

Brand & Identity Guidelines

The Metallurgy & Materials Society of CIM



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01/Brand Story

Symbolism & Main Objectives

MetSoc unveils a fresh identity with the new CIM Mineral Leaf icon, symbolizing growth. The new logo blends tradition and modernity, featuring a recognizable mineral shape forming the letter "M" and taglines in a typeface used for the CIM logo, ensuring brand consistency and a bold visual identity.





PREVIOUS LOGO
2012



CURRENT LOGO
2024



Primary logo with wordmark

The logo maintains MetSoc's original blue colour while signifying the society's progressive shift towards the new CIM image with a gradient from blue to black.

02/Logo Specifics

Logo in Full Colour

The logo features an abstract "M" formed by three elements: a crucible on the left symbolizing metallurgy, and two steel beams representing the strong foundations derived from metallurgical processes.

02/12



Secondary logo (icon)

MetSoc Secondary
logo icon shape

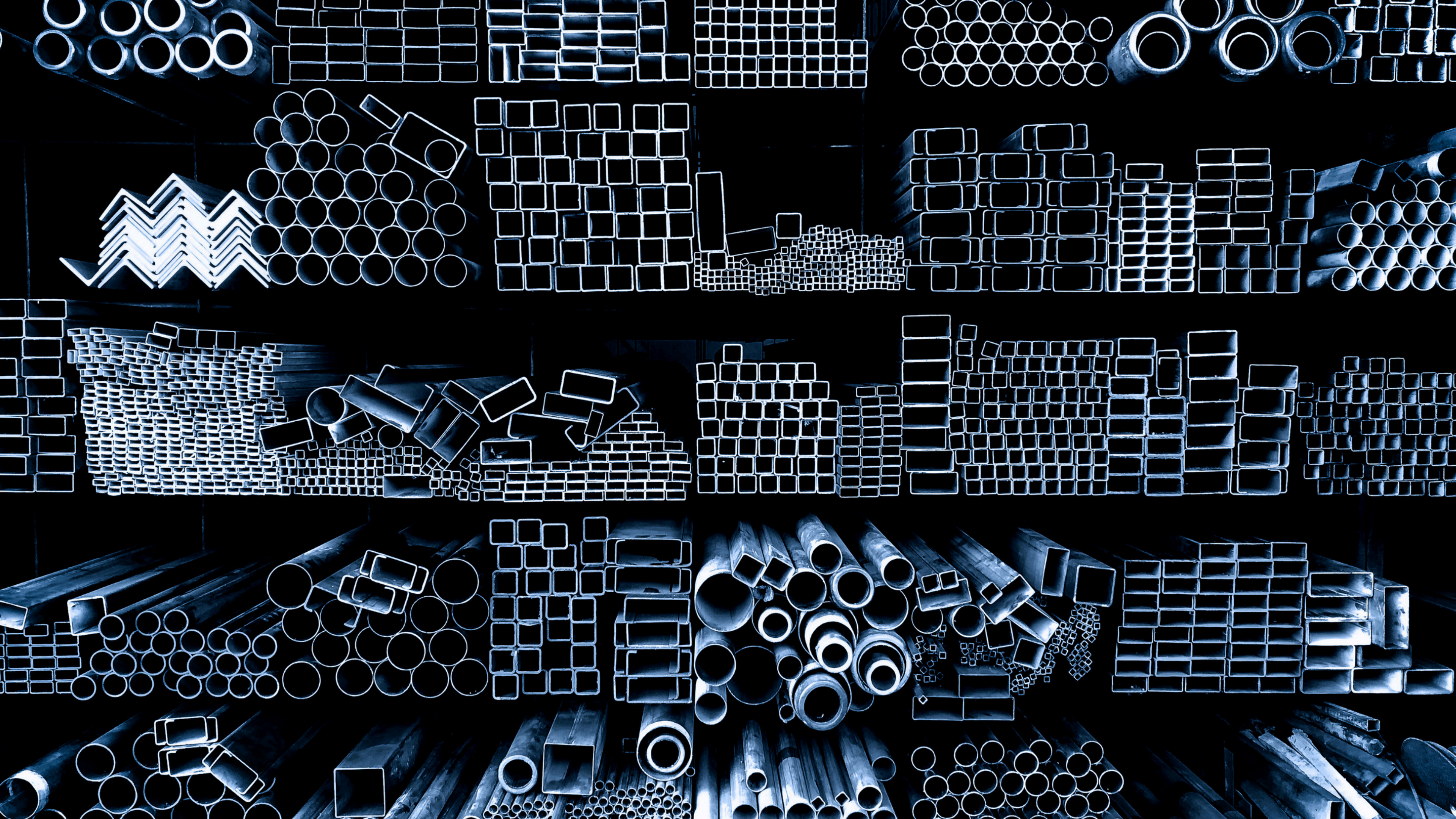


Square in perspective

03/Clear Space

Logo Safe Zone

Clear space prevents type, imagery, or other graphic elements from interfering with the legibility of our logo. To maintain its clarity and impact, no graphic elements should intrude into the border around the logo. This ensures the logo remains distinct and recognizable.



All the logos in the brand package come with a safe zone already identified. However, the minimum safe zone is determined by a square in perspective. It is always suggested to have more space if the design arrangement allows it.



Primary logo with wordmark



Secondary logo (icon)

04/Variations

Black & White Logo Versions

The MetSoc logo used in various applications will often depend on the background and production method. There are only three variations that can be used: black, white, and full colour.

It is important to maintain a boundary-free area. The negative version of the logo must only be used as a last resort and only when the full-colour version doesn't work well on the composition.

Primary logo in black



Primary logo in white





05/Taglines

Bilingual Logo Versions

In certain instances, the MetSoc logo should be accompanied by a tagline indicating the full name of the society in either English, French, or both, provided the size allows for it. When the logo needs to be small, it is recommended to use the logo without the tagline, as it may not be legible. These taglines are available in both French and English, and in full colour, black, and white versions.



Primary logo



MetSoc

The Metallurgy and Materials Society of CIM

English



MetSoc

La Société de la métallurgie et des matériaux de l'ICM

French



MetSoc

La Société de la métallurgie et des matériaux de l'ICM
The Metallurgy and Materials Society of CIM

Bilingual

Secondary logo



MetSoc

The Metallurgy and Materials Society of CIM

English



MetSoc

La Société de la métallurgie et des matériaux de l'ICM

French



MetSoc

La Société de la métallurgie et des matériaux de l'ICM
The Metallurgy and Materials Society of CIM

Bilingual

Without tagline



With tagline



06/Minimum Size

Logo Dimensions

Since the logo includes taglines, it is important to pay attention to the size to ensure legibility.

07/Colours

Primary Logo Palette

The MetSoc logo employs just three primary colours - white, blue and black, while a gradient of last two is applied to the "M" icon.

MetSoc Blue

C 98 M 75 Y 4 K 0
R 0 G 83 B 160

HEX #0053A0
PANTONE 285 C



White

C 0 M 0 Y 0 K 0
R 225 G 225 B 225

HEX #FFFFFF
PANTONE White



Black

C 75 M 68 Y 67 K 90
R 0 G 0 B 0

HEX #000000
PANTONE Black



Secondary Palette for Graphics

This is a comprehensive chart of the secondary colour palette to be used on various promotional materials. For additional colours - please refer to the CIM brand book.

The resource provides detailed information on the appropriate colours and their applications to ensure brand consistency across all materials.

#0053A0	#3C7BB5	#78A2CA	#B5CADE	#F0F1F3
#23262C	#1A3149	#123C66	#094883	#0053A0
#FFFFFF	#FBFBFB	#F8F8F8	#F4F4F4	#F1F1F1
#262626	#5C5C5C	#939393	#C9C9C9	#FFFFFF
#000000	#3C3C3C	#797979	#B5B5B5	#F1F1F1
#262626	#1C1C1C	#131313	#090909	#000000

08/Typeface

Overview & Text Treatment

Euclid Circular A Medium

The font used to create the logo lettering can also be used for headings and subheadings in any combination that suits the particular style.

Euclid Circular A Styles

Styles derived from the main font should be used for all other forms of standard body text, including stationery, website design, brochures, and general correspondence.

Society Name Abbreviation

The Metallurgy and Materials Society occasionally uses the abbreviation “MetSoc”. This abbreviation should always be used in this exact format without alterations.

Euclid Circular A Light
Euclid Circular A Regular
Euclid Circular A Medium
Euclid Circular A SemiBold

Example

MetSoc

About Us

The Metallurgy and Materials Society Metallurgists have been active in CIM from its inception in 1898. In 1945, the Metallurgy Division was formed to reflect the group’s technical interests. Constituted as a Society in 1967, the Metallurgical Society (MetSoc) is one of the four societies and five divisions making up the Canadian Institute of Mining, Metallurgy and Petroleum. In October of 2010, the Society adopted their new name The Metallurgy and Materials Society.



09 / Design Line

Graphic Direction

The line of design will use well-defined angles and rectangles. Any other type of rounded shape should be avoided. Or if the composition requires it, a circle can be used. For a sense of grid usage, refer to the CIM brand book.

Main Graphic Element



Original

Flip horizontally

Optional Graphics

The primary focus is on two diamond shapes extracted from the logo icon. These diamond shapes should always be used in pairs full colour or with opacity. It's also possible to flip the element horizontally. They can serve as subtle elements placed at the corners of the artwork, aligned parallel to the angular lines.

Additionally, they can be used as prominent elements, often enlarged and occupying significant space on the artwork.

Asset Design Examples

When designing any type of assets for various purposes, it is crucial to ensure that the vibe and design style are consistent with the standards presented. This consistency helps maintain a cohesive brand identity and reinforces the overall aesthetic. Adhering to these guidelines will ensure that all materials align with the established visual language, thereby enhancing brand recognition and coherence across all platforms and media.

À propos de MetSoc

La Société de la métallurgie et des matériaux (MetSoc) est l'une des Sociétés qui composent l'Institut canadien des mines, de la métallurgie et du pétrole (ICM). En 1945, la division de la métallurgie a été créée pour refléter les intérêts techniques du groupe et depuis est devenue Société créée en 1967 au sein de l'ICM.



Who We Are

Visit our technical sections and standing committee's sub-sites to learn more about their initiatives. MetSoc's projects, programming, and publications are led by members in our sections and committees to help build environmental stewardship, value creation and social responsibility of our industry.

- Minerals Science & Engineering
- Hydrometallurgy
- Light Metals
- Materials
- Pyrometallurgy
- Sustainability



Scan to check out our website



About us

MetSoc is a constituent society of the Canadian Institute of Mining, Metallurgy and Petroleum (CIM). Organized as the Metallurgy Division in 1945, it became the Metallurgical Society in 1967, and the Metallurgy and Materials Society in 2010.



MetSoc pattern

10/Background

Possibilities

This image is to be used on artworks in full or partially and could be used as a full page opening or closing background element. The only logo that can be added in this case is the white tone logo since the background will appear dark.

Gradient

Gradient with logo in white



11/Logo Usage

Don'ts

Effects

Do not use drop shadows or other visual effects on any element of the branding.



Rotate & Detach

Do not change the orientation or position of the logo or detach any of its elements.



Sizing

Do not squish or squash any element of the brand. Any resizing must be in proportion.



Colour

Do not change the colours. Use the official colour specifications detailed in these guidelines.



Mineral Leaf

Do not remove the CIM Mineral Leaf icon. This is the official way to identify that the Society is connected to CIM.



Reposition

Do not resize or change the position of any elements of the official branding.



Font

Do not use any other font, no matter how close it might look to Euclid Circular A.



12/Logo Applications

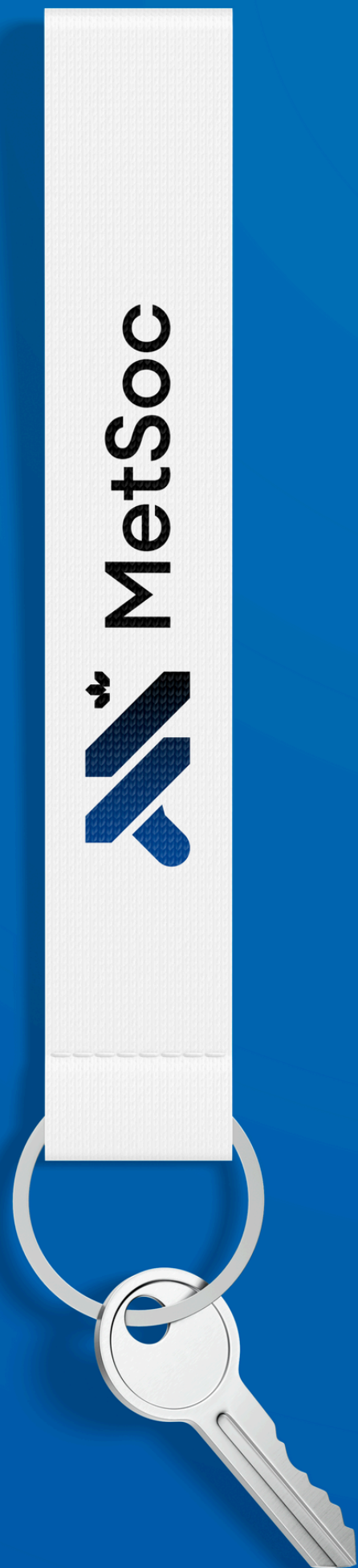
Examples

Applications are showcased in this section to provide a sense of the brand. Please note that they are subject to change depending on various factors.













À propos de MetSoc

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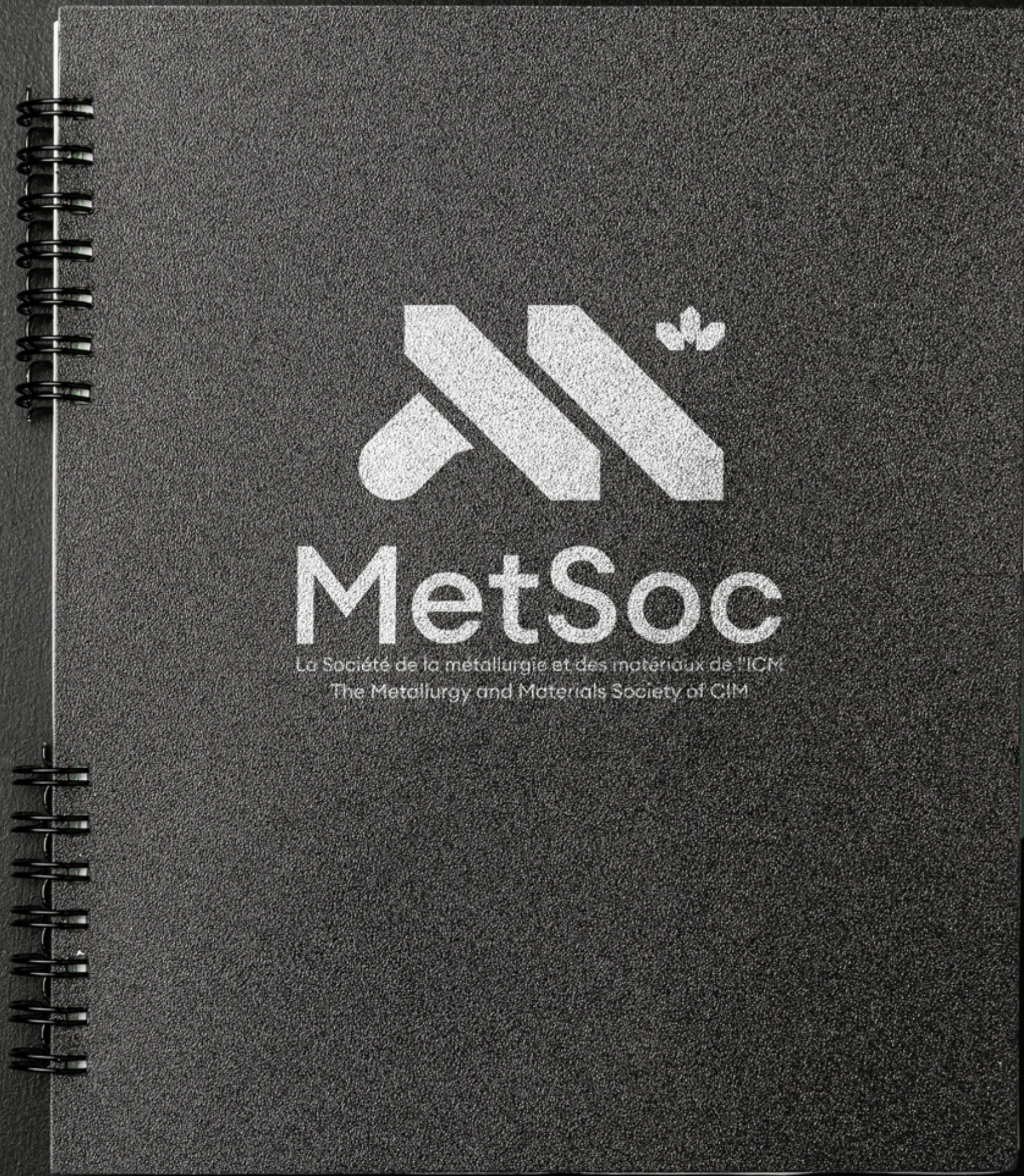


Brand & Identity Guidelines

The Metallurgy & Materials Society









If you have any questions regarding the correct use of the logo,
please don't hesitate to contact us.

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Questions?