CIM
ICM

Canadian Institute of Mining,
Metallurgy and Petroleum
Institut canadien des mines,
de la métallurgie et du pétrole

Brand Book

Index

Prelude

→

Context

Opportunity

As the world around us continues to evolve, and cultural and societal perspectives shift, so does CIM.

CIM branches and societies are uniquely positioned to help shape the Canadian mining landscape, inspire the next generation of practitioners and influence how the industry is perceived by society.

Together, each one of us is vital to evolving norms through diversity and sustainability to create positive impact.

And, with evolution comes opportunity.

CIM connects professionals to address relevant industry issues through local and national conferences, networking opportunities and social events.

We welcome individuals, groups and organizations from various disciplines and areas of the industry, regardless of experience level, to foster learning, mentorship and expertise-building.

We are committed to supporting the industry's global leadership in sustainable and responsible mining, providing continuous technical resources and professional development opportunities, including scholarships and awards.

Core Story →

Our History

CIM is part of Canada's history. It was formed by individuals within the mining industry who sought a vehicle for collaboration and the communication of ideas and expertise.

Since 1898, we have grown from a small association to Canada's leading professional association for minerals-related industries, with technical societies, committees and local branches.

Our Mission

To cultivate knowledge, leading practices and innovation to support our members, improve society's awareness of our industry & evolve the sector responsibly.

OneCIM

Working collectively to advance industry practices towards a more responsible future.

OneCIM is representative of our complete community: made up of our technical societies, local branches, regional chapters, expert committees, student chapters, and dedicated volunteers.

1

STANDARDS, GUIDELINES AND LEADING PRACTICES DIRECTORATE

10K+

CIM MEMBERS

11

SOCIETIES

12

COMMITTEES

30

LOCAL & INTERNATIONAL BRANCHES

Our Purpose

To empower a network of professionals to collaborate towards a sustainable future and accelerate the development of the industry.

What we believe

Collaboration

We believe that collaboration leads to a sustainable future.

Membership

We believe that membership fosters personal and professional development.

Engagement

We believe engagement expands the awareness of the essential contribution mining makes to society.

Our Vision

Collaborate for a sustainable future.

Positioning →

Position statement

Forging a responsible future, together

For over 125 years, CIM has supported a community of mining professionals seeking to propel our industry toward a more responsible future.

A future where our diverse voices and expertise come together to reshape perceptions, seek sustainability and evolve ways of working from the inside out.

Each branch, society and member plays a role in developing leading practices that positively impact our industry and align with the expectations and values of modern society.

At CIM, we help professionals like you bridge the path to the future by integrating a conscious culture within mining. As one of our members, you become part of a culture that celebrates new perspectives and individual wins within the collective growth.

Together, we can achieve a sustainable industry and pave the way to a more prosperous future for mining within society.

Tone of Voice →

Messaging Framework

PERSONALITY

CIM's voice is essential to establishing trust amongst our many audiences. Consistency in language and style ensures we convey our values and act as leaders and enlighteners regardless of perception.

We speak out of wisdom, reminiscent of a modern educator, mentor or advisor. We are an established organization focused on uniting our network and we use inclusive language and messaging to enable collective growth and a sustainable future within our industry.

Professional & approachable

Insightful & educative

Inclusive & trustworthy

TONE OF VOICE

In general, our tone is conversational. We talk to our audience in a way that comes naturally to us, knowledgable and casual. As experts, we seek to foster a place for collective growth. We speak to our community first, but ensure not to alienate others. We recognize and celebrate their contributions to our greater goals.

Wise, but not dull

As thought leaders we write in an active voice to sound more direct and confident. We use an optimistic tone so as to be perceived as monotone, and avoid using complex vocabulary when possible, unless it feels natural.

Conversational, but not informal

We articulate our messaging in an approachable and casual tone of voice to

ensure true relevancy across our vast audience demographics, but avoid inappropriate humour to maintain trust and professionalism.

Confident, but not pretentious

We are confident communicators, with a heritage and decades of impact to prove our authority and expertise in the industry. We are not arrogant, we celebrate our history, and lead with our community and goals for the future.

*The simple guide to how we approach communication – look here for inspiration and support in concept and copy development.

Logo →

Full Logo

The full logo can be used in all communications material, print and digital, to ensure a coherent expression across all platforms, in instances where the full name of the institute can be easily legible. The logo is not to be altered in any way.

Logo Construction
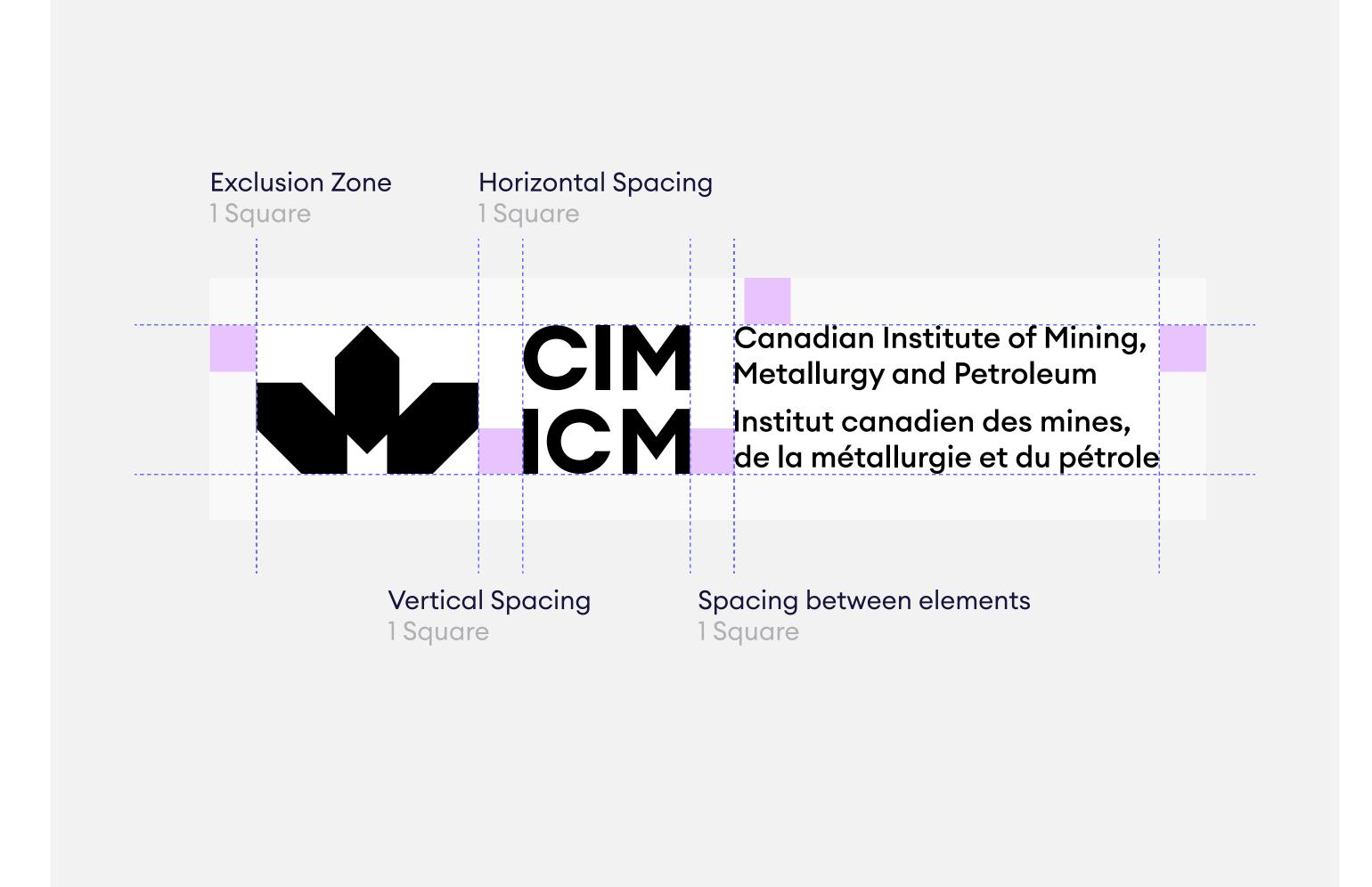
Whenever the logo is being used or constructed, it should always be surrounded by a clear space in order to ensure visibility and consistency.

For this reason, an exclusion zone is added around the logo, which determines the closest that any other graphic element or text can be placed in relation to the logo.

Creating the Exclusion Zone:
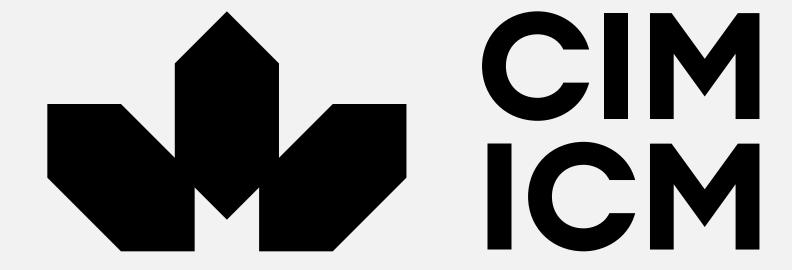
The minerals forming the CIM ICM maple leaf are made up of 2 squares of equal size. The square is used as a guide in order to define the spacing between the different elements of the logo as well as around the full logo. The area of white space shown in the example is the exclusion zone for the full logo and should not be changed in any way.

An exclusion zone should be applied to all CIM ICM logos and branch logos.

h

Exclusion Zone
1 Square

Horizontal Spacing
1 Square

CIM
ICM

Canadian Institute of Mining,
Metallurgy and Petroleum

Institut canadien des mines,
de la métallurgie et du pétrole

Vertical Spacing
1 Square

Spacing between elements
1 Square

Short Logo
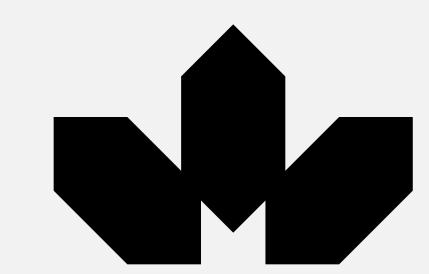
The short logo can be used in all communications material where space is limited (for example, social media posts). The short logo is not to be altered in any way.

Logomark

A logomark is used to enhance brand identity – it is an image or symbol used to represent our company/brand. The logomark can be used in all communications where space is limited, for example, on social media profiles.

Favicon

A favicon is a browser icon that represents a brand or website – we use the logomark to create a favicon whenever the entire version of the logo does not fit. For example, on favicons, app icons, and social media profiles.

Logo Colour Usage

The colours of the logomark and wordmark should always be in black or white. Ensuring there is a clear contrast with the background should always be kept in mind.

Incorrect Logo Usage

Our logo should always be used in the same way according to our guidelines to ensure we avoid confusion and maintain consistency.

1. Do not distort the logo.

2. Do not rotate the logo.

3. Do not change the proportions.

4. Do not add an effect to the logo.

5. Do not rearrange the elements of the main logo.

6. Never use the logo without the logomark.

Branches

→

Branch Logos

The Branch logo can be used in all communications material, print and digital, to ensure a coherent expression across all platforms, in instances where the full name of the branch can be easily legible. The logo is not to be altered in any way.

Unilingual
French

CIM Section
ICM Amos

Unilingual
English

CIM Calgary
ICM Branch

Bilingual
English / French

CIM Montréal
ICM Branch/Section

Branch Logo Construction

For clear visibility and consistency when using or constructing the Branch logo, always ensure it is surrounded by an exclusion zone. This zone determines the closest proximity allowed for any other graphic element or text in relation to the logo.

The Branch logo comprises the mineral leaf, CIM hhtICM acronym, branch name, and the word "Branch." This structure ensures two lines of text, even with a short branch name.
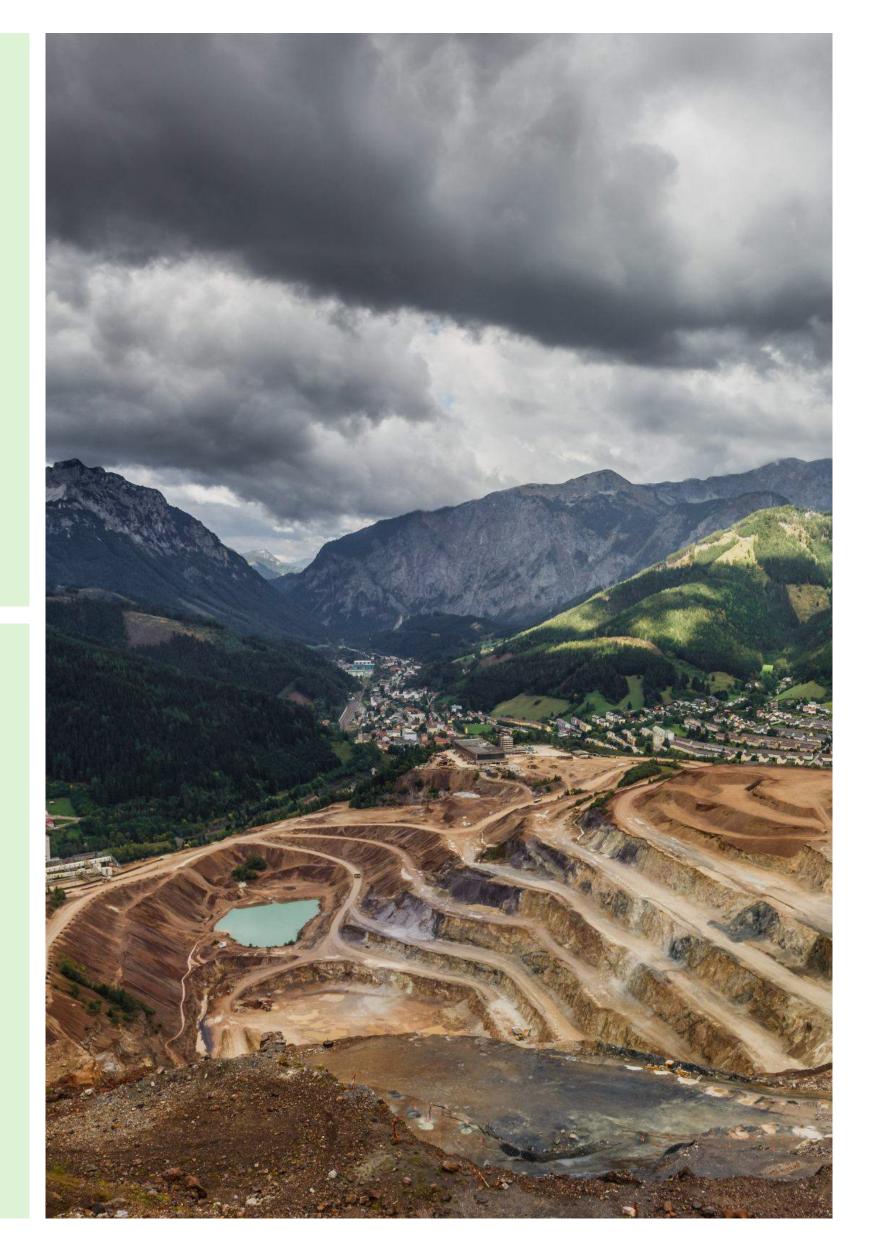
To establish the exclusion zone for all versions of CIM and sub-brand logos, refer to the instructions on page 16.

Spacing between elements
1 Square

Unilingual
French

CIM Section
ICM Québec

Bilingual
English / French

CIM Chapais-Chibougamau
ICM Branch/Section

Unilingual
English

CIM Oil Sands
ICM Branch

Bilingual
English / French

CIM Rouyn-Noranda
ICM Branch / Section

Unilingual
English

**CIM
ICM** Saskatoon
GeoSection Branch

Bilingual
English / French

**CIM
ICM** Saguenay
Branch / Section
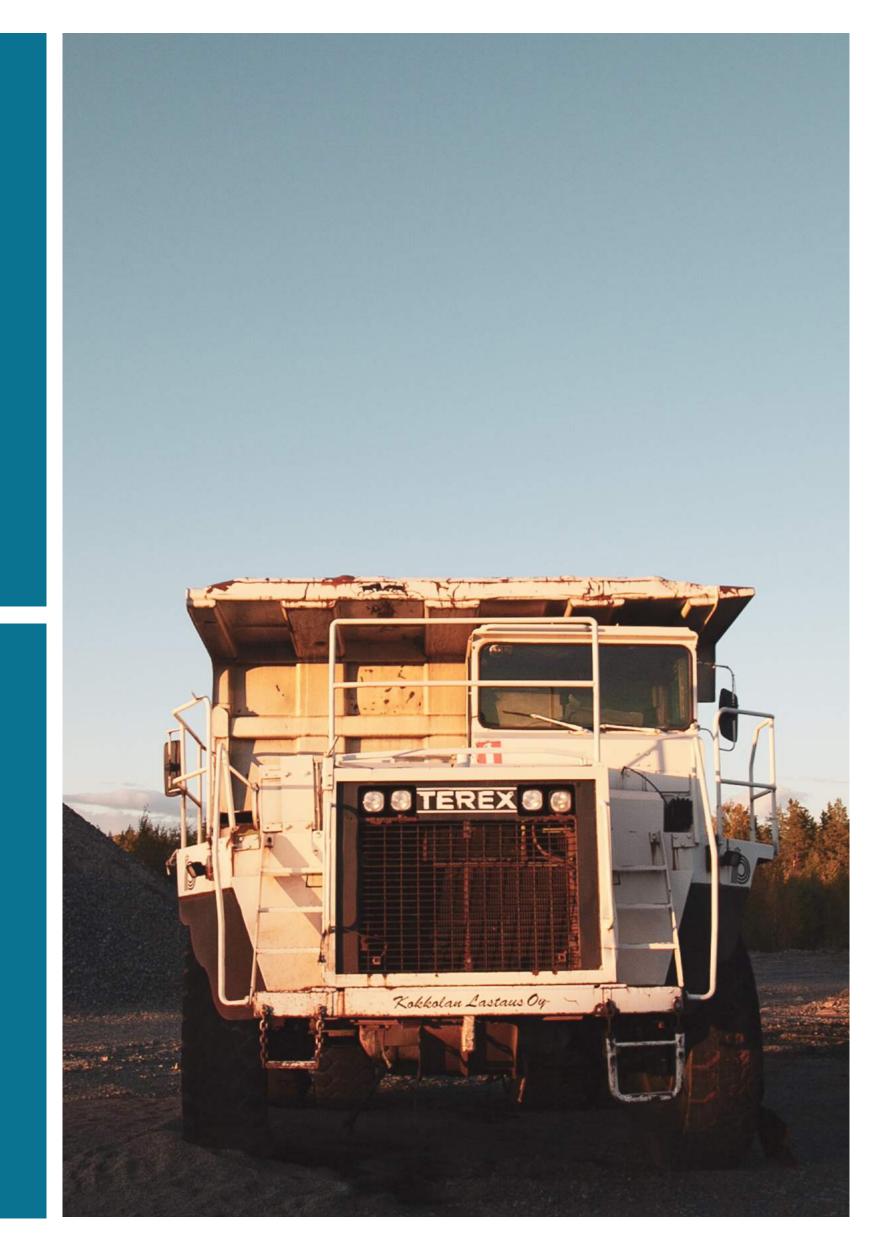
Branch Social Media Logos

Since social media profiles do not allow for much flexibility in constructing brand logos, a simplified version is required. In this simplified version, the brand symbol is placed atop a rectangular background that includes the branch name, as illustrated in the following examples.

Branch Social Media Logo Construction

To create this version of the branch logo, we take the rectangular background containing the branch name from the full branch logo and position it at the bottom of a square. Only the symbol is visible on top, centered and aligned within the white space.

The amount of space on the right and left of the symbol is directly proportional to the square created within the mineral shape, as demonstrated in the example.

The size of the text should be increased 40% to improve visibility.

Original Branch Logo

Branch social Media logo

Toronto

Construction

Toronto

Colour Palette →

Colour Palette – Primary

Our primary colour palette consists of Black, Navy Blue and White.

NAVY BLUE
R: 20 G: 20 B:60
C: 99 M: 95 Y: 42 K:53
Pantone: 2766 C

BLACK

#000000

#14143C

WHITE

#FFFFFF

Colour Palette – Secondary

Our secondary colour palette consists of a multitude of tones that can be used as background colours or graphic compositions on marketing and promotional material, on social media or on the web.

It is important to only use one colour at a time and to not use the colours for typography. The typography and/or logo should always be set in black or white and should sit on colours that create enough contrast for legibility.

#F7BD13	#F9C83A	#FAD362	#FBDE89	#FCE9B0	#FEF4D8
#FF6204	#FF7C2E	#FF9658	#FFB081	#FFCBAB	#FFE5D5
#980003	#D30005	#FF1015	#FF4C50	#FF888A	#FFC3C5
#47932A	#5BBC36	#7ACF58	#9BDB82	#BCE7AC	#DEF3D5
#0B7392	#0F9EC8	#24C1EE	#5BD0F2	#92E0F7	#C8EFFB
#5A0394	#7D05CE	#9E15FA	#B64FFB	#CE8AFC	#E7C4FE
#14143C	#212878	#2E3CB4	#3B50F0	#4878F0	#55A0F0
#292B31	#525662	#7B8193	#A4ABC3	#BAC0D2	#D1D5E1

Dos and Don'ts

The following are rules and examples of how to use the colours on the colour palette.

When applying a colour from the colour palette, the background colour should be carefully considered on a case-by-case basis.

Rules:
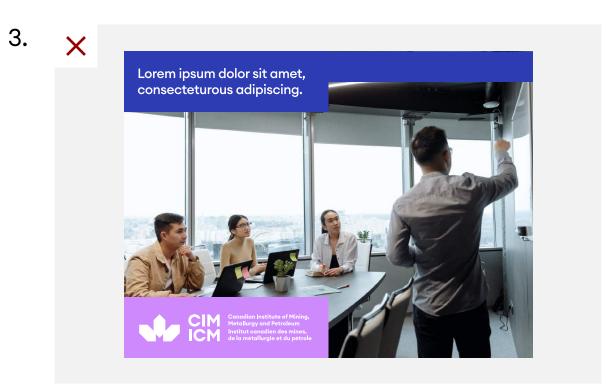
1. Make sure the contrast between text colour and background colour does not compromise legibility. If choosing a light-coloured background, opt to use black text. Or, if choosing a dark-coloured background, opt to use white text.

2. Do not use colour for text, other than black or white.

3. When choosing a colour for any graphic material, do not combine colours on the graphic material. Choose only one colour for consistency.

1. ✕ Lorem Ipsum   ✓ **Lorem Ipsum**

2. ✕ Lorem Ipsum   ✓ **Lorem Ipsum**

3. ✕   ✓

Typography

→

Euclid Circular A Medium

The medium weight should be used for headlines, as well as for marketing and promotional material.

The core CIM typeface is Euclid Circular. It is at the heart of the CIM identity and is the foundation for all branding elements and collateral. Distinctive and legible, its simplicity of form allows it to be applied in various ways.

Each typographic element contributes to the successful rendition or the overall style. Consider the text alignment, line spacing, together with consistent methods of emphasis and hierarchy.

The Euclid Circular font family can be found here:
https://www.swisstypefaces.com/fonts/euclid/
#Circular%20A

In case Euclid is not available, please free download and install Poppins typeface family from here:
https://fonts.google.com/specimen/Poppins

AaBbCc

Euclid Circular A Regular

The core CIM typeface is Euclid Circular. It is at the heart of the CIM identity and is the foundation for all branding elements and collateral. Distinctive and legible, its simplicity of form allows it to be applied in various ways.

The regular weight should be used for setting longer pieces of text. When the use of Euclid Circular is not possible, please use Arial or Helvetica.

Each typographic element contributes to the successful rendition or the overall style. Consider the text alignment, line spacing, together with consistent methods of emphasis and hierarchy.

The Euclid Circular font family can be found here:
https://www.swisstypefaces.com/fonts/euclid/
#Circular%20A

In case Euclid is not available, please free download and install Poppins typeface family from here:
https://fonts.google.com/specimen/Poppins
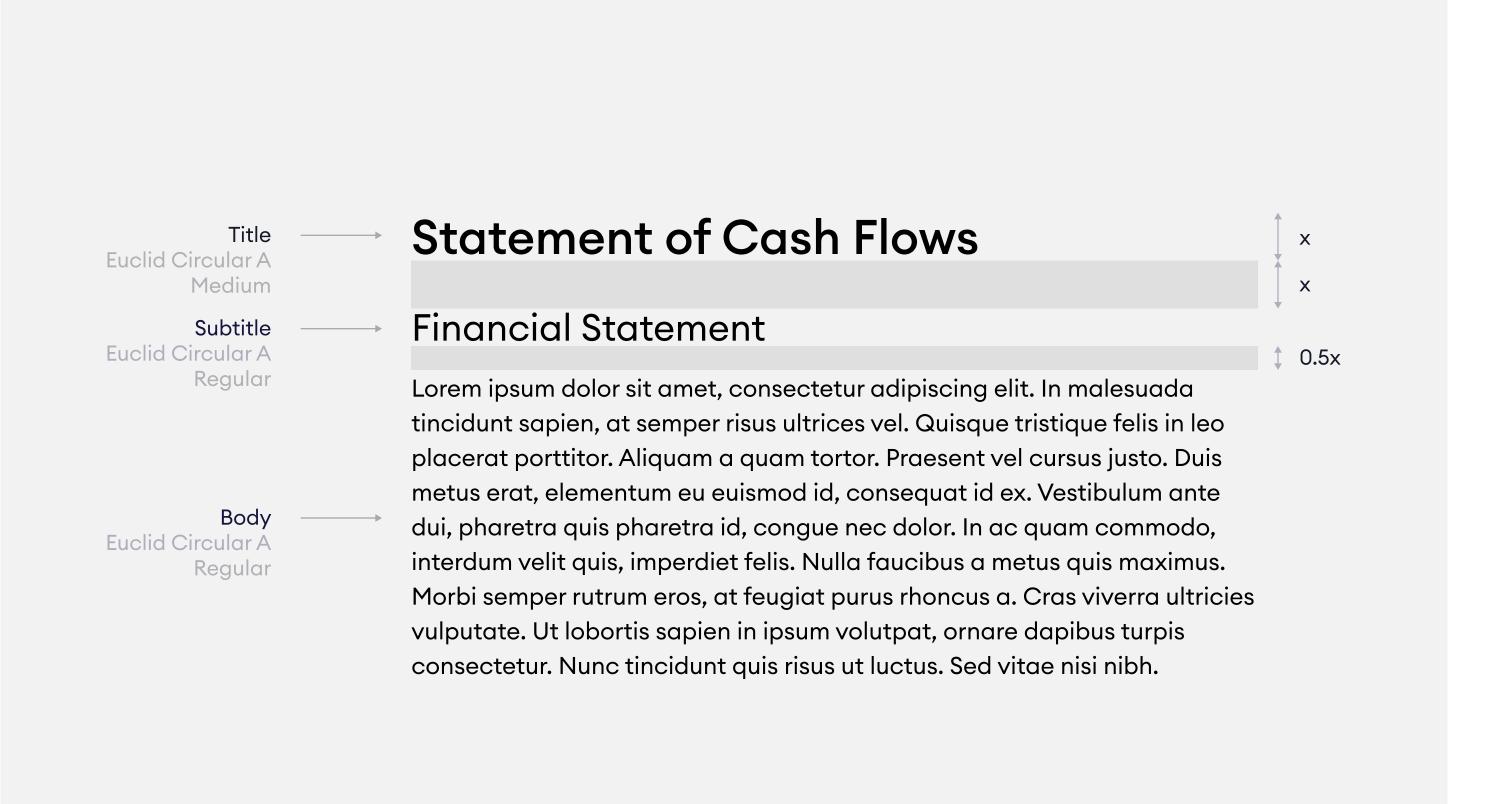
AaBbCc

Type Hierarchy

Type hierarchy has a major affect on legibility and influences the look of the final piece. It should be carefully considered and well executed to achieve a clean result.

Titles should always be set in Euclid Circular A Medium. Subtitles and text should be set in Euclid Circular A Regular. Subtitles should be at least 20% smaller than titles. For instance, if the title is set to 40 points, the subtitle should be set to 32 points or less. In order to maintain consistency, the use of uppercase is strongly discouraged.

Line height should always be set to 144% of the font size.

Title
Euclid Circular A
Medium

Statement of Cash Flows

x

x

Subtitle
Euclid Circular A
Regular

Financial Statement

0.5x

Body
Euclid Circular A
Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In malesuada tincidunt sapien, at semper risus ultrices vel. Quisque tristique felis in leo placerat porttitor. Aliquam a quam tortor. Praesent vel cursus justo. Duis metus erat, elementum eu euismod id, consequat id ex. Vestibulum ante dui, pharetra quis pharetra id, congue nec dolor. In ac quam commodo, interdum velit quis, imperdiet felis. Nulla faucibus a metus quis maximus. Morbi semper rutrum eros, at feugiat purus rhoncus a. Cras viverra ultricies vulputate. Ut lobortis sapien in ipsum volutpat, ornare dapibus turpis consectetur. Nunc tincidunt quis risus ut luctus. Sed vitae nisi nibh.

Do's

Don'ts

Statement of Cash Flows

Financial Statement

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In malesuada tincidunt sapien, at semper risus ultrices vel. Quisque tristique felis in leo placerat porttitor. Aliquam a quam tortor. Praesent vel cursus justo. Duis metus erat, elementum eu euismod id, consequat id ex. Vestibulum ante dui, pharetra quis pharetra id, congue nec dolor. In ac quam commodo, interdum velit quis, imperdiet felis. Nulla faucibus a metus quis maximus. Morbi semper rutrum eros, at feugiat purus rhoncus a. Cras viverra ultricies vulputate. Ut lobortis sapien in ipsum volutpat, ornare dapibus turpis consectetur. Nunc tincidunt quis risus ut luctus. Sed vitae nisi nibh.

1. # STATEMENT OF CASH FLOWS

2. ## Financial Statement

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In malesuada tincidunt sapien, at semper risus ultrices vel. Quisque tristique felis in leo placerat porttitor. Aliquam a quam tortor. Praesent vel cursus justo. Duis metus erat, elementum eu euismod id, consequat id ex. Vestibulum ante

3. **dui, pharetra quis pharetra id, congue nec dolor. In ac quam commodo, interdum velit quis, imperdiet felis. Nulla faucibus a metus quis maximus. Morbi semper rutrum eros, at feugiat purus rhoncus a. Cras viverra ultricies vulputate. Ut lobortis sapien in ipsum volutpat, ornare dapibus turpis consectetur. Nunc tincidunt quis risus ut luctus. Sed vitae nisi nibh.**

1. DO NOT use all caps for titles.

2. DO NOT remove the spacing above and below text elements.

3. DO NOT use bold on body text.

Graphic Compositions →

Graphic Compositions

A key item of the CIM brand that is used throughout several collateral pieces is the modular block system.
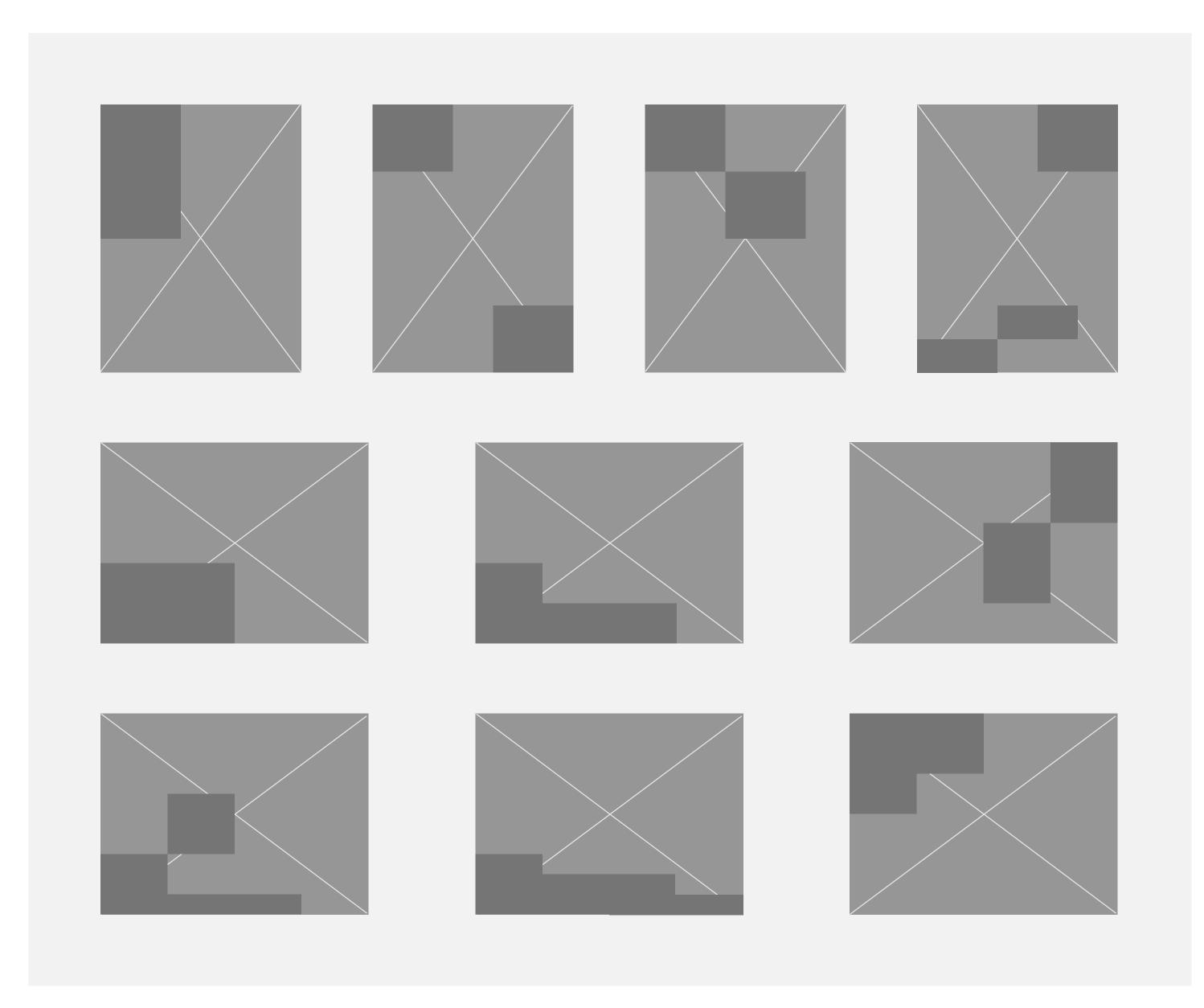
The system is designed to create an infinite amount of layouts, based on the size of the document.
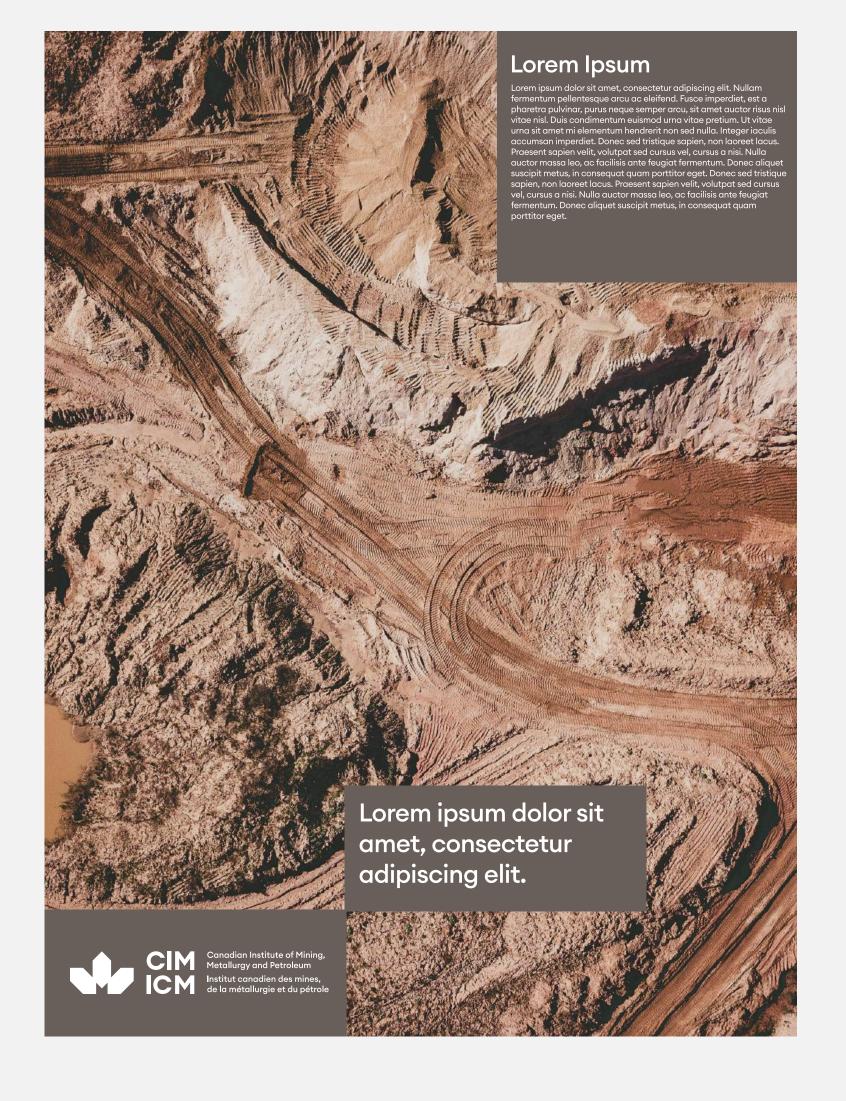
The colour blocks in which the text and logo can sit should add up to a total of 50% of the document's height and 40% of the document's width, or vice versa.

The colour blocks can be divided in an infinite amount of ways and sizes, as long as spacing, hierarchy and legibility are considered.

The image should always sit behind the block(s) of colour and should take up 100% of the height and width of the page.

You can find some examples of layouts here and more detailed examples on the next page.

Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam fermentum pellentesque arcu ac eleifend. Fusce imperdiet, est a pharetra pulvinar, purus neque semper arcu, sit amet auctor risus nisl vitae nisl. Duis condimentum euismod urna vitae pretium. Ut vitae urna sit amet mi elementum hendrerit non sed nulla. Integer iaculis accumsan imperdiet. Donec sed tristique sapien, non laoreet lacus. Praesent sapien velit, volutpat sed cursus vel, cursus a nisi. Nulla auctor massa leo, ac facilisis ante feugiat fermentum. Donec aliquet suscipit metus, in consequat quam porttitor eget. Donec sed tristique sapien, non laoreet lacus. Praesent sapien velit, volutpat sed cursus vel, cursus a nisi. Nulla auctor massa leo, ac facilisis ante feugiat fermentum. Donec aliquet suscipit metus, in consequat quam porttitor eget.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Lorem ipsum dolor sit amet, consecteturous adipiscing.

Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam fermentum pellentesque arcu ac eleifend. Fusce imperdiet, est a pharetra pulvinar, purus neque semper arcu, sit amet auctor risus nisl vitae nisl. Duis condimentum euismod urna vitae pretium. Ut vitae urna sit amet mi elementum hendrerit non sed nulla. Integer iaculis accumsan imperdiet. Donec sed tristique sapien, non laoreet lacus. Praesent sapien velit, volutpat sed cursus vel, cursus a nisi. Nulla auctor massa leo, ac facilisis ante feugiat fermentum. Donec aliquet suscipit metus, in consequat quam porttitor eget.

Improving Awareness of the Minerals Industry in Society

CIM
ICM

Canadian Institute of Mining, Metallurgy and Petroleum

Institut canadien des mines, de la métallurgie et du pétrole

Imagery →

Imagery

Our imagery is meant to project our overall messaging and brand essence. It serves as a clear identifier of our industry and core values. We are inspired by our brand colours and try to find them within the imagery we use to evoke the same characteristic to keep a consistent look and feel in our visual identity.

Brand Activations →

The trusted authority & collective source for advancing mineral industry knowledge, guidelines & leading practices

CIM ICM
Canadian Institute of Mining, Metallurgy and Petroleum
Institut canadien des mines, de la métallurgie et du pétrole

CIM ICM
Canadian Institute of Mining,
Metallurgy and Petroleum
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de la métallurgie et du pétrole

Transforming Mining Excellence: CIM's Bold New Horizon

The future of mining in Canada is characterized by a dynamic interplay of opportunities and challenges as the industry navigates evolving global trends and societal expectations. Canada, renowned for its abundant mineral resources, such as gold, copper, uranium, and potash, remains a key player in the global mining sector. However, this future is not without its complexities, including environmental concerns, technological advancements, social responsibilities, and changing market dynamics.

One significant aspect of the future of mining in Canada is the increasing emphasis on sustainability and environmental responsibility. The industry is under mounting pressure to reduce its ecological footprint and minimize the impact of mining activities on the environment. As a result, there is a growing shift towards cleaner and more efficient mining practices, including the use of renewable energy sources, and the adoption of cutting-edge technologies to reduce waste and emissions. Canadian mining companies are increasingly committed to achieving net-zero emissions and ensuring responsible resource extraction.

Technological innovation is set to transform the mining landscape in Canada. Automation, artificial intelligence, and data analytics are being integrated into mining operations to improve efficiency, safety, and productivity. These advancements not only enhance the competitiveness of Canadian mining but also reduce the industry's reliance on manual labor in challenging and remote environments.

Indigenous partnerships and reconciliation are central to the future of mining in Canada. Mining companies are recognizing the importance of engaging with Indigenous communities in a meaningful way, respecting their rights and traditional knowledge, and sharing the benefits of resource development. Collaborative agreements are being forged to ensure mutual benefits, leading to more sustainable and socially responsible mining practices.

The global demand for minerals, driven by industries such as technology, renewable energy, and electric vehicles, presents significant opportunities for Canada's mining sector. As the world transitions towards cleaner and more sustainable technologies, the demand for critical minerals like lithium, cobalt, and rare earth elements is expected to rise, further cementing Canada's position as a major supplier of these resources.

In conclusion, the future of mining in Canada is shaped by a complex interplay of factors, including sustainability, technology, social responsibility, and global demand. To remain competitive and relevant, the Canadian mining industry is embracing innovation, environmental stewardship, and community engagement. By addressing these challenges and opportunities proactively, Canada is poised to maintain its leadership role in the global mining sector while contributing to a more sustainable and responsible future for resource extraction.

The trusted authority & collective source for advancing mineral industry knowledge, guidelines & leading practices
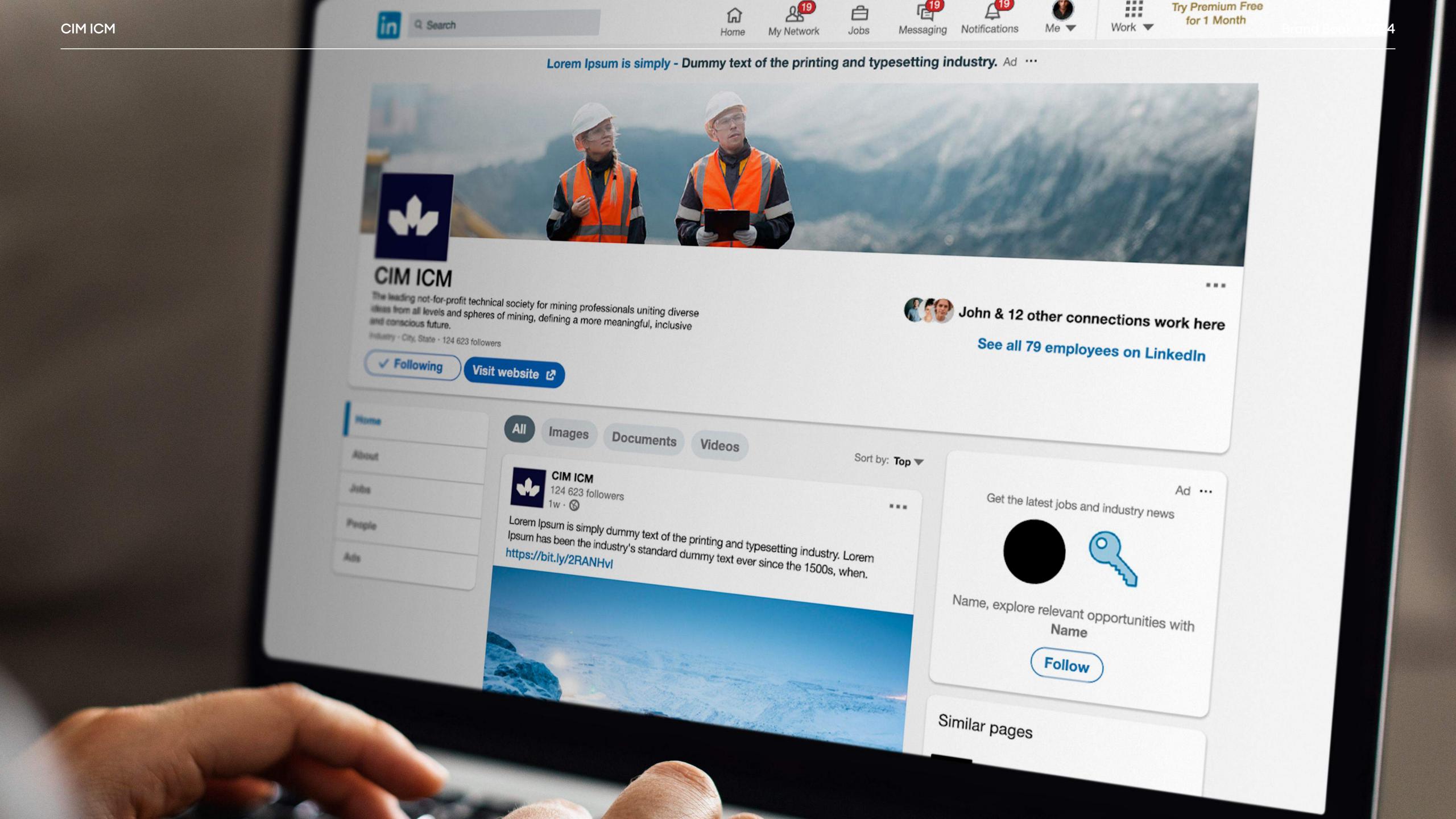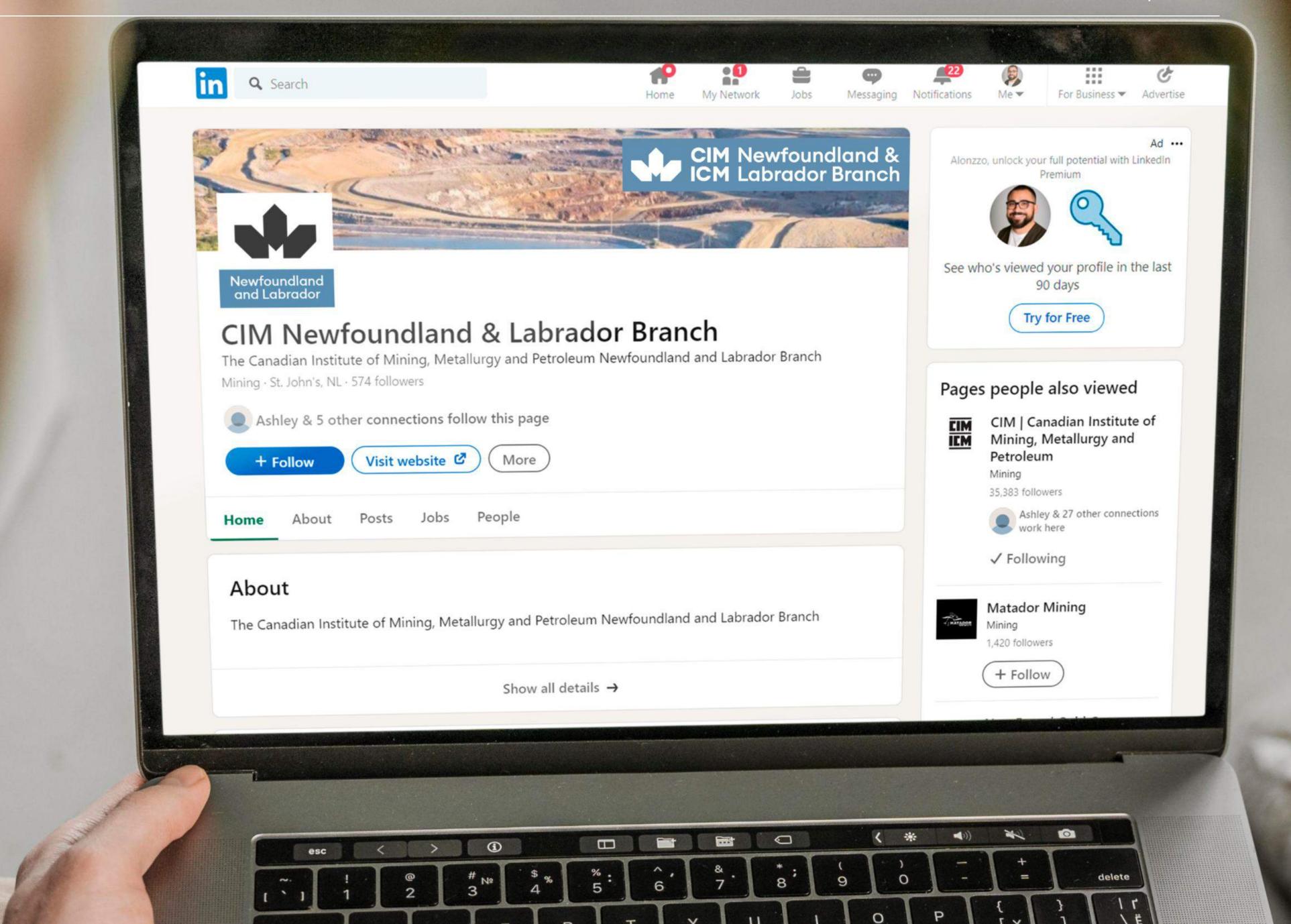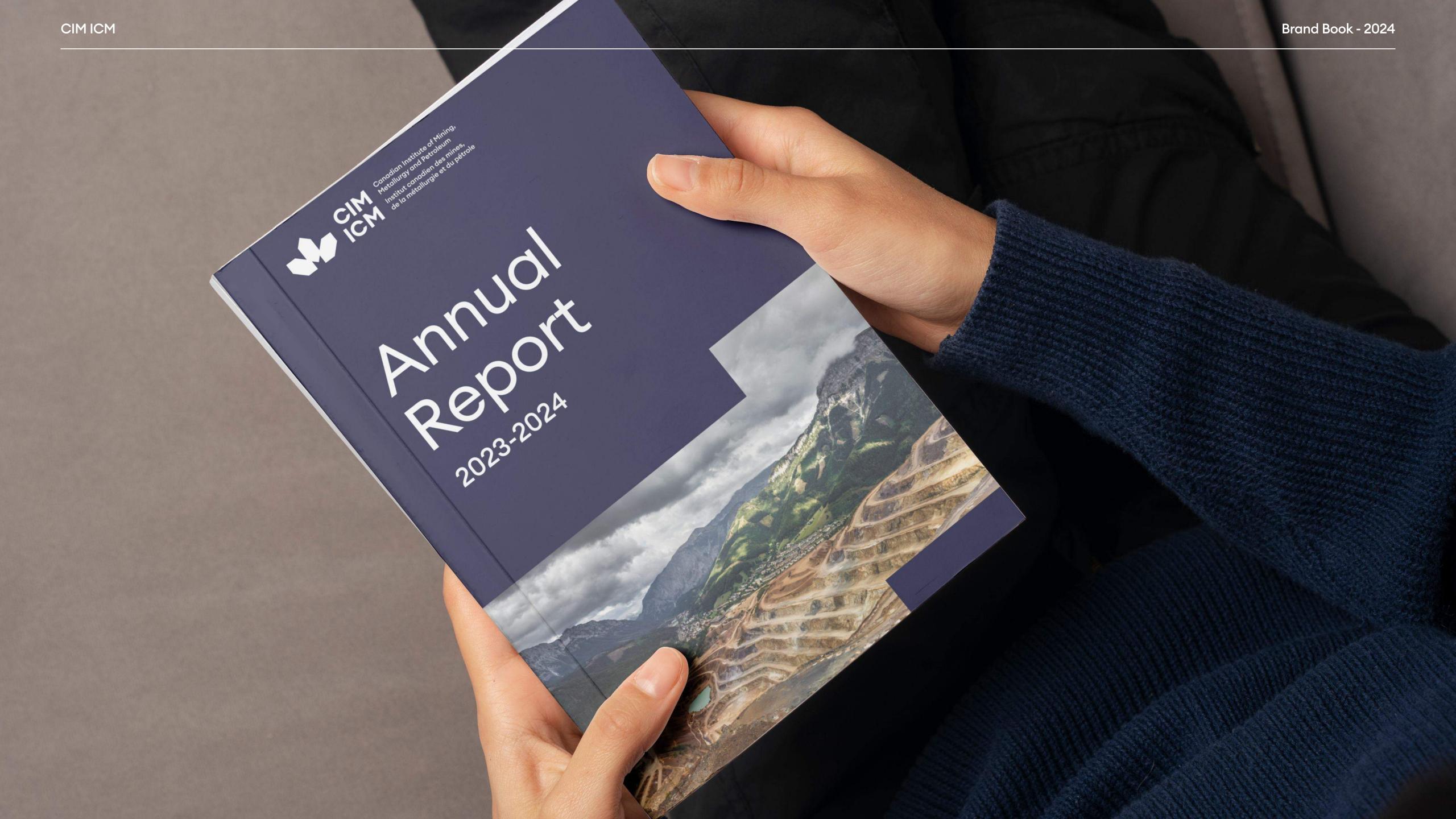
CIM ICM
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Forging a
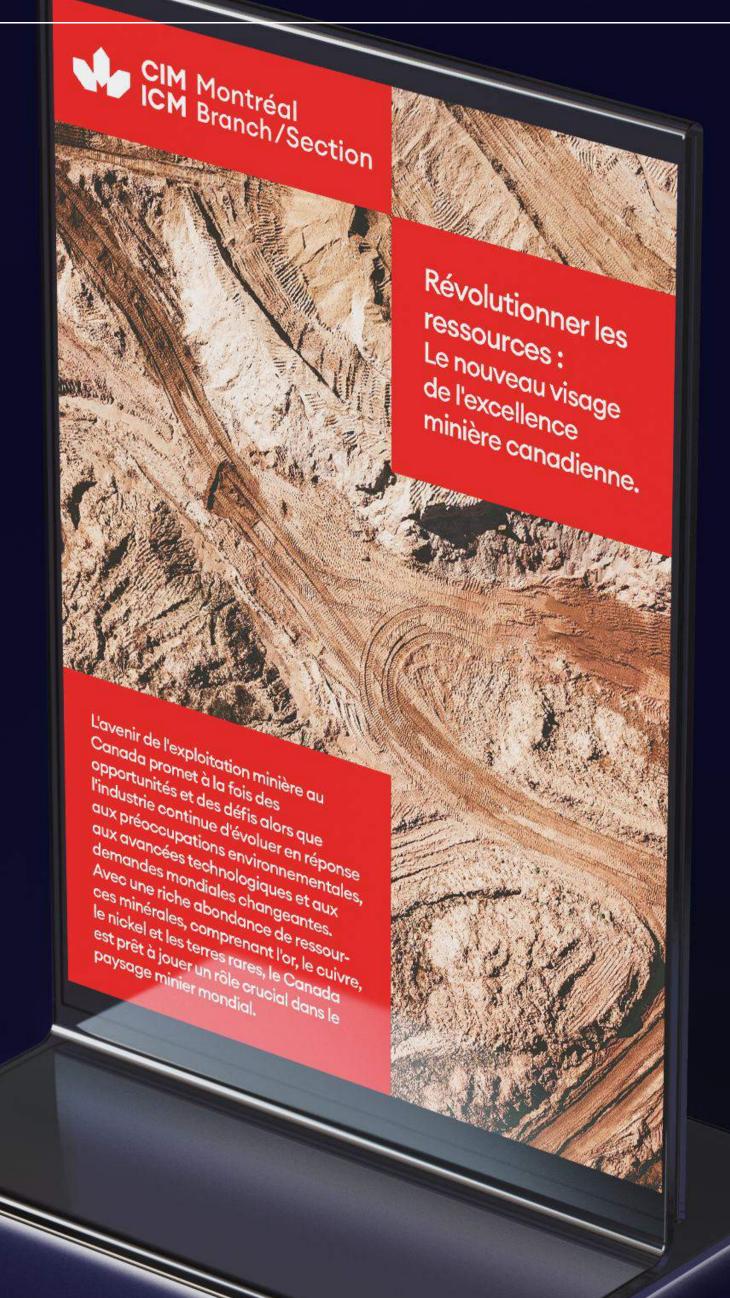responsible
future, together.

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Metallurgy and Petroleum

Institut canadien des mines,
de la métallurgie et du pétrole

May 12, 2024

John Smith
Company Name
1040-3500 de Maisonneuve Boulevard W.,
Westmount, QC H3Z 3C1

Re: Importance of the Rebranding of the Canadian Institute of Mining

Dear John,

I wanted to take a moment to discuss the recent rebranding effort of the Canadian Institute of Mining, Metallurgy and Petroleum (CIM) and highlight its significance within our industry.

The decision to rebrand CIM holds considerable importance for several reasons. Firstly, it signifies our commitment to modernization and relevance in an ever-evolving sector. By refreshing our image, CIM can better connect with younger professionals and adapt to changing trends and technologies within the mining, metallurgy, and material science industries.

CIM serves as a vital hub for knowledge-sharing, networking, and professional development. A refreshed brand allows us to better communicate our educational offerings, events, and resources, ultimately advancing the careers of our members.

The rebranding of CIM is a pivotal step in positioning ourselves as a dynamic and forward-thinking organization dedicated to driving positive change within the mining, metallurgy, and petroleum sectors.

Thank you for your attention to this matter. Should you have any questions or require further information, please do not hesitate to reach out.

Alonso Galicia
Marketing Specialist

1040-3500 de Maisonneuve Boulevard W., Westmount, QC H3Z 3C1
(514) 939-2710 | cim.org