



Never isolate the word mark



Never add extra space, break up logo elements or interchange logo elements



Never add drop shadows or any such effects



Diversity Task Force

The Diversity Taskforce Logo

Both content streams have a unique logo which has been created specifically for this purpose. Please use it in place of the original logos.

Original logo



The Insights Logo

Both content streams have a unique logo which has been created specifically for this purpose. Please use it in place of the original logos.

Insights by IMI Logo



Logo Safe Area

Use the M of the IMI wordmark to measure the safe space around the edge of each logo.



Using the Insights Logo

The logos should always be used as white versions on the dark background in the first instance. These versions are secondary preference.



Colour Palette

The Insights by IMI palette is made up of our core IMI colours with some additional accent colours.

Automotive Content

utilises predominantly the blues in the palette, with the remaining colours used sparingly either for arrows or within charts and graphs.

ED&I Content utilises predominantly the yellows and orange in the palette, with the remaining colours used sparingly either for arrows or within charts and graphs.

IMI DARK BLUE #004052 C:96 M:60 Y:45 K:43 R:0 G:64 B:82	IMI ROYAL BLUE #2445CC C:90 M:73 Y:0 K:0 R:36 G:69 B: 204	IMI LIGHT BLUE #00BFCF C:70 M:0 Y:23 K:0 R:0 G:191 B: 207
IMI GOLDEN YELLOW #FFC92E C:0 M:23 Y:86 K:0 R:255 G:201 B:46	IMI NEON YELLOW #E8FC00 C:18 M:0 Y:92 K:0 R:0 G:232 B: 242	IMI ORANGE #F25C3D C:0 M:75 Y:76 K:0 R:242 G:92 B:61
COLOUR #FAB5B0 C:0 M:39 Y:24 K:40 R:0 G:164 B:82	COLOUR #94A6A6 C:46 M:25 Y:31 K:6 R:148 G:166 B:166	

Automotive Content

utilises predominantly the blues in the palette, with the remaining colours used sparingly either for arrows or within charts and graphs.

IMI DARK BLUE

#004052
C:96 M:60 Y:45 K:43
R:0 G:64 B:82

IMI ROYAL BLUE

#2445CC
C:90 M:73 Y:0 K:0
R:36 G:69 B:204

IMI LIGHT BLUE

#00BFCF
C:70 M:0 Y:23 K:0
R:0 G:191 B:207

IMI GOLDEN YELLOW

#FFC92E
C:0 M:23 Y:86 K:0
R:255 G:201 B:46

IMI NEON YELLOW

#E8F200
C:18 M:0 Y:92 K:0
R:232 G:242 B:0

IMI ORANGE

#F25C3D
C:0 M:75 Y:76 K:0
R:242 G:92 B:61

COLOUR

#FAB5B0
C:0 M:39 Y:24 K:40
R:0 G:64 B:82

COLOUR

#94A6A6
C:46 M:25 Y:31 K:6
R:148 G:166 B:166

ED&I Content utilises predominantly the yellows and orange in the palette, with the remaining colours used sparingly either for arrows or within charts and graphs.

IMI DARK BLUE

#004052
C:96 M:60 Y:45 K:43
R:0 G:64 B:82

IMI ROYAL BLUE

#2445CC
C:90 M:73 Y:0 K:0
R:36 G:69 B:204

IMI LIGHT BLUE

#00BFCF
C:70 M:0 Y:23 K:0
R:0 G:191 B:207

IMI GOLDEN YELLOW

#FFC92E
C:0 M:23 Y:86 K:0
R:255 G:201 B:46

IMI NEON YELLOW

#E8F200
C:18 M:0 Y:92 K:0
R:0 G:232 B:242

IMI ORANGE

#F25C3D
C:0 M:75 Y:76 K:0
R:242 G:92 B:61

COLOUR

#FAB5B0
C:0 M:39 Y:24 K:40
R:0 G:64 B:82

COLOUR

#94A6A6
C:46 M:25 Y:51 K:16
R:148 G:166 B:166

Our Font

Typefaces have been chosen with accessibility in mind.

Work Sans is used for body copy, headlines and pull-out quotes. It features a modern, clean design and is a free, open-sourced typeface, available to download from Google Fonts or Adobe Fonts. The Regular weight and others in the middle of the family are optimised for on-screen text usage at medium-sizes (14px-48px) and can also be used in print design.

Recent Grotesk is a condensed typeface that may be used for figures, and in the header and footer of the document. It is available from Adobe Fonts. If Recent Grotesk is unavailable, the typeface Anton can be used as it is a open source, free to use font available from Google Fonts.

Layout

Considered visual hierarchy and layout is essential for effective communication. Ensure there's plenty of white space, variance in copy size and clear sections.

Automoti
Automot
Automo
1, 2, 3, 4, 5, 6, 7, 8
1', 2', 3', 4', 5', 6', 7', 8'

Our Font

Recent Grotesk is a condensed typeface that may be used for figures, and in the header and footer of the document. It is available from Adobe Fonts. If Recent Grotesk is unavailable, the typeface **Anton** can be used as it is a open source, free to use font available from [Google Fonts](#).

REGULAR

1, 2, 3, 4, 5, 6, 7, 8,

BOLD

1, 2, 3, 4, 5, 6,

Photography

Imagery focusses on individuals in the workplace, featuring a diverse range of people. Images should be high enough quality to not appear pixelated.



Example Covers

The cover is split into sections, with imagery covering most of the page. A header banner is always used and always the same depth, holding the logo and content theme. The colours can be changed for other shades within the relevant palette (blues for Automotive, Yellows/Oranges for ED&I) provided the copy contrasts at an AA+ accessibility rating.



AUTOMOTIVE



ED&I

Introduction

The UK automotive sector is a vital component of the country's economy, contributing significantly to employment and economic growth. As the industry moves forward, it is crucial to identify and address the key drivers that will shape the skills landscape in the future. This report aims to outline the short-term top ten key drivers for skills in the UK automotive sector and provide insights into their implications for the workforce.

The identified drivers reflect the dynamic nature of the industry and encompass a wide range of factors. Driver 1 highlights the issue of vacancies, indicating potential challenges in filling crucial roles within the sector. Driver 2 emphasises the need for a technically skilled workforce capable of meeting the future demands of the automotive industry.

The report acknowledges the decade of growth in manufacturing highlighted by Driver 3, recognising the increased need for skilled workers to support this expansion. Driver 4 underscores the importance of diversity in the sector, identifying the lack thereof as a challenge that must be addressed to foster industry and tap into a broader talent pool.

Driver 5 draws attention to the significance of customer service and soft skills, acknowledging the role they play in creating a positive customer experience. Meanwhile, Driver 6 highlights the growing emphasis on green



Sector Action

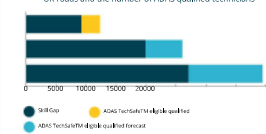
To effectively address these challenges and mitigate their impact, the automotive sector can embark on several positive initiatives. One crucial aspect involves attracting individuals to the sector and changing negative perceptions. The IMI (Institute of the Motor Industry) has taken a proactive step in this direction by launching a perception campaign. This campaign aims to challenge commonly held misconceptions about the automotive industry as a potential career choice. It specifically targets key occupations and specific geographical areas, with the intention of dispelling preconceived notions such as the industry being solely for men or having a dirty working environment. Importantly, this campaign also focuses on attracting mid-career changes, recognising the value of diverse talent from different professional backgrounds.

Another vital strategy involves widening the recruitment pool by seeking candidates from other sectors with similar transferable skills. This presents an excellent opportunity for employers to consider individuals who may need retraining or bridging training and qualifications. Trainers and educational institutions can play a significant role in providing the necessary programs and support to facilitate this transition. By embracing individuals from diverse backgrounds and industries, the sector can tap into a broader talent pool and bring in fresh perspectives and expertise.

We must focus on cultivating a technically skilled workforce capable of embracing these technologies.

Last year, we must confront these challenges head-on to ensure a steady supply of qualified technicians in the electric vehicle realm. When it comes to ADAS qualifications, we are still in the early stages. As of the end of 2022, there were only 1,000 ADAS-qualified technicians in the UK, a number that highlights a significant skills gap. Considering the increasing number of vehicles equipped with level 2 autonomy, the shortage becomes more evident. Currently, we face a gap of approximately 3,000 to 5,000 technicians to meet the demand. By 2025, we estimate a requirement of 25,000 ADAS-trained technicians, a number that will further rise to 30,000 by 2028. Closing this gap is crucial to ensure the safe and efficient integration of ADAS technologies into our roadways.

Forecast gap between predicted cars with level 2 autonomy on UK roads and the number of ADAS qualified technicians



03: Decade of growth in manufacturing

Challenge

- Significant surge in UK car production, driven by exports to Europe and increasing production of electric vehicles.
- Growing emphasis on sustainable mobility solutions and environmentally friendly vehicle models.

Impact

- Short-term needed to address proactive planning for potential challenges and industry changes.
- Need for technical skills, particularly in electric vehicle (EV) production, rising talent pool, and digital skills.
- Skills gap in the industry, particularly in the areas of EV production and digital skills.

Action

- Launch perception campaign to challenge misconceptions and attract individuals to the sector, especially mid-career changes.
- Widen the recruitment pool by considering individuals from other sectors with transferable skills.
- Trainers and educational institutions to provide retraining programs and support for career transitions.

Issue/challenge/change

UK car production experienced a remarkable surge in April 2023, soaring by an impressive 9.9% compared to the previous year, reaching a total of 66,527 units. This surge was largely fuelled by the strengthening exports to Europe, marking a positive trend for the industry. Notably, the production of electric vehicles also witnessed a significant increase during this period as supply chain shortages, particularly pertaining to semiconductors, continued to alleviate.

The export figures exhibited a remarkable jump of 14.7% to reach 54,820 units, with an astounding 82.4% of these vehicles destined for international markets. Among the global destinations, the European Union remained the dominant market, accounting for 58.4% of all exports. Following closely were the United States, China, and Australia, showcasing the widespread appeal of UK-made cars across diverse regions.

British car manufacturers showcased their commitment to sustainability by steadily increasing the production of hybrid, plug-in hybrid, and battery electric vehicles. The combined volumes of these environmentally friendly models witnessed an astonishing 56.2% rise in April, constituting a substantial portion of the overall production at 37.7%.

This encouraging upswing in car production and exports, along with the growing emphasis on electric and hybrid vehicles, signals a promising trajectory for the UK automotive industry. As supply chain challenges gradually subside, the industry is poised to continue its positive momentum, meeting both domestic and global demand while embracing sustainable mobility solutions.

Impact and implications for skills

The robust drive in UK production has not only led to a surge in automotive manufacturing but has also resulted in a remarkable 24% increase in job opportunities within the sector over the past decade. Specifically, the Manufacture of Electrical and Electronic Equipment for Motor Vehicles has witnessed an impressive 39% growth in employment during this period. This surge can be attributed to the rising demand for electric and hybrid vehicles, which require a greater number of electrical and electronic components compared to traditional internal combustion engine vehicles. Consequently, the need for skilled workers in these fields has risen substantially.

The increase in jobs has also corresponded with the growth of specific occupations within the automotive industry.

The industry is poised to continue its positive momentum, meeting both domestic and global demand while embracing sustainable mobility solutions.

Sector Action

- Invest in Training and Education:** Given the increasing demand for electric and hybrid vehicles, it is crucial for the sector to invest in training and education programs that focus on developing skills related to electrical and electronic components. This will ensure an adequate supply of qualified technicians and professionals can meet the industry's evolving needs.
- Address Job Vacancies:** While automotive manufacturing may not be experiencing the same level of job vacancies as automotive retail, it is essential to monitor the emerging trends and take proactive measures to address any potential gaps. This could involve promoting the industry as an attractive career choice, offering competitive compensation packages, and highlighting opportunities for career growth and development.
- Embrace Digital Transformation:** With the increased demand for programmers, software developers, and IT professionals, the sector should embrace digital transformation and invest in technologies that enhance productivity, efficiency, and innovation. This includes adopting advanced manufacturing processes, automation, data analytics, and IoT solutions to optimise operations and remain competitive in the evolving automotive landscape.
- Promote Career Advancement and Upskilling:** To retain and attract talent, the sector should create a culture of continuous learning and professional development. This can be achieved by offering opportunities for career advancement, providing training programs, and supporting employees in acquiring new skills and certifications related to emerging technologies.

THERE'S MORE TO MOTOR

The There's More to Motor

A change in the perception of the automotive industry is necessary to attract new talent to a sector that needs to fill vacancies and close skills gaps. The IMI is working hard to challenge negative perceptions with our ground breaking There's More to Motor campaign. Using a highly-targeted, regional digital media strategy to reach a wider and untapped talent pool, the campaign aims to:

1. Challenge the misconceptions of the automotive industry
2. Champion the industry and drive recruitment and change
3. Start filling vacancies and skills gaps

THERE'S MORE TO MOTOR

THERE'S MORE TO MOTOR
SOCIAL MEDIA CHEAT SHEET

I returned to automotive because...

Discover #MoreToMotor:
<https://moretomotor.org.uk/>

I chose automotive for my career because...

Discover #MoreToMotor:
<https://moretomotor.org.uk/>

The benefits of a diverse workforce are...

Discover #MoreToMotor:
<https://moretomotor.org.uk/>

We want a diverse workforce because...

Discover #MoreToMotor:
<https://moretomotor.org.uk/>

IMI INSTITUTE OF THE MOTOR INDUSTRY

IMI Diversity Task Force

REAL VOICES

MEET AMY

Growing up, I had a basic understanding of the automotive industry as my dad is a HGV technician and my younger brother has always been really obsessed. I never thought about joining the industry myself until I saw a family jobsonline advert...

MEET JONATHAN

I started my career within the automotive sector as an Apprentice Motor Vehicle Technician for Red Bull Racing. I have since progressed and developed with the same company through Workshop Controller and Workshop Manager roles...

MEET CHARLIE

As a late entrant into the automotive industry (Light Vehicle Technology), Charlie exemplified the sector's ability to cater to a wide range of skills and backgrounds and support them to pursue a rewarding and sustainable career path.

IMI INSTITUTE OF THE MOTOR INDUSTRY

IMI Diversity Task Force

Tone of Voice

Here are some principles to bear in mind about the IMI's tone of voice:

Positive, constructive, focused on solutions

If the IMI were a person, you'd want to hang out with them. They'd be someone who's got answers and brings good energy, not a moaner. That personality should be reflected in the tone of our content.

Real

The IMI understands what its members care about. We're in touch with the real world. So we speak in everyday conversational language, cutting out jargon and waffle.

Technically excellent

We know our stuff. And we know what's coming next, too. When details are required, we provide them – but in language that's accessible.

Modern and forward-looking

The IMI celebrates its centenary in 2020. This is a chance for us to renew our relevance in a sector that's changing fast. We honour our heritage but our focus is on the future.

Digital

Commerce and communication is going digital. So is the IMI. We should think about our tone and choice of words in this context: for example, we'll generally talk about 'the automotive sector' rather than 'the motor industry' because the former ranks much more highly in terms of search volumes.

IMI Hashtags

A collection of hashtags have been created to use across all social platforms and relevant media to help categorize and track content.

#IMICommunity

#MoreToMotor

#ProudToBeIMI

Our Contacts

For any questions relating to the guidelines, please contact the marketing department.

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