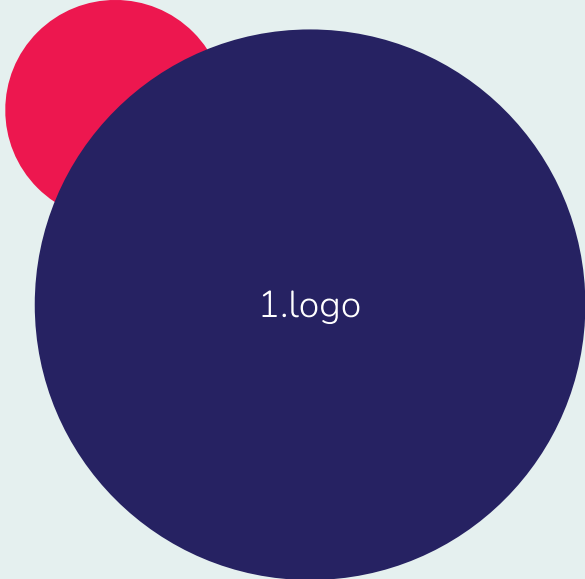


ime.london  
brand  
identity

V: 01-11-22



PAGE 1-6	1. logo <ul style="list-style-type: none"> <li>- primary logo structure</li> <li>- primary logo minimum clear zone</li> <li>- app logo structure</li> <li>- app logo minimum clear zone</li> <li>- logo usage example</li> </ul>	PAGE 26-44	5. communication materials <ul style="list-style-type: none"> <li>- grid system</li> <li>- 1:1 artwork structure</li> <li>- 1.25:1 artwork structure</li> <li>- 1.5:1 artwork structure</li> <li>- 1.75:1 artwork structure</li> <li>- 2:1 artwork structure</li> <li>- 3:1 artwork structure</li> <li>- 1:1.25 artwork structure</li> <li>- 1:1.5 artwork structure</li> <li>- 1:1.75 artwork structure</li> <li>- 1:2 artwork structure</li> <li>- 1:3 artwork structure</li> <li>- artwork example</li> </ul>
PAGE 7-12	2. color <ul style="list-style-type: none"> <li>- primary color palette</li> <li>- secondary color palette</li> <li>- logo color variations</li> <li>- logo usage on different color background</li> <li>- primary &amp; secondary color example</li> </ul>	PAGE 45-56	6. corporate materials <ul style="list-style-type: none"> <li>- business card structure</li> <li>- business card example</li> <li>- id card structure</li> <li>- id card example</li> <li>- letterhead structure</li> <li>- letterhead example</li> <li>- envelope-big structure</li> <li>- envelope-small structure</li> <li>- envelope example</li> <li>- other materials</li> <li>- closing note</li> </ul>
PAGE 13-16	3. typeface <ul style="list-style-type: none"> <li>- primary english typeface</li> <li>- primary nepali typeface</li> <li>- example</li> </ul>		
PAGE 17-25	4. landmark <ul style="list-style-type: none"> <li>- landmark components</li> <li>- landmark appearances</li> <li>- landmark sizes</li> <li>- landmark positions</li> <li>- landmark use case 1</li> <li>- landmark use case 2</li> <li>- landmark example</li> </ul>		



1.logo



Except for mobile and other digital icon, the primary logo is the default logo for all corporate and communication purposes.



To preserve the ime.london logo's integrity, always maintain a minimum clear zone around the logo. This minimum clear zone isolates the logo from competing graphic elements that may divert attention.

The minimum clear zone is 2x of 'a'. The minimum clear zone is proportional at all sizes of the logo.

**ime.**  
london

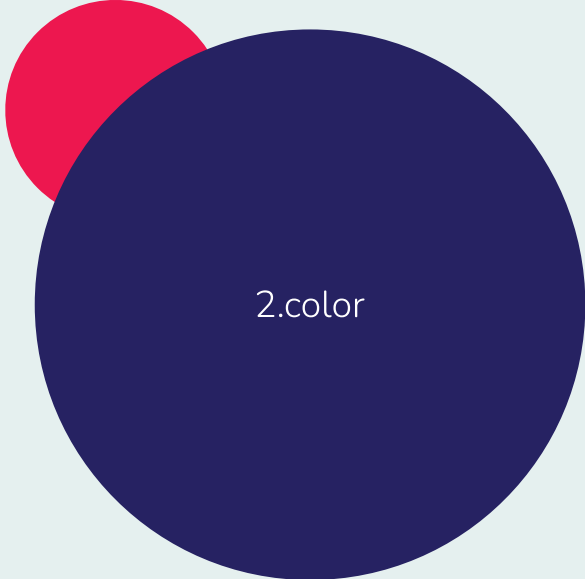
The secondary logo can only be used as mobile and other digital icons.



The minimum clear zone for the secondary logo is the same as the primary logo, which is 2x of 'a'. The minimum clear zone is proportional at all sizes of the logo.

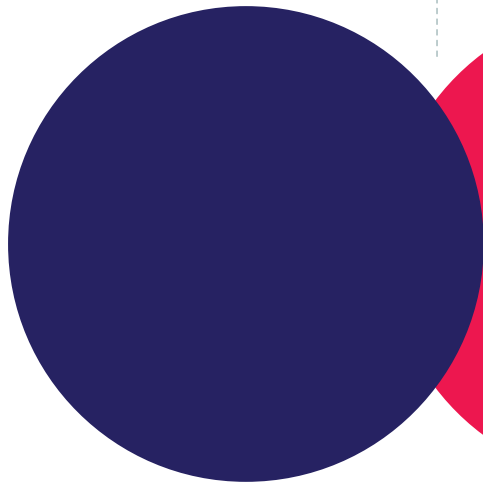






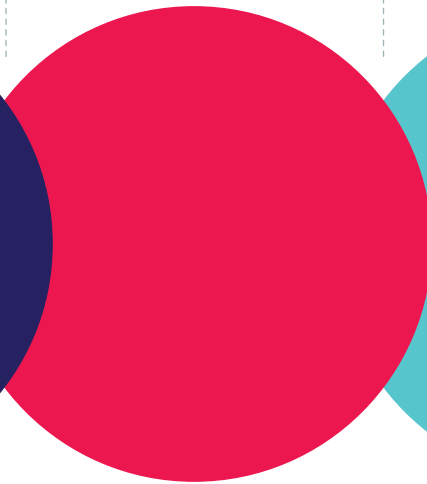
2.color

CMYK: 100/100/25/25  
RGB: 38/34/98  
HEX: #262262



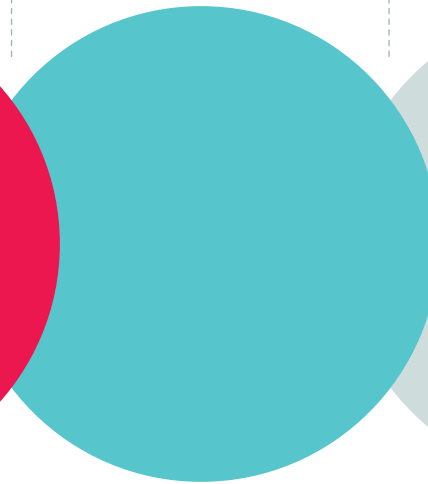
ime.london.blue

CMYK: 0/100/62/0  
RGB: 237/23/79  
HEX: #ed174f



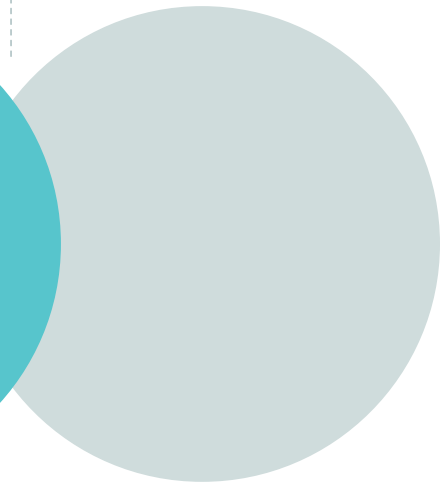
ime.london.rubyred

CMYK: 60/0/22/0  
RGB: 85/197/204  
HEX: #55c5cc



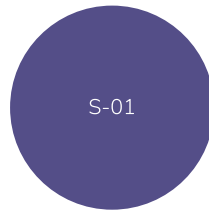
ime.london.turquoise

CMYK: 18/7/11/0  
RGB: 207/221/221  
HEX: #cfdddd

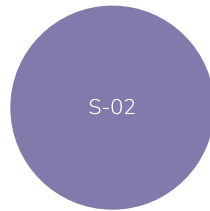


ime.london.lightsilver

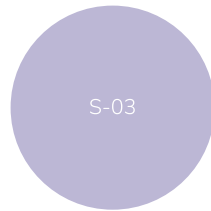
CMYK: 75/75/12/12  
RGB: 84/77/136  
HEX: #544d88



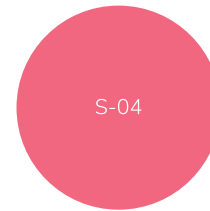
CMYK: 50/50/6/6  
RGB: 130/123/173  
HEX: #827bad



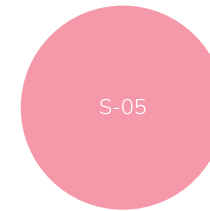
CMYK: 25/25/3/0  
RGB: 188/184/214  
HEX: #bcb8d6



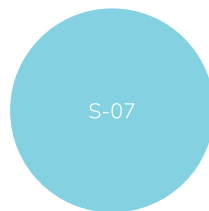
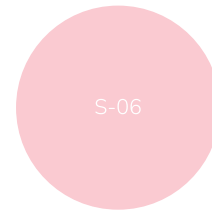
CMYK: 0/75/31/0  
RGB: 241/102/128  
HEX: #f16680



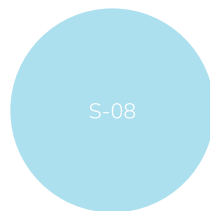
CMYK: 0/50/15/0  
RGB: 245/153/171  
HEX: #f599ab



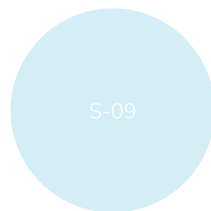
CMYK: 0/25/7/0  
RGB: 250/202/210  
HEX: #facad2



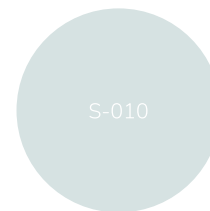
CMYK: 45/0/11/0  
RGB: 131/210/225  
HEX: #83d2e1



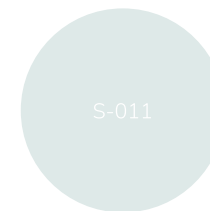
CMYK: 30/0/5/0  
RGB: 172/224/240  
HEX: #ace0f0



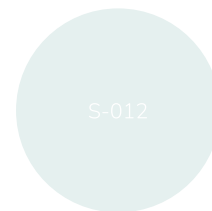
CMYK: 15/0/2/0  
RGB: 213/239/249  
HEX: #d5eff9



CMYK: 15/5/9/0  
RGB: 214/227/228  
HEX: #d6e3e4

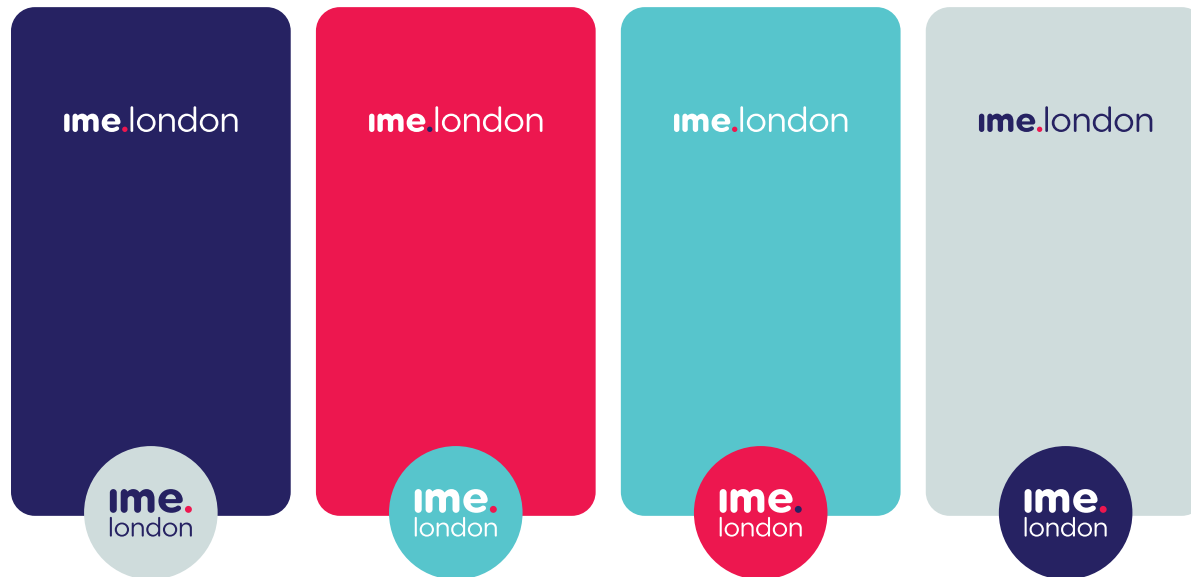


CMYK: 12/3/7/0  
RGB: 221/234/234  
HEX: #ddeaea



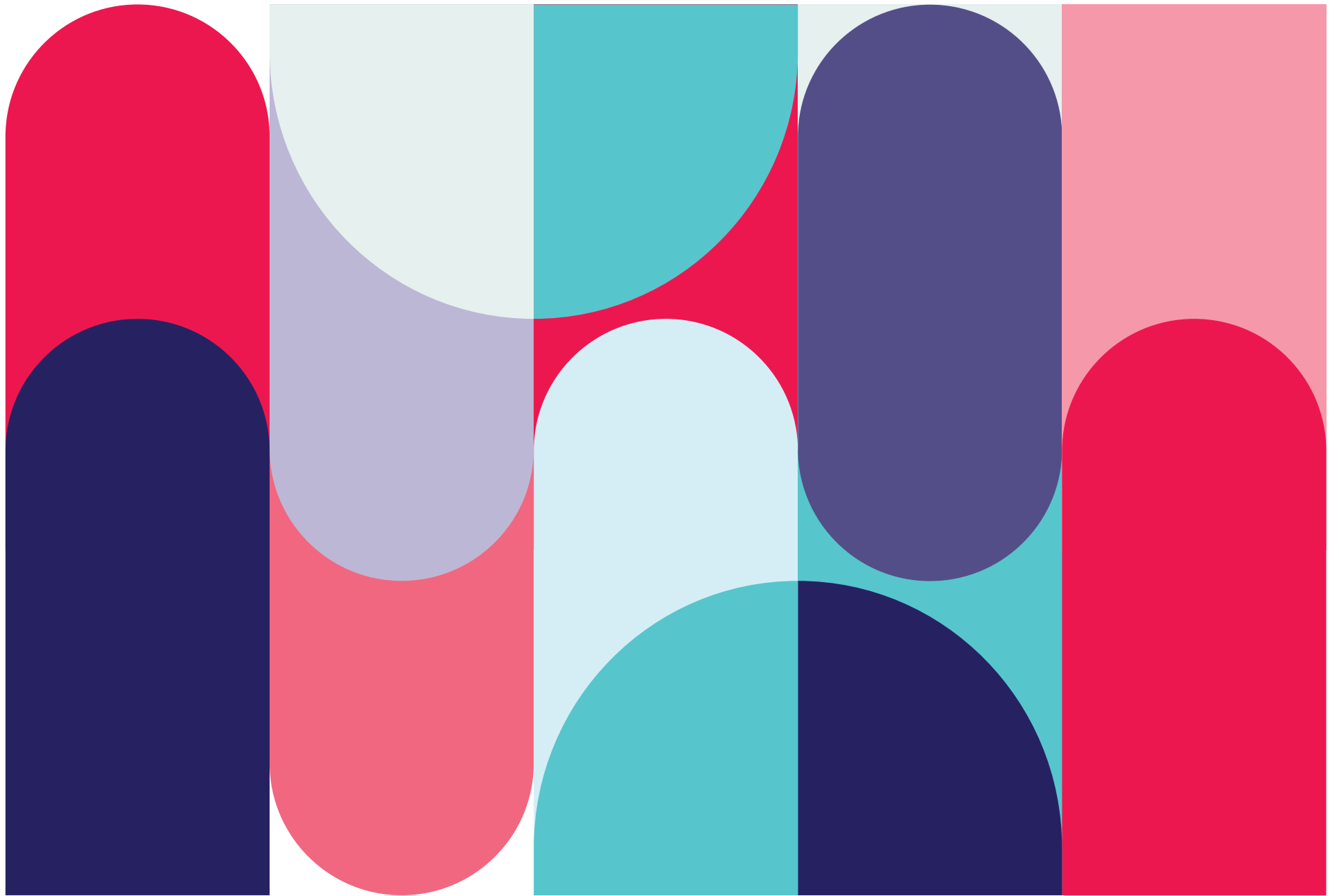
CMYK: 9/1/5/0  
RGB: 230/242/241  
HEX: #e6f2f1

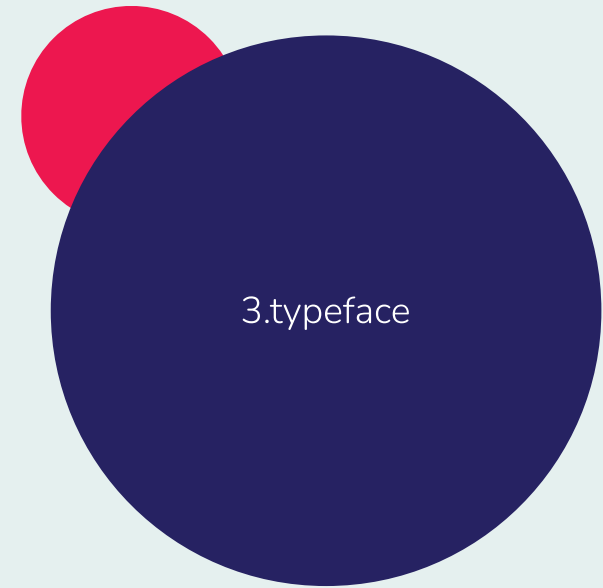
! Other than primary colors, only the above 12 secondary colors can be used on the necessary materials.





Only the two-way original and reverse color versions of the logo may be used on a different color background other than the primary color; anything else is not permitted.





3.typeface

HI!  
I AM  
NUNITO

If necessary, the italic version of the entire  
Nunito typeface might be used.

Nunito (extralight)  
the quick brown fox jumps over the lazy dog  
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG  
1234567890!@#\$%^&\*()\_+~[]{}|;:'.<>/?

Nunito (light)  
the quick brown fox jumps over the lazy dog  
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG  
1234567890!@#\$%^&\*()\_+~[]{}|;:'.<>/?

Nunito (regular)  
the quick brown fox jumps over the lazy dog  
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG  
1234567890!@#\$%^&\*()\_+~[]{}|;:'.<>/?

Nunito (medium)  
the quick brown fox jumps over the lazy dog  
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG  
1234567890!@#\$%^&\*()\_+~[]{}|;:'.<>/?

Nunito (semibold)  
the quick brown fox jumps over the lazy dog  
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG  
1234567890!@#\$%^&\*()\_+~[]{}|;:'.<>/?

Nunito (bold)  
the quick brown fox jumps over the lazy dog  
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG  
1234567890!@#\$%^&\*()\_+~[]{}|;:'.<>/?

Nunito (extrabold)  
the quick brown fox jumps over the lazy dog  
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG  
1234567890!@#\$%^&\*()\_+~[]{}|;:'.<>/?

Nunito (black)  
the quick brown fox jumps over the lazy dog  
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG  
1234567890!@#\$%^&\*()\_+~[]{}|;:'.<>/?



नमस्ते !

Khand (light)

करवगघडचछझञटठडढणतथदधनपफबभमयरलवशषसहक्षत्र ।  
अआइईउऊऋएऐओऔअंअं:

Khand (regular)

करवगघडचछझञटठडढणतथदधनपफबभमयरलवशषसहक्षत्र ।  
अआइईउऊऋएऐओऔअंअं:

Khand (medium)

करवगघडचछझञटठडढणतथदधनपफबभमयरलवशषसहक्षत्र ।  
अआइईउऊऋएऐओऔअंअं:

Khand (semibold)

करवगघडचछझञटठडढणतथदधनपफबभमयरलवशषसहक्षत्र ।  
अआइईउऊऋएऐओऔअंअं:

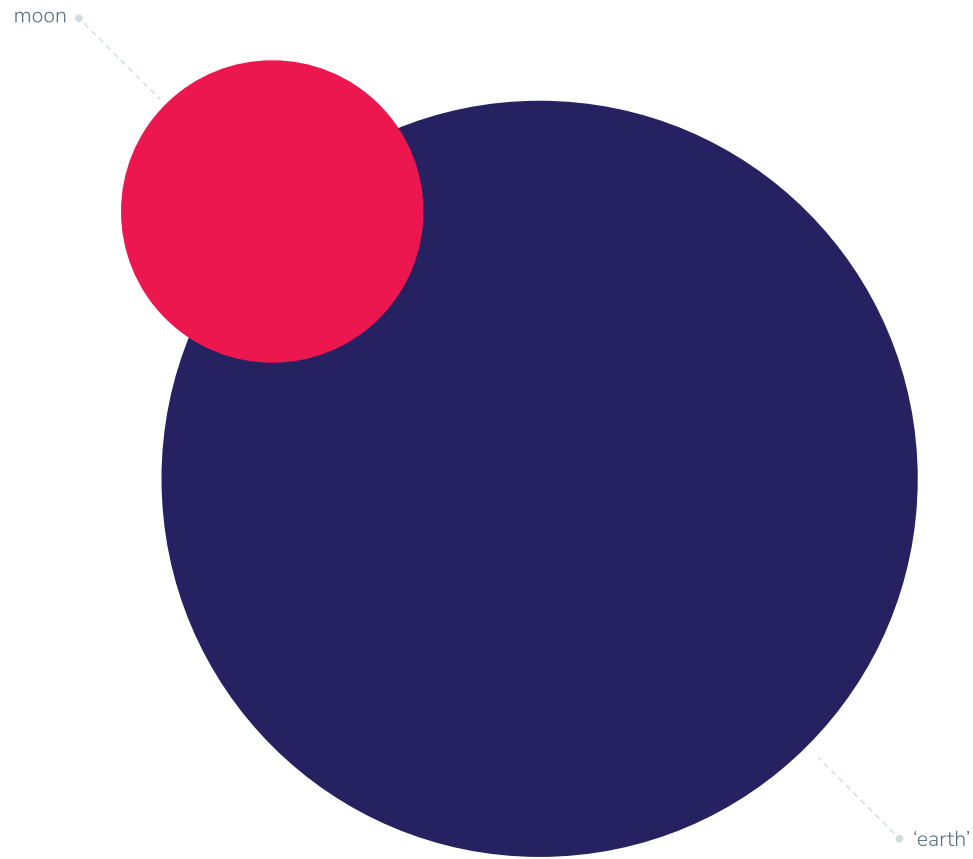
Khand (bold)

करवगघडचछझञटठडढणतथदधनपफबभमयरलवशषसहक्षत्र ।  
अआइईउऊऋएऐओऔअंअं:



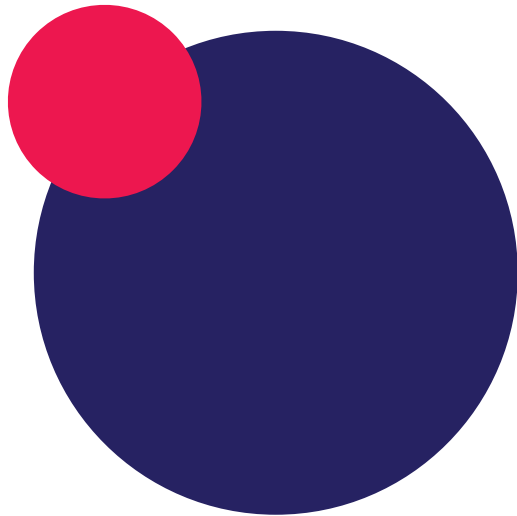


4.brandmark

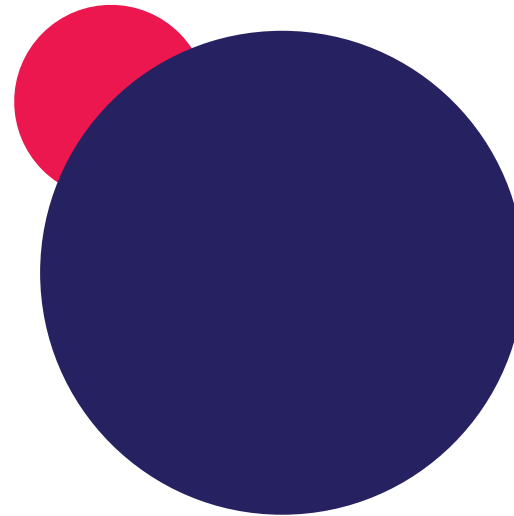


The circles that make up the London brandmark are the 'earth' and 'moon'. The 'moon' rotates around the 'earth', position and sizes of both the 'earth' and the 'moon' are discussed on subsequent pages.

'full moon'



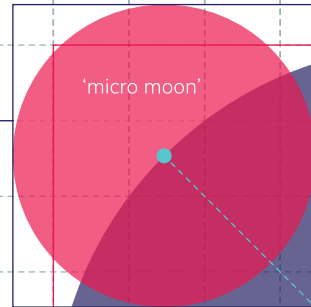
'half moon'



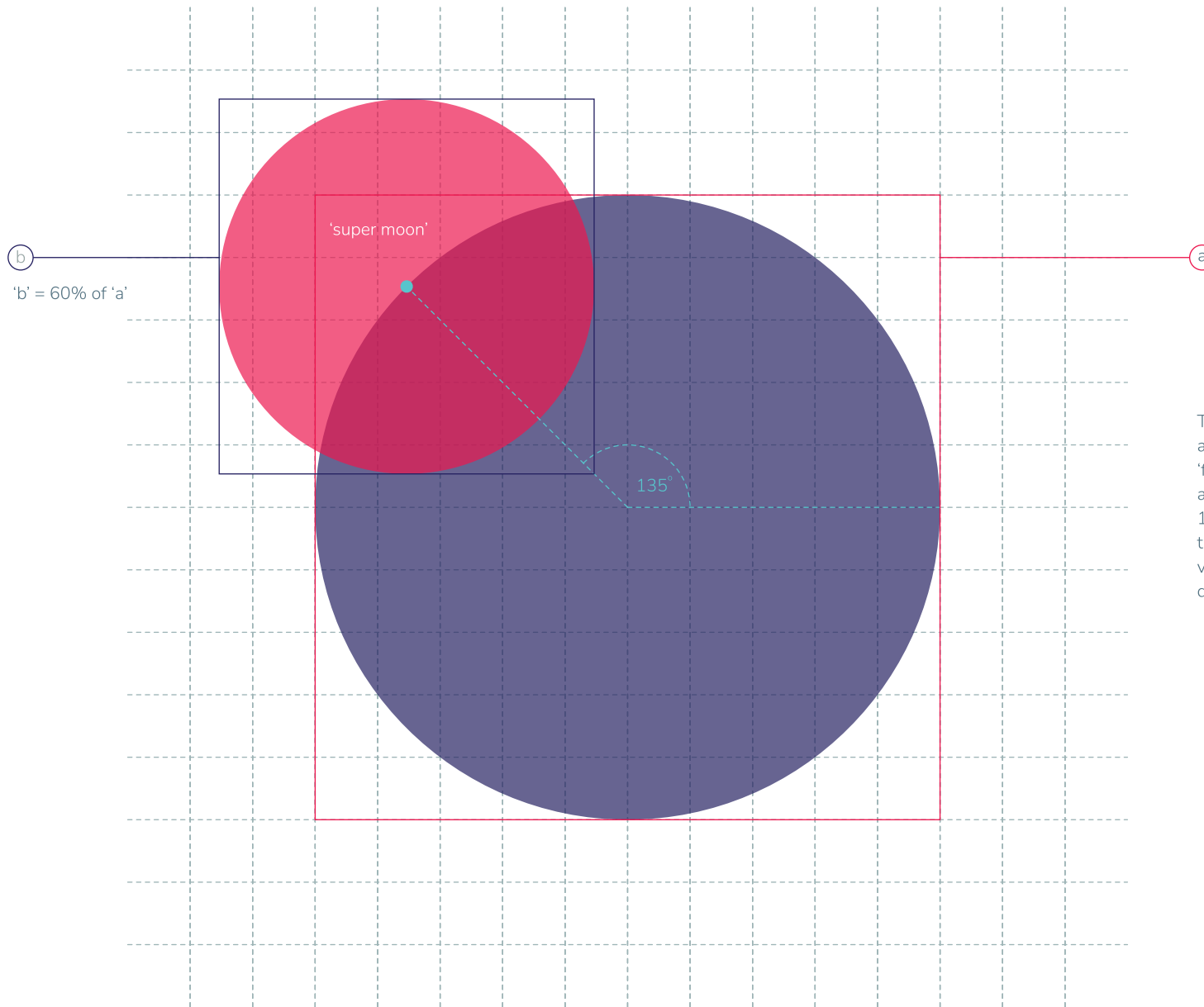
The two main 'moon' appearances in  
brandmark are the 'full moon' and the  
'half moon', which are located in front of  
and behind the earth, respectively.

ⓑ

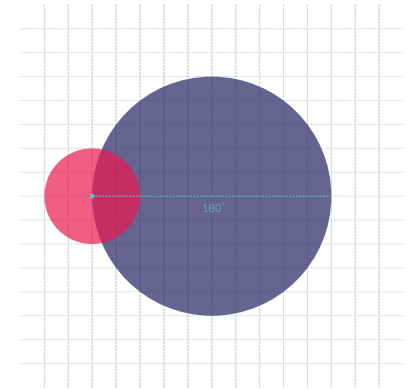
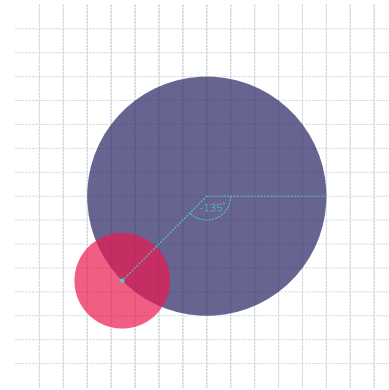
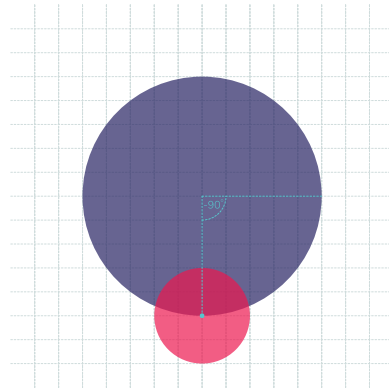
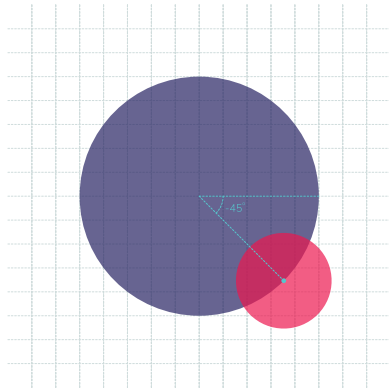
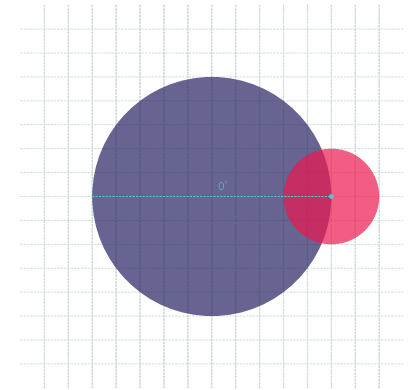
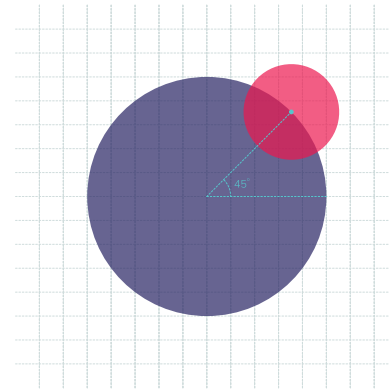
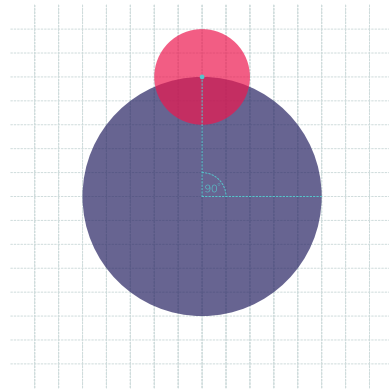
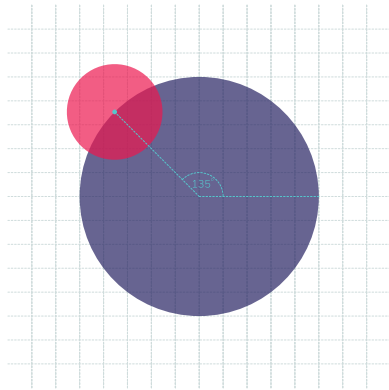
'b' = 40% of 'a'



ⓐ



The only two sizes of 'moon' that are used as landmarks are 'micromoon' and 'fullmoon', with 'full moon' and 'half moon' appearances. Their primary locations are 135 degrees, with the center in line with the earth's perimeter. The orbit and various positions of the 'moon' are described in the pages that follow.



The examples above are the orbit and various positions of 'moon' on landmark. Both the 'micro moon' and the 'super moon' can rotate in that direction at any appearances ('full moon' or 'half moon').



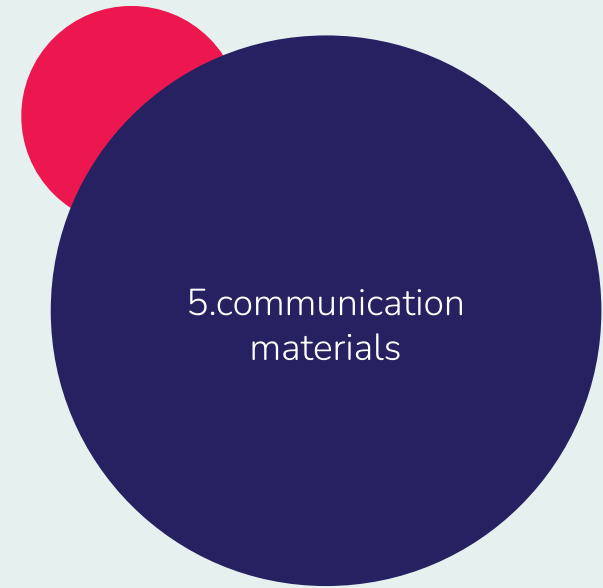


If the image is used on 'earth', the 'moon' will always be 'full moon', with both sizes 'micro moon' and 'super moon'. Hedline text or other needed text may be used inside the 'super moon'.

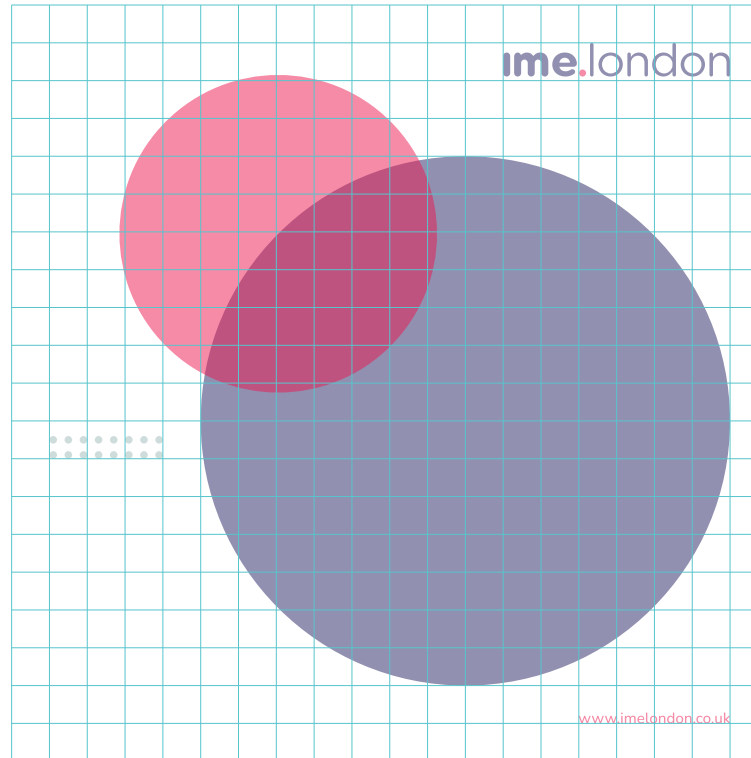


If the image is not used on 'earth', the 'moon' will always be 'half moon', with both sizes 'micro moon' and 'super moon'. App logo or other needed text may be used inside the 'earth'.





5.communication  
materials



The 20x20 unit grid system is the foundation of any artwork development for square, horizontal, or vertical layouts to ensure that all the design remains consistent and uniform.

## 1:1 Artwork Size

- 1 Minimum clear zone  
Any element must be put after retaining a minimum clear zone on the artwork, with a minimum of 1x1 unit on each side
- 2 Logo  
Size: 6 vertical units  
Position: top right corner (after preserving a minimum clean zone)
- 3 Earth  
Size: maximum 14 horizontal units  
Position: more towards the right side of the artwork (after preserving a minimum clean zone)
- 4 Website  
Size: minimum 4 vertical units  
Position: bottom right corner (after preserving a minimum clean zone), with Nunito (regular) typeface
- 5 Content area  
Any necessary content may be placed here, but it must maintain a minimum clear zone and a distance of 1 vertical unit from 'earth'.
- 6 ime.london dots (used only on communication materials)  
Size: 3 vertical units (individual dot size and dot spacing are both 1/5 of a 1x1 unit)  
Position: 1 vertical unit to the left of the perimeter of 'earth' at the base of the 12th horizontal unit from the top
- 7 Full-super moon  
Size: 60% of the 'earth'  
Position: 135 degrees, with the center in line with the earth's perimeter, with Nunito (medium) typeface, the 'moon' section is also used for headline placement.

! All of the aforementioned elements' sizes and locations may change depending on the artwork's size. The pages that follow this one provide more information.

! The 1:1 artwork size sample above uses ime.london dots at their original size and spacing (1/5 of a 1x1 unit), which can be increased or decreased proportionately as seen on various artwork size samples on subsequent pages.





### 1.25:1 Artwork Size

- 1 Minimum clear zone  
Any element must be put after retaining a minimum clear zone on the artwork, with a minimum of 1x1 unit on each side
- 2 Logo  
Size: 6 vertical units  
Position: top right corner (after preserving a minimum clean zone)
- 3 Earth  
Size: maximum 14 horizontal units  
Position: more towards the right side of the artwork (after preserving a minimum clean zone)
- 4 Website  
Size: minimum 4 vertical units  
Position: bottom right corner (after preserving a minimum clean zone), with Nunito (regular) typeface
- 5 Content area  
Any necessary content may be placed here, but it must maintain a minimum clean zone and a distance of 1 vertical unit from 'earth'.
- 6 ime.london dots (used only on communication materials)  
Size: 3 vertical units  
Position: 1 vertical unit to the left of the perimeter of 'earth' at the base of the 12th horizontal unit from the top
- 7 Full-super moon  
Size: 60% of the 'earth'  
Position: 135 degrees, with the center in line with the earth's perimeter, with Nunito (medium) typeface, the 'moon' section is also used for headline placement.





### 1.5:1 Artwork Size

- 1 Minimum clear zone  
Any element must be put after retaining a minimum clear zone on the artwork, with a minimum of 1x1 unit on each side
  - 2 Logo  
Size: 5 vertical units  
Position: top right corner (after preserving a minimum clean zone)
  - 3 Earth  
Size: maximum 14x14 units  
Position: more towards the right side of the artwork (after preserving a minimum clean zone)
  - 4 Website  
Size: maximum 4 vertical units  
Position: bottom right corner (after preserving a minimum clean zone), with Nunito (regular) typeface
  - 5 Content area  
Any necessary content may be placed here, but it must maintain a minimum clean zone and a distance of 1 vertical unit from 'earth'.
  - 6 ime.london dots (used only on communication materials)  
Size: 3 vertical units  
Position: 1 vertical unit to the left of the perimeter of 'earth' at the base of the 12th horizontal unit from the top
  - 7 Headline  
Headlines must be placed between 8 horizontal units while keeping a minimum clear zone. One vertical unit is required between the perimeter of the 'moon' and the headline. The typeface Nunito (medium), Nunito (semibold), or Nunito (bold) can be used.
- ! In horizontal designs with a ratio of 1.5:1 or higher, a small 'moon' (40% of 'earth') will be used to offer the headline greater space and visibility.



### 1.75:1 Artwork Size

- 1 Minimum clear zone  
Any element must be put after retaining a minimum clear zone on the artwork, with a minimum of 1x1 unit on each side
- 2 Logo  
Size: 5 vertical units  
Position: top right corner (after preserving a minimum clean zone)
- 3 Earth  
Size: maximum 14 horizontal units  
Position: more towards the right side of the artwork (after preserving a minimum clean zone)
- 4 Website  
Size: minimum 3 vertical units  
Position: bottom right corner (after preserving a minimum clean zone), with Nunito (regular) typeface
- 5 Content area  
Any necessary content may be placed here, but it must maintain a minimum clean zone and a distance of 1 vertical unit from 'earth'.
- 6 ime.london dots (used only on communication materials)  
Size: 3 vertical units  
Position: 1 vertical unit to the left of the perimeter of 'earth' at the base of the 12th horizontal unit from the top
- 7 Headline  
Headlines must be placed between 8 horizontal units while keeping a minimum clear zone. One vertical unit is required between the perimeter of the 'moon' and the headline. The typeface Nunito (medium), Nunito (semibold), or Nunito (bold) can be used.



## 2:1 Artwork Size

- 1 Minimum clear zone  
Any element must be put after retaining a minimum clear zone on the artwork, with a minimum of 1x1 unit on each side
- 2 Logo  
Size: 5 vertical units  
Position: top right corner (after preserving a minimum clean zone)
- 3 Earth  
Size: maximum 14 horizontal units  
Position: more towards the right side of the artwork (after preserving a minimum clean zone)
- 4 Website  
Size: minimum 3 vertical units  
Position: bottom right corner (after preserving a minimum clean zone), with Nunito (regular) typeface
- 5 Content area  
Any necessary content may be placed here, but it must maintain a minimum clean zone and a distance of 1 vertical unit from 'earth'.
- 6 ime.london dots (used only on communication materials)  
Size: 3 vertical units  
Position: 1 vertical unit to the left of the perimeter of 'earth' at the base of the 12th horizontal unit from the top
- 7 Headline  
Headlines must be placed between 8 horizontal units while keeping a minimum clear zone. One vertical unit is required between the perimeter of the 'moon' and the headline. The typeface Nunito (medium), Nunito (semibold), or Nunito (bold) can be used.

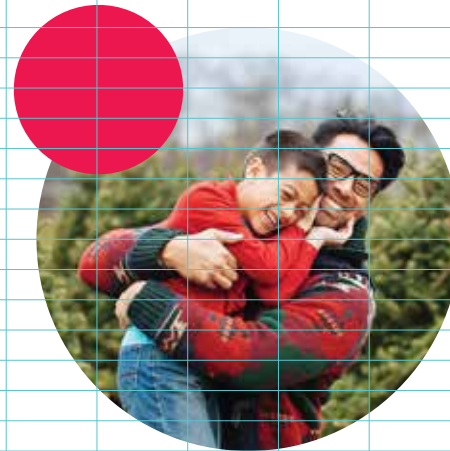


Your financial freedom assured.

ime.london



Scan to explore more



[www.imelondon.co.uk](http://www.imelondon.co.uk)

### 3:1 Artwork Size

- 1 Minimum clear zone  
Any element must be put after retaining a minimum clear zone on the artwork, with a minimum of 1x1 unit on each side
- 2 Logo  
Size: 4 vertical units  
Position: top right corner (after preserving a minimum clean zone)
- 3 Earth  
Size: maximum 14 horizontal units  
Position: more towards the right side of the artwork (after preserving a minimum clean zone)
- 4 Website  
Size: minimum 3 vertical units  
Position: bottom right corner (after preserving a minimum clean zone), with Nunito (regular) typeface
- 5 Content area  
Any necessary content may be placed here, but it must maintain a minimum clean zone and a distance of 1 vertical unit from 'earth'.
- 6 ime.london dots (used only on communication materials)  
Size: 3 vertical units  
Position: 1 vertical unit to the left of the perimeter of 'earth' at the base of the 12th horizontal unit from the top
- 7 Headline  
Headlines must be placed between 8 horizontal units while keeping a minimum clear zone. One vertical unit is required between the perimeter of the 'moon' and the headline. The typeface Nunito (medium), Nunito (semibold), or Nunito (bold) can be used.



### 1:1.25 Artwork Size

- 1 Minimum clear zone  
Any element must be put after retaining a minimum clear zone on the artwork, with a minimum of 1x1 unit on each side
- 2 Logo  
Size: 8 vertical units  
Position: top right corner (after preserving a minimum clean zone)
- 3 Earth  
Size: maximum 14 vertical units  
Position: more towards the right side of the artwork (after preserving a minimum clean zone)
- 4 Website  
Size: minimum 5 vertical units  
Position: bottom right corner (after preserving a minimum clean zone), with Nunito (regular) typeface
- 5 Content area  
Any necessary content may be placed here, but it must maintain a minimum clean zone and a distance of 1 vertical unit from 'earth'.
- 6 ime.london dots (used only on communication materials)  
Size: 4 vertical units  
Position: 1 vertical unit to the left of the perimeter of 'earth' at the base of the 15th horizontal unit from the top
- 7 Full-super moon  
Size: 60% of the 'earth'  
Position: 135 degrees, with the center in line with the earth's perimeter, with Nunito (medium) typeface, the 'moon' section is also used for headline placement.



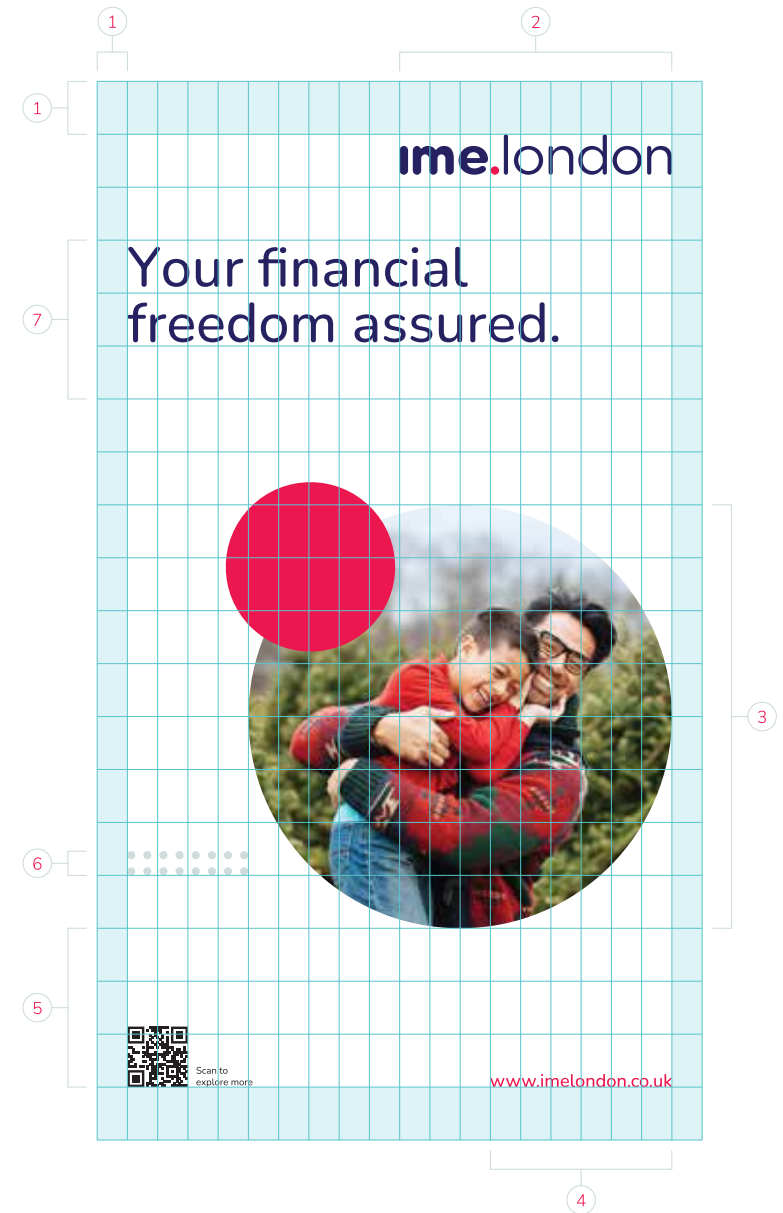
## 1:1.5 Artwork Size

- 1 Minimum clear zone  
Any element must be put after retaining a minimum clear zone on the artwork, with a minimum of 1x1 unit on each side
  - 2 Logo  
Size: 8 vertical units  
Position: top right corner (after preserving a minimum clear zone)
  - 3 Earth  
Size: maximum 14 vertical units  
Position: more towards the right side of the artwork (after preserving a minimum clear zone)
  - 4 Website  
Size: minimum 5 vertical units  
Position: bottom right corner (after preserving a minimum clear zone), with Nunito (regular) typeface
  - 5 Content area  
Any necessary content may be placed here, but it must maintain a minimum clear zone and a distance of 1 vertical unit from 'earth'.
  - 6 ime.london dots (used only on communication materials)  
Size: 4 vertical units  
Position: 1 vertical unit to the left of the perimeter of 'earth' at the base of the 15th horizontal unit from the top
  - 7 Headline  
Headlines must be placed between 3 horizontal units while keeping a minimum clear zone. One vertical unit is required between the perimeter of the 'moon' and the headline. The typeface Nunito (medium), Nunito (semibold), or Nunito (bold) can be used.
- ! In vertical designs with a ratio of 1:1.5 or higher, a small 'moon' (40% of 'earth') will be used to offer the headline greater space and visibility.



## 1:1.75 Artwork Size

- 1 Minimum clear zone  
Any element must be put after retaining a minimum clear zone on the artwork, with a minimum of 1x1 unit on each side
- 2 Logo  
Size: 9 vertical units  
Position: top right corner (after preserving a minimum clean zone)
- 3 Earth  
Size: maximum 14 vertical units  
Position: more towards the right side of the artwork (after preserving a minimum clean zone)
- 4 Website  
Size: minimum 6 vertical units  
Position: bottom right corner (after preserving a minimum clean zone), with Nunito (regular) typeface
- 5 Content area  
Any necessary content may be placed here, but it must maintain a minimum clean zone and a distance of 1 vertical unit from 'earth'.
- 6 ime.london dots (used only on communication materials)  
Size: 4 vertical units  
Position: 1 vertical unit to the left of the perimeter of 'earth' at the base of the 15th horizontal unit from the top
- 7 Headline  
Headlines must be placed between 3 horizontal units while keeping a minimum clear zone. One vertical unit is required between the perimeter of the 'moon' and the headline. The typeface Nunito (medium), Nunito (semibold), or Nunito (bold) can be used.



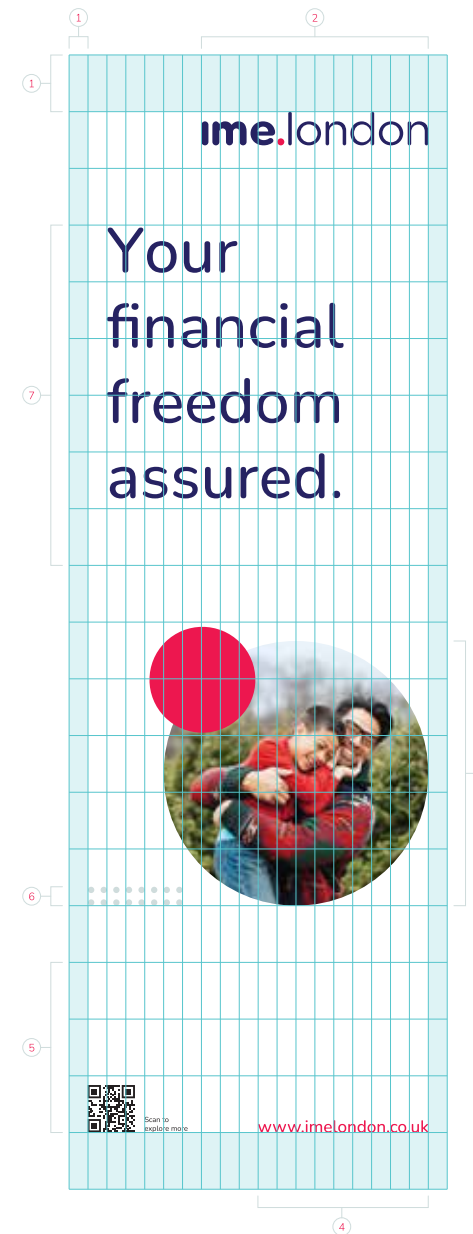
## 1:2 Artwork Size

- 1 Minimum clear zone  
Any element must be put after retaining a minimum clear zone on the artwork, with a minimum of 1x1 unit on each side
- 2 Logo  
Size: 10 vertical units  
Position: top right corner (after preserving a minimum clean zone)
- 3 Earth  
Size: maximum 14 vertical units  
Position: more towards the right side of the artwork (after preserving a minimum clean zone)
- 4 Website  
Size: minimum 6 vertical units  
Position: bottom right corner (after preserving a minimum clean zone), with Nunito (regular) typeface
- 5 Content area  
Any necessary content may be placed here, but it must maintain a minimum clean zone and a distance of 1 vertical unit from 'earth'.
- 6 ime.london dots (used only on communication materials)  
Size: 5 vertical units  
Position: 1 vertical unit to the left of the perimeter of 'earth' at the base of the 15th horizontal unit from the top
- 7 Headline  
Headlines must be placed between 3 horizontal units while keeping a minimum clear zone. One vertical unit is required between the perimeter of the 'moon' and the headline. The typeface Nunito (medium), Nunito (semibold), or Nunito (bold) can be used.



### 1:3 Artwork Size

- 1 Minimum clear zone  
Any element must be put after retaining a minimum clear zone on the artwork, with a minimum of 1x1 unit on each side
- 2 Logo  
Size: 12 vertical units  
Position: top right corner (after preserving a minimum clean zone)
- 3 Earth  
Size: maximum 14 vertical units  
Position: more towards the right side of the artwork (after preserving a minimum clean zone)
- 4 Website  
Size: minimum 9 vertical units  
Position: bottom right corner (after preserving a minimum clean zone), with Nunito (regular) typeface
- 5 Content area  
Any necessary content may be placed here, but it must maintain a minimum clean zone and a distance of 1 vertical unit from 'earth'.
- 6 ime.london dots (used only on communication materials)  
Size: 5 vertical units  
Position: 1 vertical unit to the left of the perimeter of 'earth' at the base of the 15th horizontal unit from the top
- 7 Headline  
Headlines must be placed between 6 horizontal units while keeping a minimum clear zone. One vertical unit is required between the perimeter of the 'moon' and the headline. The typeface Nunito (medium), Nunito (semibold), or Nunito (bold) can be used.







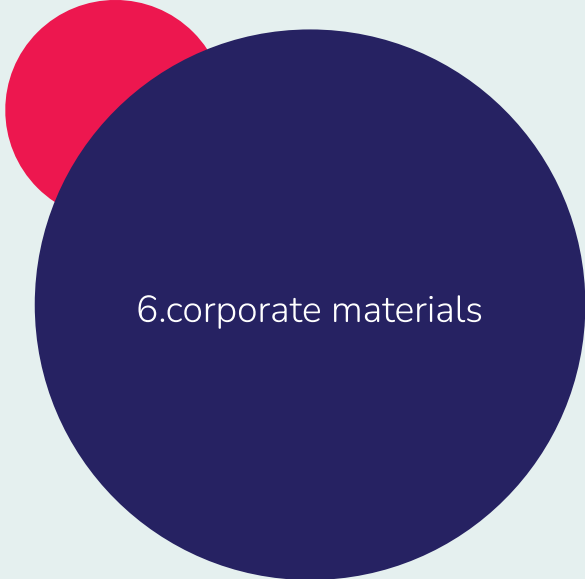
ime.london

Your financial freedom assured.



Scan to explore more.

[www.imelondon.co.uk](http://www.imelondon.co.uk)



6.corporate materials



**Business Card (size: 8.8cm x 5.5cm)**

- 1** Minimum clear zone  
Any element must be put after retaining a minimum clear zone on the business card, with a minimum of 1x1 unit on each side.
- 2** Logo  
Size: 7 vertical units  
Position: top right corner (after preserving a minimum clean zone)
- 3** Background  
On the back of the business card, the background is secondary color S-011.
- 4** Earth with 'micro moon'  
Size: maximum 14 horizontal units  
Position: more towards the right side of the artwork (after preserving a minimum clean zone)
- 5** Website  
Size: maximum 5 vertical units
- 6** Content  
Content must be placed inside 12 horizontal & 11 vertical units using Nunito (regular) on name & Nunito (light) on all other information.
- 7** Other information  
Any legal or other information may be placed inside 1 horizontal and 17 vertical units.





**ime.london**

*Ram Krishna Shrestha  
Operations Manager*

*T : 0208 866 0307 / 0798 4713677  
M : 030 2367 5764  
E : ram.krishna@imelondon.co.uk*

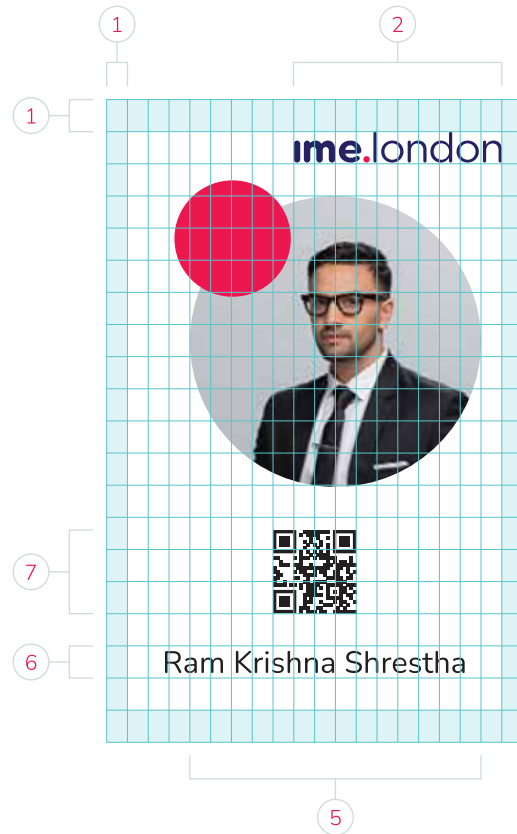
*Pentax House, South Hill Avenue  
South Harrow, London, H2A 0DU*

*Under the license of Subhida UK Ltd. Registration No. 6432399. FCA Registration No. 576127*

**ime.**  
london

[www.imelondon.co.uk](http://www.imelondon.co.uk)

ID card front



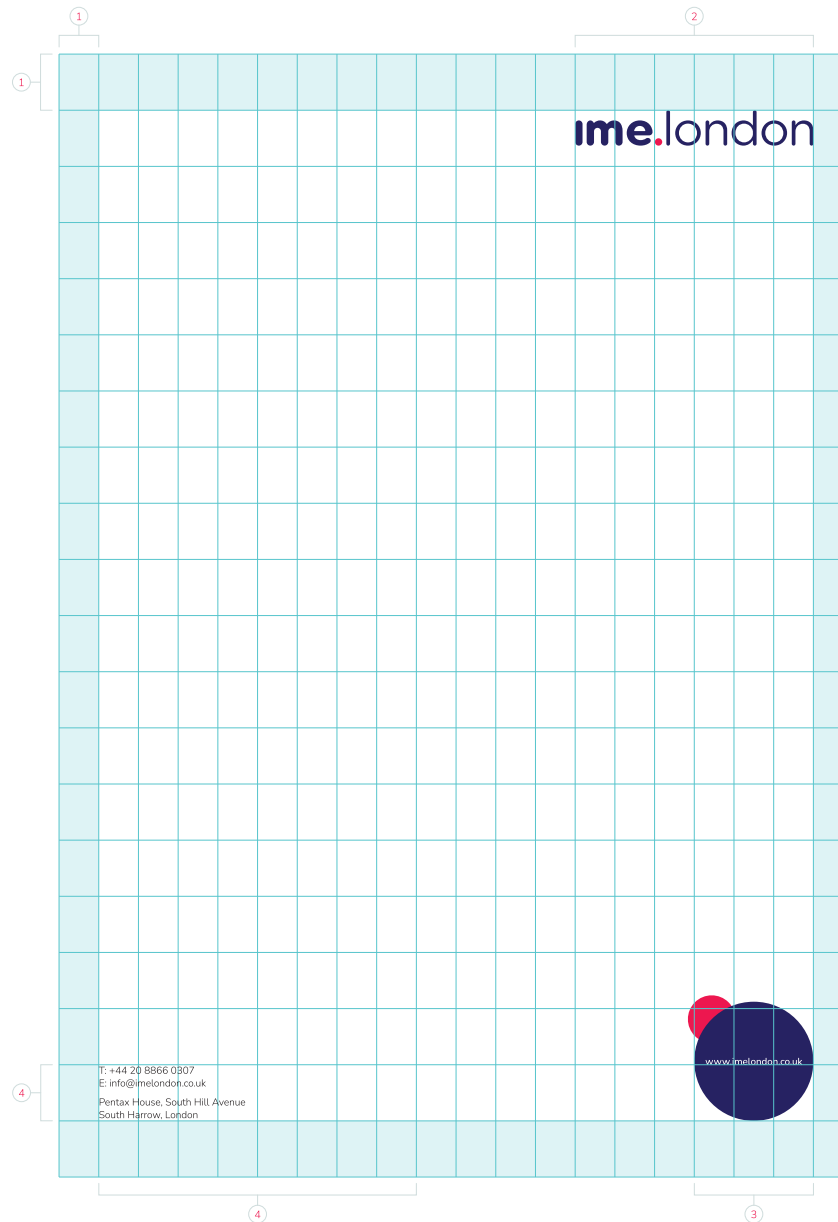
ID card back



ID Card (size: 5.5cm x 8.5cm)

- 1 Minimum clear zone  
Any element must be put after retaining a minimum clear zone on the ID card, with a minimum of 1x1 unit on each side.
- 2 Logo  
Size: 10 vertical units  
Position: top right corner (after preserving a minimum clean zone)
- 3 Earth  
Size: with a app logo in the center, maximum 14 vertical units  
Position: more towards the right side of the artwork (after preserving a minimum clean zone)
- 4 Address  
Content must be placed inside 6 horizontal & 16 vertical units using Nunito (light) typeface.
- 5 Picture  
ID Card holder's picture inside 'earth', with a maximum of 14 horizontal units.
- 6 Name  
Nunito (regular) typeface is used inside a 1 horizontal unit to display the name of the ID card holder.
- 7 QR  
Complete information on the ID card bearer is encoded as a QR code within 4 vertical units.





Letterhead (size: A4 - 21cm x 29.7cm)

Minimum clear zone

Any element must be put after retaining a minimum clear zone on the letterhead, with a minimum of 1x1 unit on each side.

Logo

Size: 6 vertical units

Position: top right corner (after preserving a minimum clean zone)

Earth

Size: with a website in the center, 3 vertical units

Position: bottom right corner of the page (after preserving a minimum clean zone)

Address

Content must be placed inside 1 horizontal & 8 vertical units using Nunito (light) typeface.

Position: bottom left corner of the page (after preserving a minimum clean zone)



ime.london

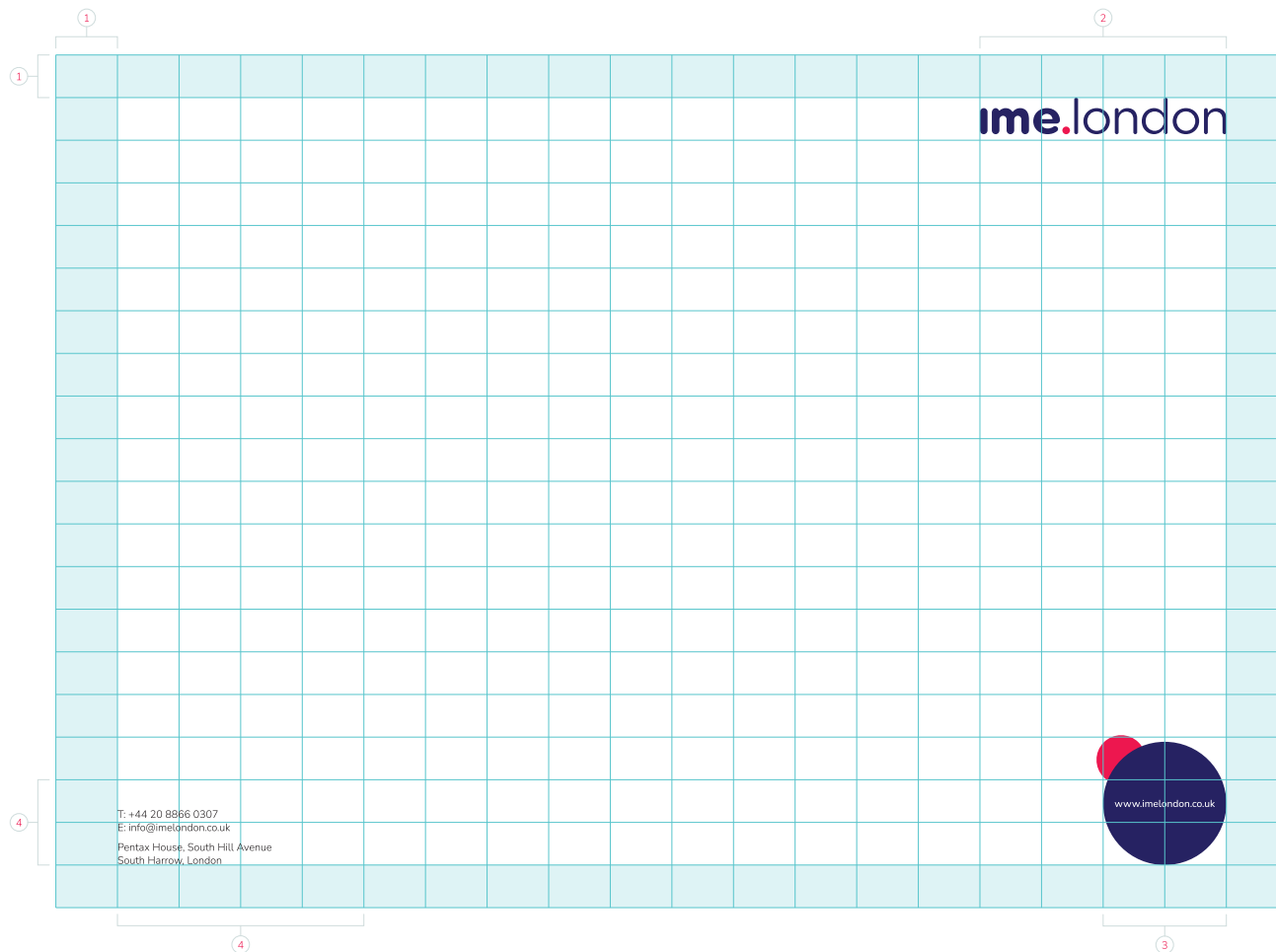
Date: 1st November 2022

Subject: Business Partnership with Hello Mobile

To:  
Hello Mobile Pty

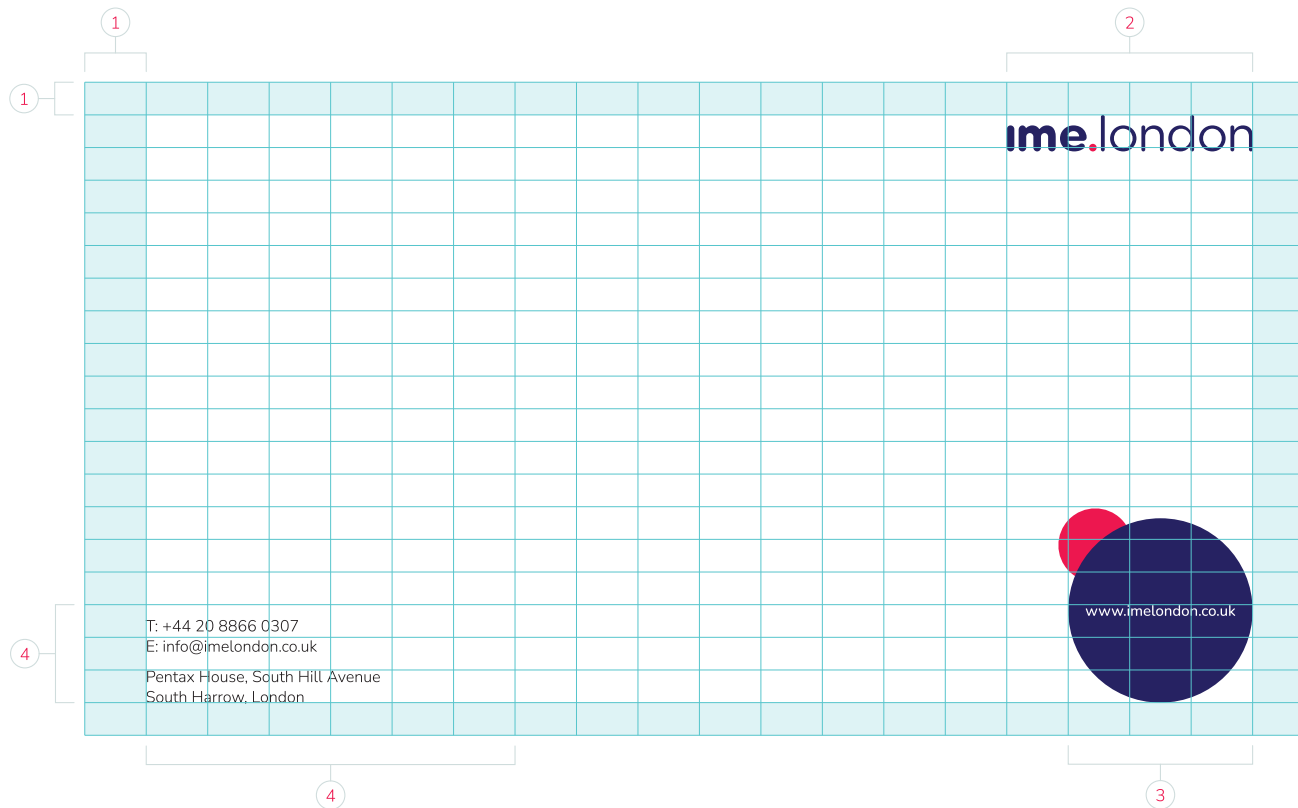
Dear Sir,  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut  
laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation  
ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor  
in hendrerit in vulputate velit esse mollis consequat, vel illum dolore eu feugiat nulla facilisis at vero  
eros et accumsan et justo odio dignissim qui blandit praesent luptatum zacc debent augue duis dolore  
faugiat ut lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut  
laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation  
in hendrerit in vulputate velit esse mollis consequat, vel illum dolore eu feugiat nulla facilisis at vero  
eros et accumsan et justo odio dignissim qui blandit praesent luptatum zacc debent augue duis dolore  
faugiat ut lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod  
tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud  
exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel  
eum irure dolor in hendrerit in vulputate velit esse mollis consequat, vel illum dolore eu feugiat  
nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zacc  
debent augue duis dolore fa

T: +44 (0) 20 8800 0327  
E: info@ime.london.co.uk  
Pondia House, South Hill Avenue,  
Southampton, London



### Envelope - Big (size: 13inch x 9inch)

- 1 Minimum clear zone  
Any element must be put after retaining a minimum clear zone on the envelope, with a minimum of 1x1 unit on each side.
- 2 Logo  
Size: 4 vertical units  
Position: top right corner (after preserving a minimum clean zone)
- 3 Earth  
Size: with a website in the center, 2 vertical units  
Position: bottom right corner of the page (after preserving a minimum clean zone)
- 4 Address  
Content must be placed inside 2 horizontal & 4 vertical units using Nunito (light) typeface.  
Position: bottom left corner of the page (after preserving a minimum clean zone)



Envelope - Small (size: 8inch x 4.25inch)

- ① Minimum clear zone  
Any element must be put after retaining a minimum clear zone on the envelope, with a minimum of 1x1 unit on each side.
- ② Logo  
Size: 4 vertical units  
Position: top right corner (after preserving a minimum clean zone)
- ③ Earth  
Size: with a website in the center, 3 vertical units  
Position: bottom right corner of the page (after preserving a minimum clean zone)
- ④ Address  
Content must be placed inside 2 horizontal & 6 vertical units using Nunito (light) typeface.  
Position: bottom left corner of the page (after preserving a minimum clean zone)



ime.london

T: +44 20 8866 0307  
E: info@imelondon.co.uk  
Pentax House, South Hill Avenue  
South Harrow, London









By applying guidelines to all design and communication we produce, we will be consistent in expressing and reinforcing the unique spirit of ime.money. Contact us at [brand@imelondon.co.uk](mailto:brand@imelondon.co.uk) for further information, unique requirements, and any artwork templates.