

IMC Krems – University of Applied Sciences

GRAPHIC-DESIGN GUIDELINE



LOGO I

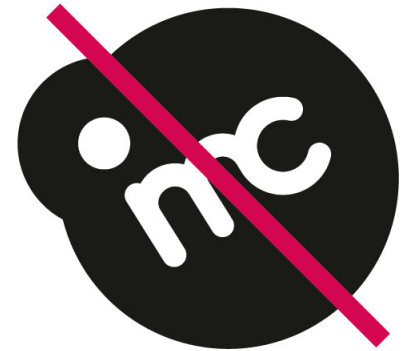


LOGO SAFE-ZONE:

No elements should be placed within the safe-area around the logo.
Distance = dot of the i.



Logo always appear as a black „dot“ with white writing.
No other colors are allowed.



Logo should never be rotated or distorted

LOGO II

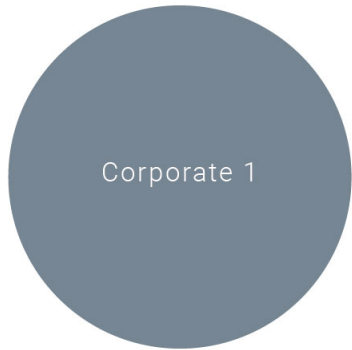


100 % BLACK

For the major part of branding tasks, our logo can live on the backgrounds given. Please always use the positive (black) version.

COLORS

IMC Corporate Colors



Corporate 1

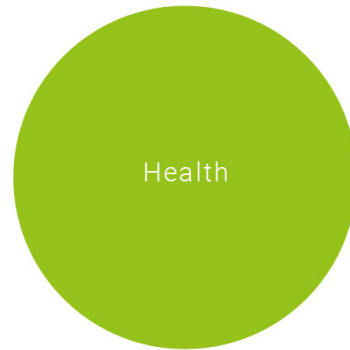
PANTONE 7544 C
CMYK: 53/34/22/10
RGB: 118/134/146
HEX: #768692



Corporate 2

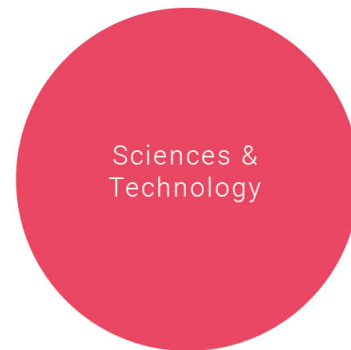
PANTONE 1375 C
CMYK: 0/48/95/0
RGB: 255/158/27
HEX: #FF9E1B

Department Colors



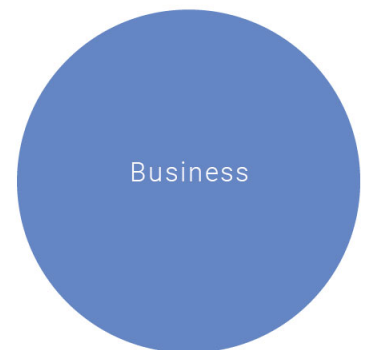
Health

PANTONE 375 C
CMYK: 40/0/98/0
RGB: 152/216/1
HEX: #98D801



Sciences &
Technology

PANTONE 1785 C
CMYK: 0/82/51/0
RGB: 249/72/104
HEX: #F94868



Business

PANTONE 2129 C
CMYK: 63/37/0/0
RGB: 96/142/228
HEX: #608EE4

SINGLE LOGO

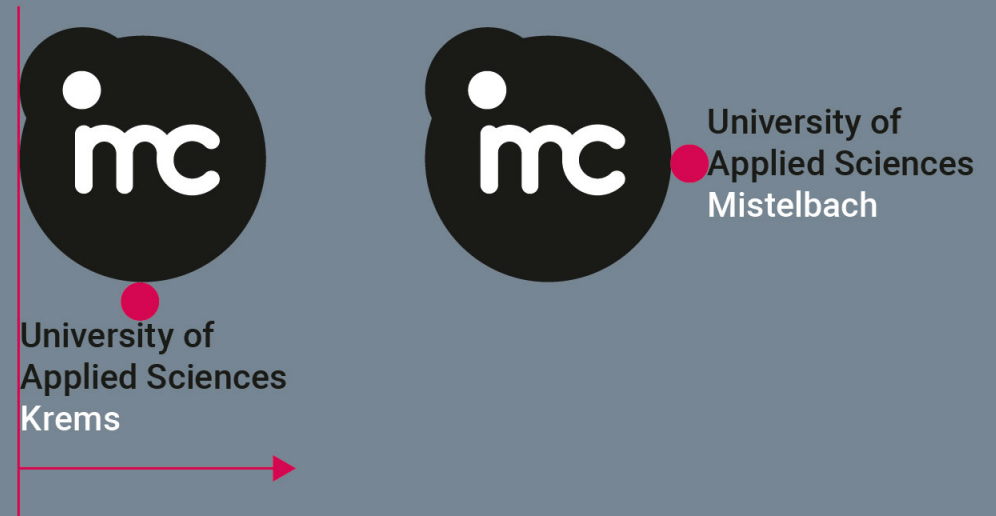


LOGO + DESCRIPTION / LOCATION



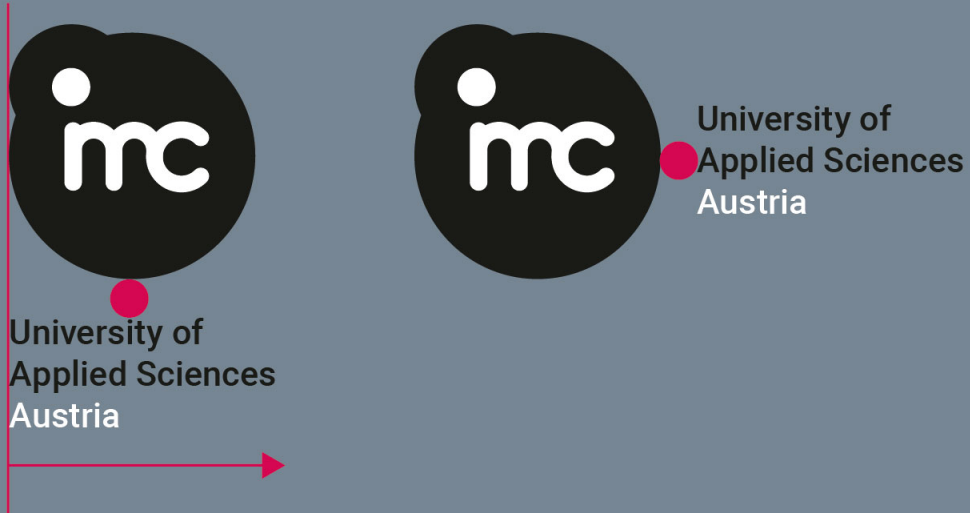
Placements of description in combination with logo. Both elements are not combined as a fixed unit, so the font-size could vary according to the logo-size.

Typography: ROBOTO Medium, kerning: 0 / line-spacing: AUTO



Placements of description and location (white) in combination with logo. Font-size could vary according to logo-size.

LOGO + DESCRIPTION / LOCATION



Version for international exhibitions



University of Applied Sciences Austria



University of Applied Sciences Austria

If printed on white (upper logo), the location should be shown in the corporate color grey, or completely black, if only one printing color is available (lower logo).

LOGO + CLAIM COMBINATION EXAMPLES



Font size of the claim and size of the logo are not a fixed unit and should always be adjusted according to the usecase.



If not directly linked with the logo, „IMC“ should be added prior the claim.



IMC. It's all in me.

SUB-LOGOS (EXAMPLE)



TYPOGRAPHY

Roboto Slab

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Slab Light

Roboto Slab Regular

Roboto Slab Medium

Roboto Slab Semibold

Roboto Slab Bold

Roboto

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Roboto Light

Roboto Light Italic

Roboto Regular

Roboto Italic

Roboto Medium

Roboto Medium Italic

Roboto Bold

Roboto Bold Italic

Roboto Black

Roboto Black Italic

TYPOGRAPHY

This is a headline.

ROBOTO SLAB Bold / kerning +12 (ausschließlich Groß- & Kleinschreibung)

This is a brochure title.

ROBOTO SLAB SemiBold / kerning +12 (ausschließlich Groß- & Kleinschreibung)

The Claim should be written as here...

ROBOTO Bold / kerning 0

...except it is used as a headline.

ROBOTO SLAB SemiBold / kerning +12

Description: University of Applied Sciences

ROBOTO Medium / kerning: 0 / line-spacing: AUTO

BODYCOPY: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. 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 exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit,

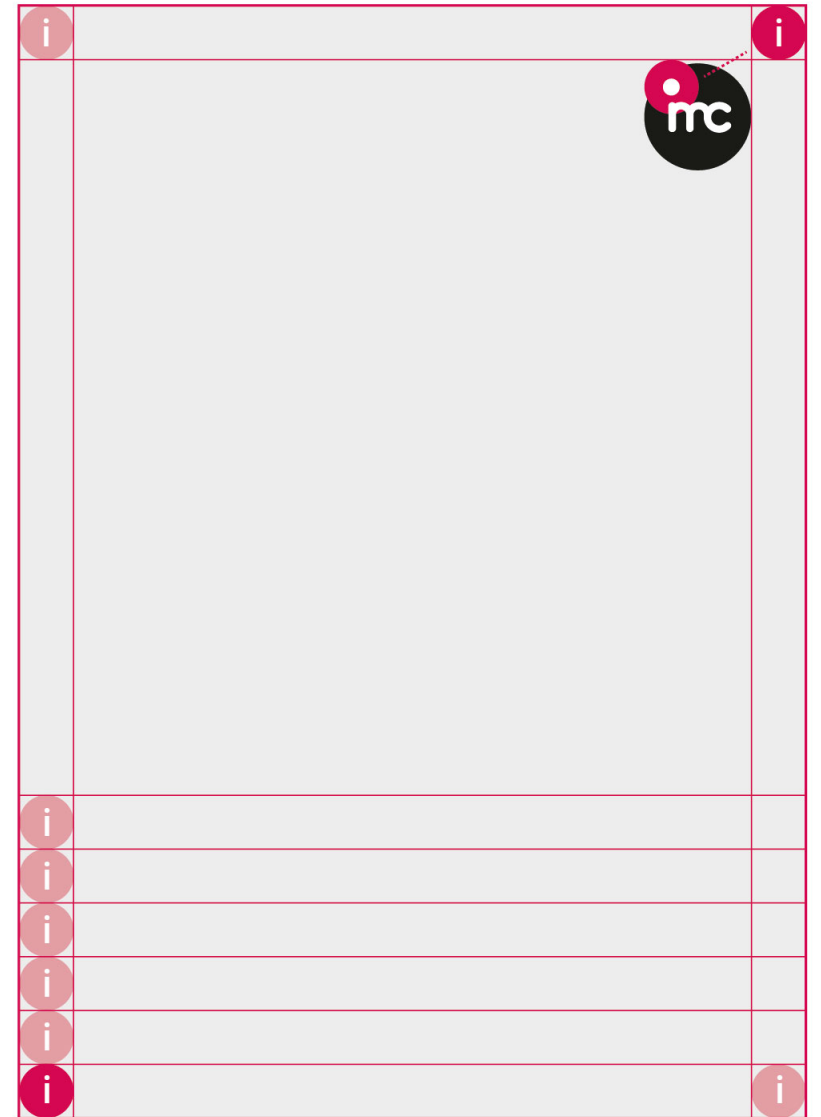
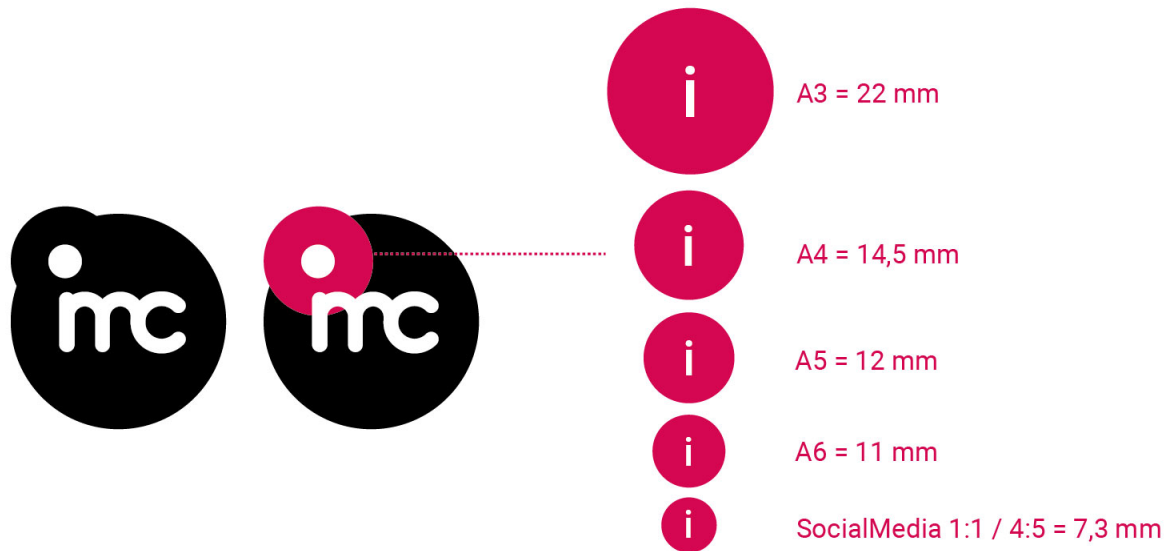
ROBOTO Light / kerning +2 / line spacing +
(here 9 pt font-size to 15 pt line spacing)

PLEASE NOTE: Since „Roboto“ does not work in MICROSOFT OFFICE, we are using „Arial“ (Copy) and “Cambria“ (headline) here instead.

GRID • AD

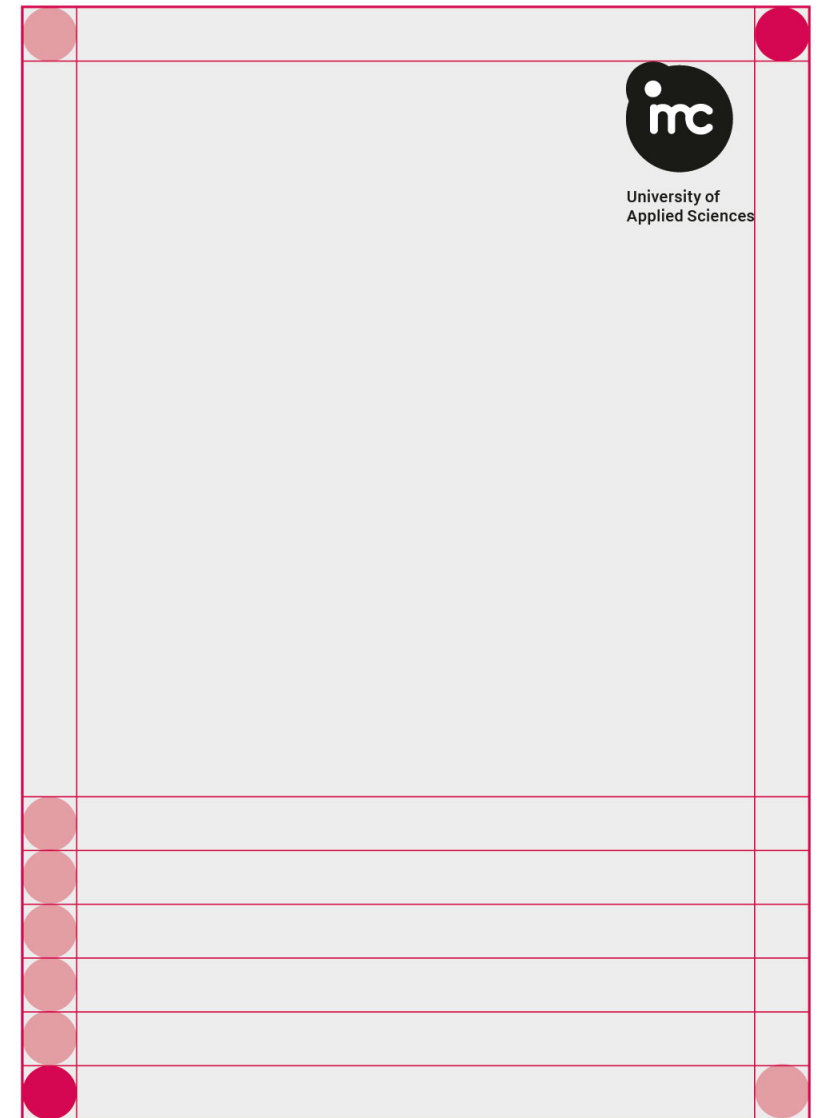
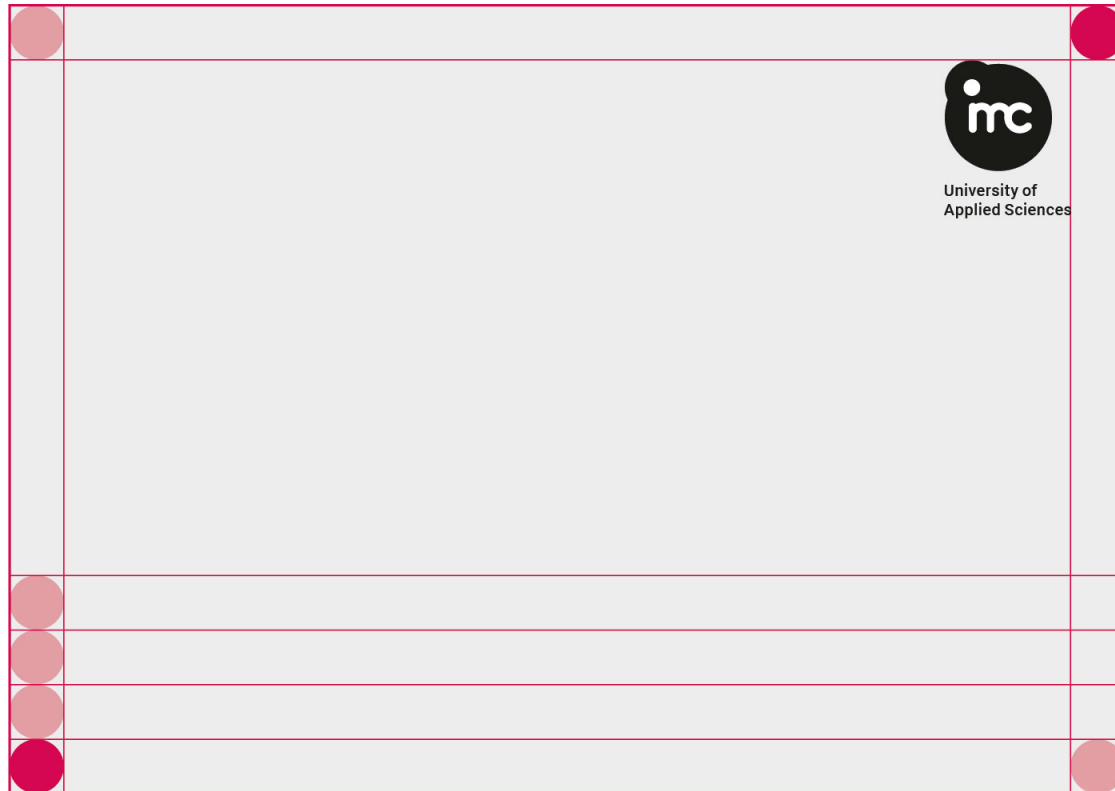
As a reference point for appropriate logo/format relation, we have defined the circle-element out of the logo with the parameter „i“.

„i“ varies according to different formats given. Please find below some definition-examples for the most common standard formats.



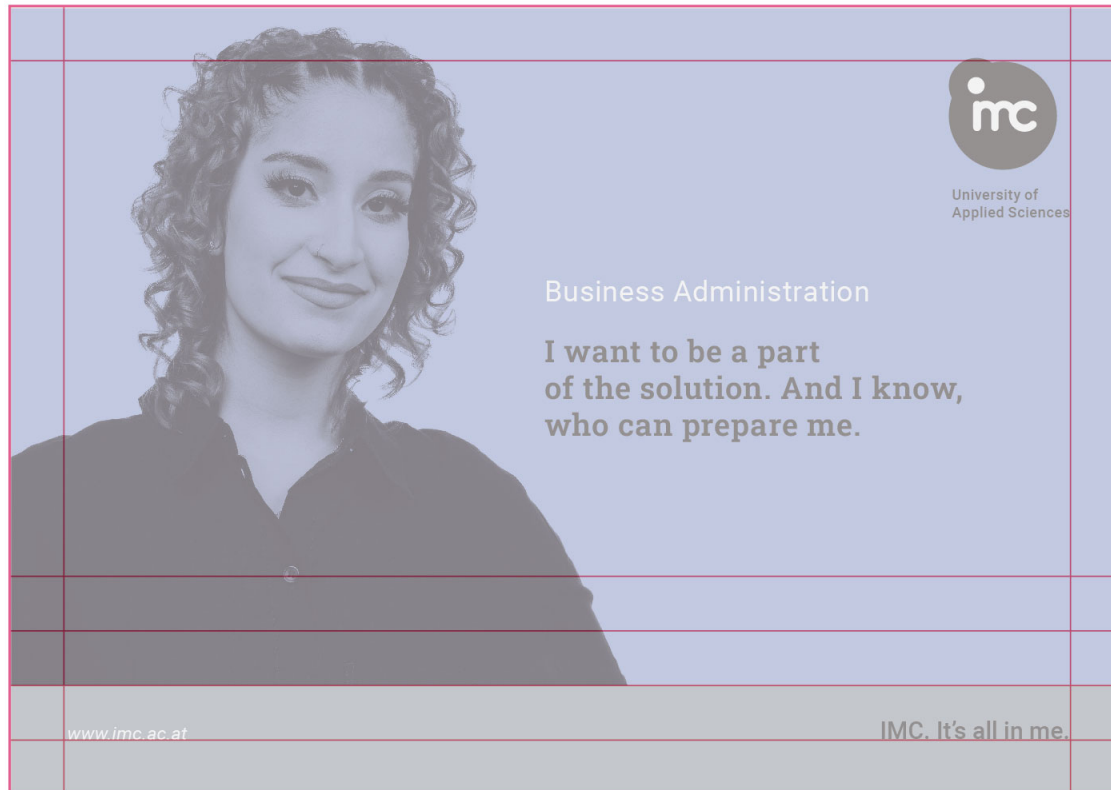
GRID • AD

Landscape & portrait format (example A4 / for both „i“ =14,5 mm)



GRID • AD

Example department- and image ad



A vertical advertisement with a light blue background. On the left is a portrait of a young woman with curly hair. On the right, the text reads: "Business Administration", "I want to be a part of the solution. And I know, who can prepare me.", and "IMC. It's all in me." at the bottom. The IMC logo and "University of Applied Sciences" are in the top right corner. The website "www.imc.ac.at" is at the bottom left.


www.imc.ac.at

Business Administration

I want to be a part of the solution. And I know, who can prepare me.

imc
University of Applied Sciences

IMC. It's all in me.



A vertical advertisement with a red-tinted background showing a person skateboarding. A dark grey speech bubble contains the text: "Bert Cramer, 20, the inventor of the first anti-cancer drug." The bottom section is grey and contains the text: "Whatever the future. Let's make it happen.", "IMC. It's all in me.", and "IMC. It's all in me." at the bottom. The IMC logo and "University of Applied Sciences" are in the bottom right corner. The website "www.imc.ac.at" is at the bottom left.

Bert Cramer, 20, the inventor of the first anti-cancer drug.

Whatever the future. Let's make it happen.

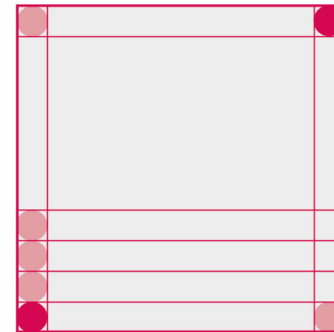
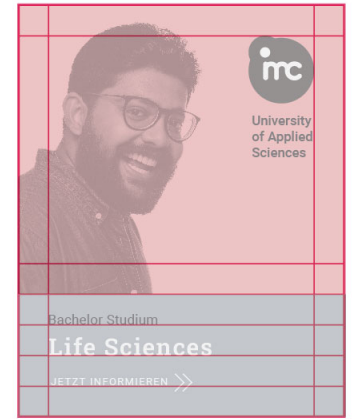
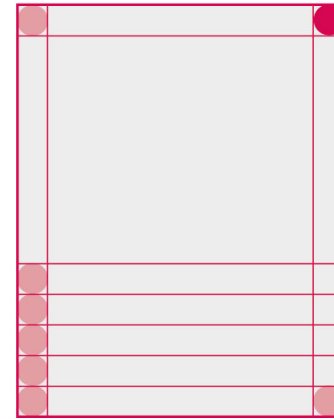
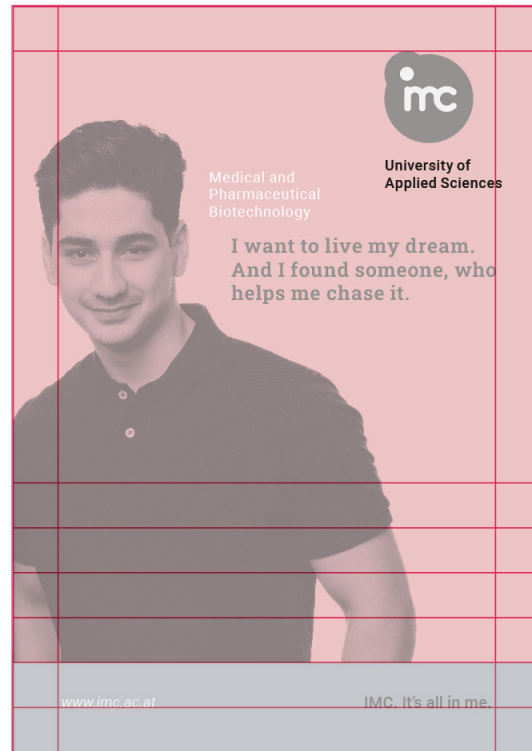
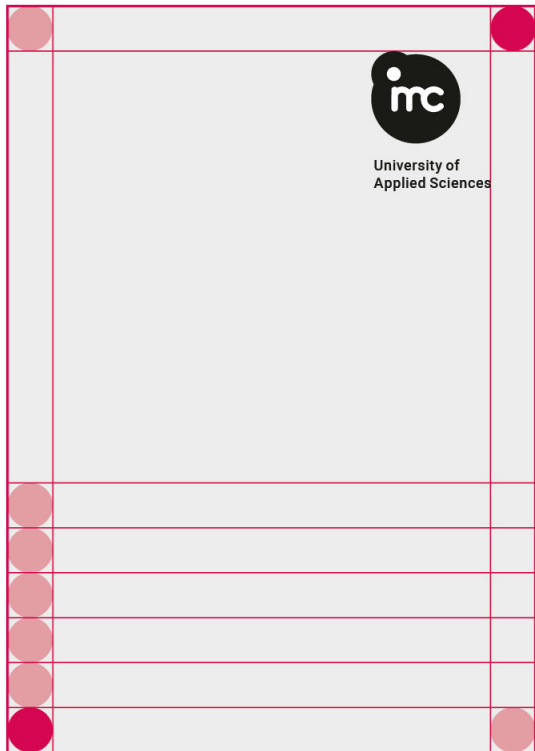
IMC. It's all in me.

www.imc.ac.at

imc
University of Applied Sciences

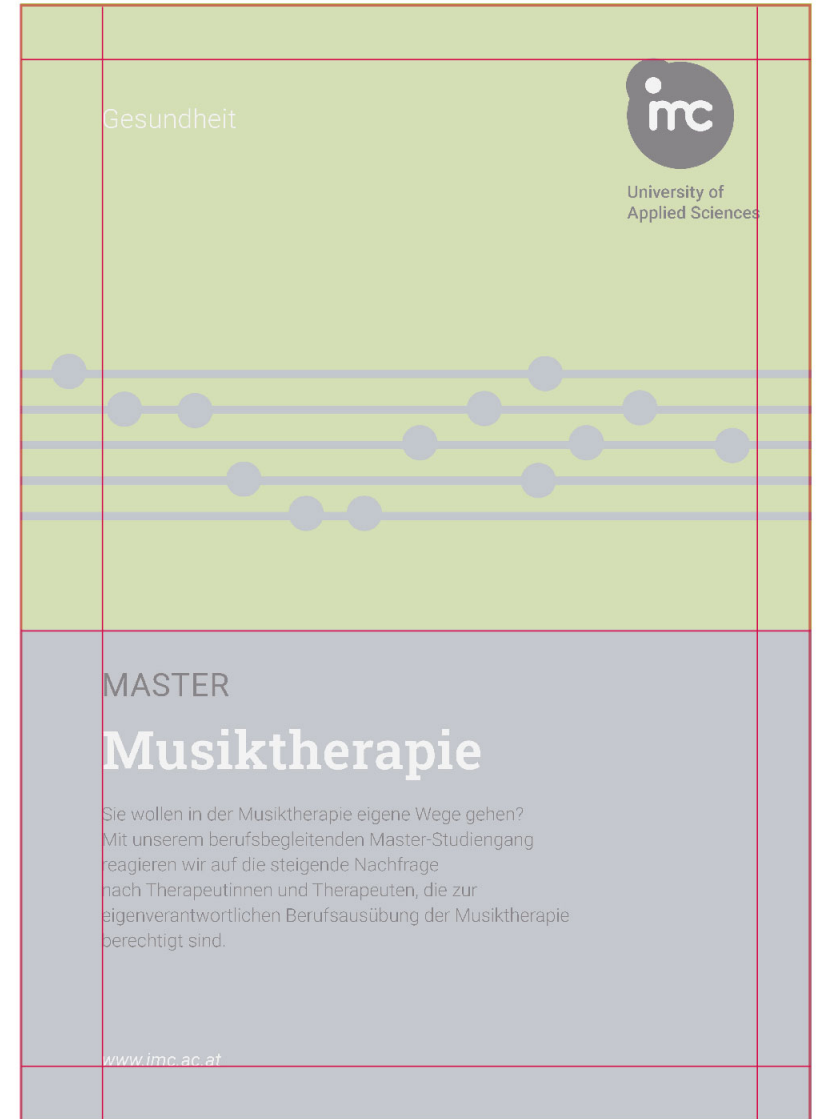
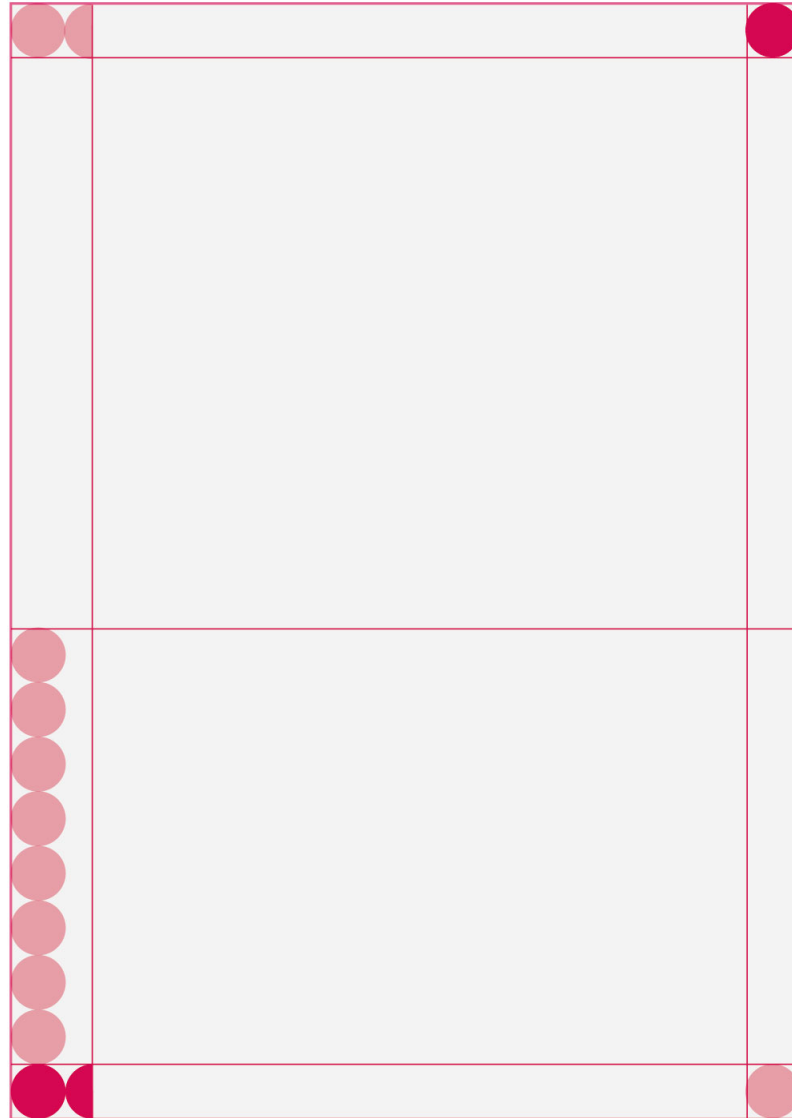
GRID • AD

Example A5 department- and social media ads



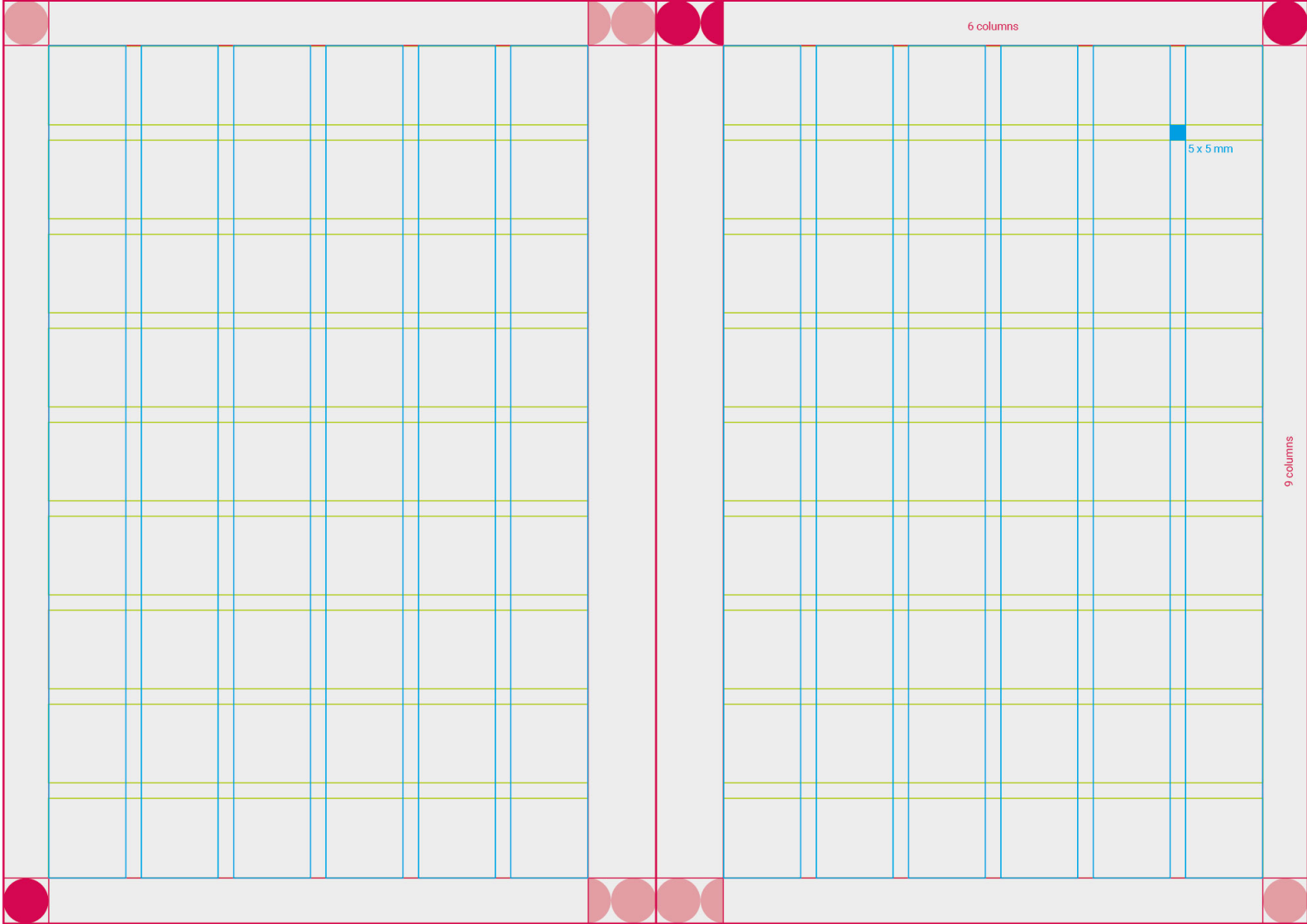
GRID • BROCHURE

Example Title A4 (i = 14,5 mm)



GRID • BROCHURE

Example 2 x A4



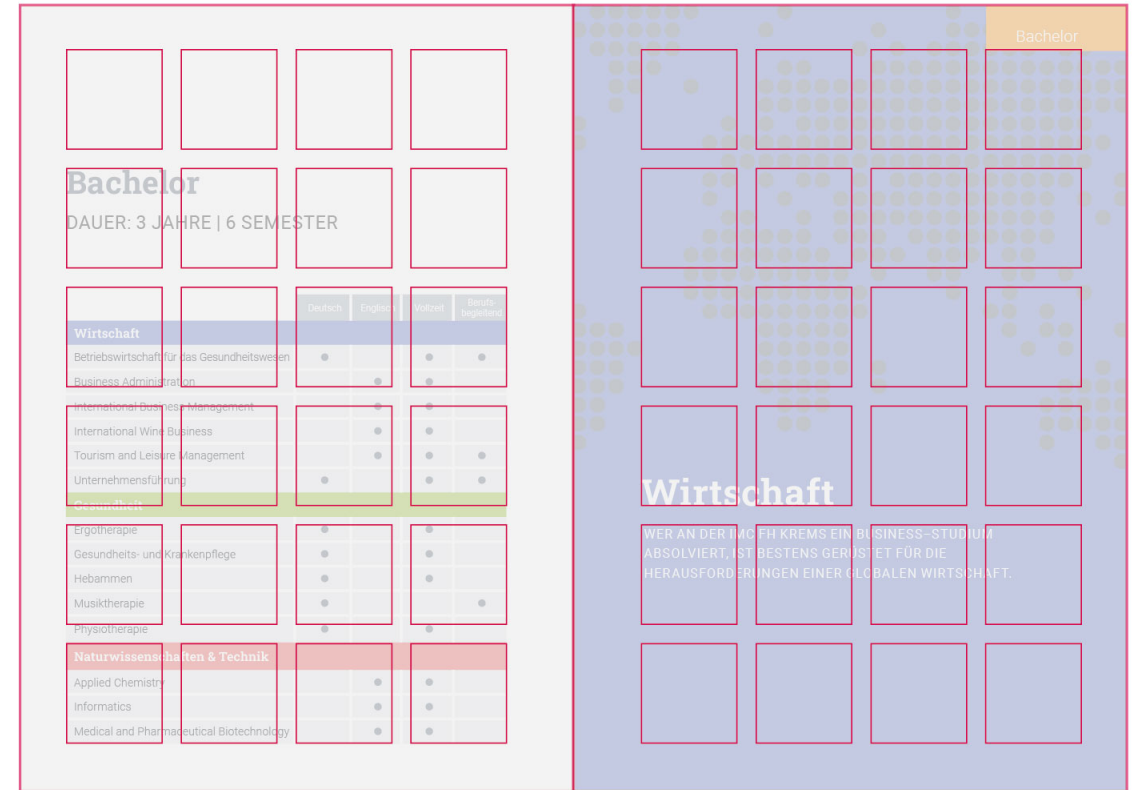
GRID • BROCHURE

Example 2 x A4

<p>Meine Gastmutter in Australien war Ergotherapeutin – sie war der Motivator für mein Studium.</p>		<p>Die ganz persönliche Geschichte</p>
		<p>STEPHANIE KONECNY STAMMT AUS WIEN. DIE ABSOLVENTIN DER ERGOTHERAPIE SPIELT IN IHRER FREIZEIT AM LIEBSTEN „FLAG FOOTBALL“, EINE WENIGER KONTAKTREICHE VARIANTE DES AMERICAN FOOTBALL.</p>
		<p>„Mit meiner Gastmutter in Australien habe ich in das Fach hineingeschnuppert“</p> <p>Ich habe mit 18 Jahren an einem Sportrealgymnasium maturiert und ging dann für ein halbes Jahr nach Australien. Dort habe ich als Tierpflegerin in einem Wildlife-Park und in einer Schule als Hilfslehrerin gearbeitet – ohne Bezahlung, aber gegen Kost und Logis. Meine Gastmutter war und ist auch heute noch Ergotherapeutin. Mit ihr durfte ich in dieses Fach hineinschnuppern und war sofort fasziniert.</p> <p>„Meine Entscheidung habe ich nie bereut.“</p> <p>Zurück in Österreich habe ich mich dann an der IMC FH Krenns für den Studiengang Ergotherapie entschieden und diese Entscheidung nie bereut. Ich fand besonders wertvoll, dass ich gelernt habe zu reflektieren, also meine eigene Person, mein soziales Verhalten und meine Umgangsweisen mit anderen zu hinterfragen und zu überprüfen. Meinen Berufseinstieg habe ich in der Klinik Pirawarth, einer Einrichtung für Neurorehabilitation, gemacht. Dort habe ich sehr schnell viel gelernt und durfte verschiedene Menschen mit unterschiedlichen Beeinträchtigungen</p>
		<p>behandeln. Mittlerweile arbeite ich im Unfallkrankenhaus Lorenz Böhler in Wien, wo mich täglich neue Herausforderungen erwarten, zum Beispiel Menschen nach schweren und komplexen Unfällen. Auch das ist Teil der Ergotherapie: schwierige Schicksale, schwerstverletzte Patientinnen und Patienten, die ihre Geschichten mit in die Therapie bringen.</p> <p>„Ich blicke auf tolle Jahre zurück.“</p> <p>Wenn ich an mein Studium der Ergotherapie denke, blicke ich auf drei tolle Jahre zurück, in denen ich viele wertvolle Menschen kennengelernt, tolle Erfahrungen gemacht und viel über mich selbst gelernt habe.</p>
		<p>Tipps</p> <p>Bemühe dich immer um einen guten Ausgleich zwischen Studium und Freizeit.</p> <p>Wenn du die sogenannte Occupational Balance halten möchtest, dann bist du zufriedener und erfolgreicher in Freizeit, Studium und Beruf.</p>

GRID • BROCHURE

Example A5



EXAMPLES

Rollups



University of Applied Sciences
Krems

Let's shape tomorrow.

YOUR CAREER AT IMC.



FIND YOUR DREAM JOB



International by heart.
Meaningful by belief.
Curious by nature.

IMC. It's all in me.



University of Applied Sciences

Austria at a glance.

FIRST THINGS FIRST: THERE ARE NO KANGAROOS IN AUSTRIA. EVER HEARD OF SISI, MOZART, HALLSTATT AND THE SOUND OF MUSIC? THAT'S MORE LIKE IT! THAT'S WHO WE ARE. THAT'S AUSTRIA.

Situated right in the heart of Europe, Austria is the perfect location from which to travel around Europe. And thanks to the country's highly developed railway system, Vienna Airport is only an hour away from Vienna. Besides to the exciting Austria itself is a must as well. The Alps make it an El Dorado for skiers and hikers, and cities like Vienna, Graz and Salzburg have plenty to offer to culture lovers. Or how about taking a dip in lakes so clean that you can drink the water? You'll never get tired of the beauty of our country — we promise.

Krems is Austria's most charming university town and belongs to the Greater Vienna Region.



- London: 21 HRS. TRAIN TIME
- Berlin: 8 HRS. TRAIN TIME
- Prague
- Vienna: 70 km
- Bratislava
- Budapest
- Ljubljana
- Graz
- Rome: 13 HRS. TRAIN TIME (NIGHTJET)
- Salzburg
- Munich
- Innsbruck
- Paris: 13 HRS. TRAIN TIME (NIGHTJET)

Black lines: easily reachable by train within 2-6 hours

Photo of Hauptbahnhof, Berlin

IMC. It's all in me.

EXAMPLES

Poster



The poster features a photograph of a smiling woman with long dark hair and a man with short dark hair, both dressed in patterned shirts. They are standing in a brightly lit hallway with a high ceiling and arched windows. The background of the photo is a solid orange color. In the top right corner of the photo, the IMC logo is displayed, consisting of the letters 'imc' in white inside a black circle, with the text 'University of Applied Sciences' below it.

SA, 17.02.2024 | 09:00 – 15:00 UHR

Open House

- Wirtschaft
- Gesundheit
- Naturwissenschaften & Technik

Mehr Infos unter:
www.imc.ac.at

IMC. It's all in me.

EXAMPLES

Poster



The poster is set against a light blue background with a black border. It features three circular portraits of students: a woman in a red circle (top left), a man in a blue circle (bottom left), and a woman in a yellow circle (middle right). The text is arranged around these portraits, listing various bachelor programs and their specializations. The IMC logo and university name are in the top right, and a QR code with the website URL is in the bottom left. The slogan 'IMC. It's all in me.' is at the bottom right.

SCIENCE & TECHNOLOGY

- Applied Chemistry 
- Informatics 
- Medical and Pharmaceutical Biotechnology 

Bachelor

BUSINESS

- Betriebswirtschaft für das Gesundheitswesen
- Business Administration 
- International Business Management 
- International Wine Business 
- Tourism and Leisure Management 
- Unternehmensführung

HEALTH

- Ergotherapie
- Gesundheits- und Krankenpflege
- Hebammen
- Musiktherapie
- Physiotherapie

imc
University of Applied Sciences


More Information: www.imc.ac.at

IMC. It's all in me.



EXAMPLES

Poster



imc
University of Applied Sciences
Krems

IMC Krems

Du fragst, wir antworten.

Schule, und dann? 🤔

„Rausfinden,
was du wirklich
machen willst.
Zum Beispiel
am IMC Krems.“

DU HAST MEHR FRAGEN?
Zeit, das IMC Krems kennenzulernen.

 Informiere dich jetzt über unser Studienangebot.
Scanne einfach den QR-Code und stelle uns deine Fragen
als Direct Message auf unserem IMC Instagram Kanal.

30 NOV	Bachelor Info Day IMC Campus Krems 14.00 – 18.00 Uhr	17 FEB	Open House IMC Campus Krems 9.00 – 15.00 Uhr
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IMC. It's all in me.

EXAMPLES

Brochures



EXAMPLES

Brochures



EXAMPLES

Brochures



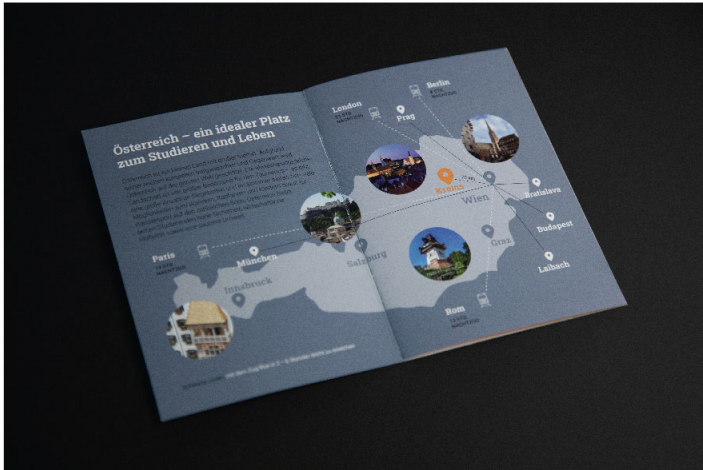
EXAMPLES

Brochures



EXAMPLES

Brochures



EXAMPLES

Notepads



EXAMPLES

Branded Items



EXAMPLES

Branded Items



EXAMPLES

Branded Items



EXAMPLES

University Building

