

175TH ANNIVERSARY CAMPAIGN GUIDANCE

Institution of
**MECHANICAL
ENGINEERS**



**#forward
thinkers**

Improving the world through engineering

IMechE
175
1847–2022



This guidance is designed to help you celebrate the Institution's 175th Anniversary and be part of the important conversation surrounding the theme of our celebratory campaign: 'Forward Thinkers.' #IMechE175

› Notable Dates

- October 7, 2021 - campaign launch to celebrate the anniversary of the Institution's founders meeting in Birmingham (web page launch, merchandise store launch and release of #IMechE175 promotional video).
- January 27, 2022 - 175th Anniversary of the launch of the Institution (marked with a special guest lecture in Birdcage Walk which will be live streamed – details to follow.)

#ForwardThinkers are engineers who make a difference to the world. Forward thinking implies breaking away from the rest of the crowd, not feeling trapped by conventional thinking and moving forwards with vision and conviction.

How can your 175 events and activity focus on global societal needs? How can mechanical engineering aid humanity?



Our global policy focus areas for 2022 are listed below, and we would encourage you to connect your #IMechE175 promotion and activity to these areas:

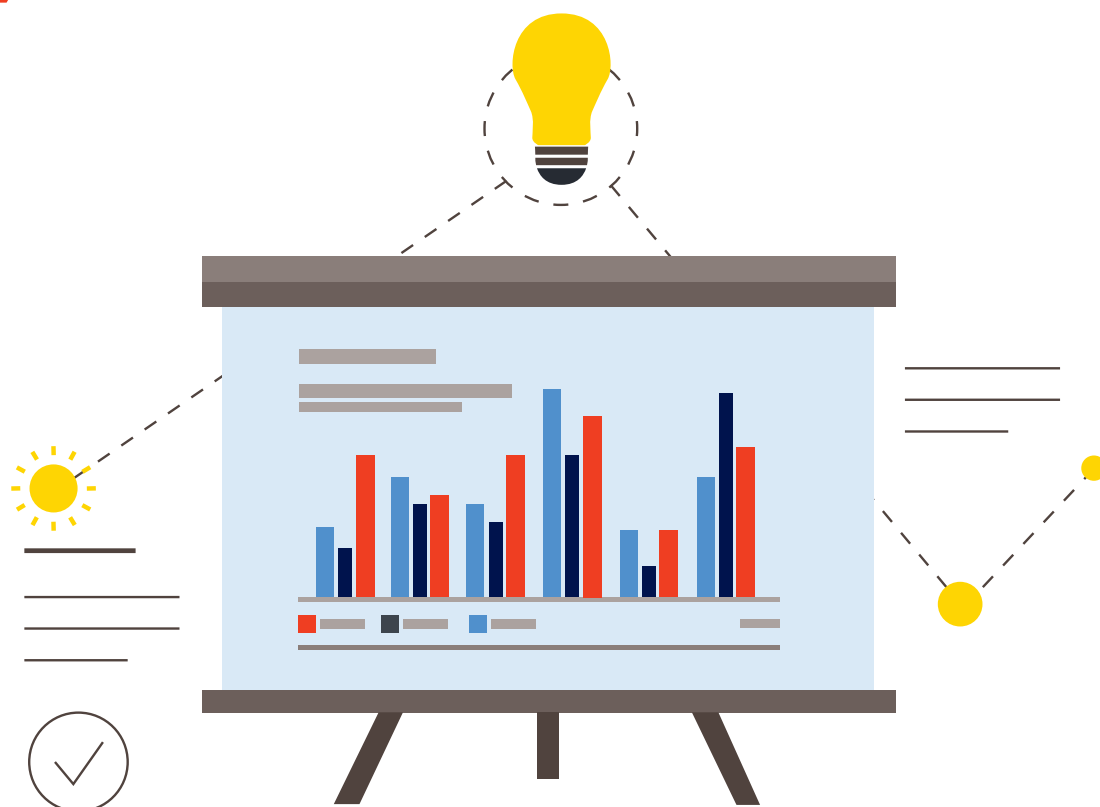
- Climate Change
- Infection Control
- Future Skills
- Future Transport

› Campaign Overview

The Institution's 175th Anniversary is a wonderful opportunity to celebrate the achievements of IMechE and the contribution of mechanical engineering to society, whilst also inspiring a future generation of engineers. We aim to celebrate and honour our past whilst looking confidently to the future. We will focus on how mechanical engineers can help solve the global challenges we face today. The theme of our campaign? 'Forward Thinkers'.

We can't do this without you. We need you to help us by supporting the campaign within your own schedule of events and activity.





» The Plan

At Birdcage Walk we are planning a programme of events, both physical and digital throughout 2022. We'll be launching a dedicated page on our website: imeche.org/175.

It will contain details of the events we are planning, plus a revamped merchandise store with limited edition 175 gifts. We will seek engagement throughout the campaign via the Institution's website, the news feed, newsletters, email and social media.

We anticipate a lot of promotion and conversation around the anniversary and our #ForwardThinkers theme will take place online. Please ensure to use relevant hashtags when promoting your own events and activity so that we can connect with you and promote your news and events.

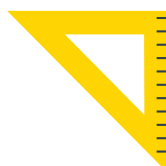
» Join the Celebration

Get involved by organising your own events (physical and virtual) that connect with our #ForwardThinkers theme as well as our policy focus'.

Share details of the campaign and help raise awareness of #IMechE175 and generate conversation about our #ForwardThinkers them online via your own social media networks and groups.

With over 115,000 members worldwide, we also want to celebrate diversity and promote inclusion. Are you proud to be a member of IMechE? Let us know, and use the hashtag #IAmIMechE

Keep up to date with 175 plans and activity at: imeche.org/175



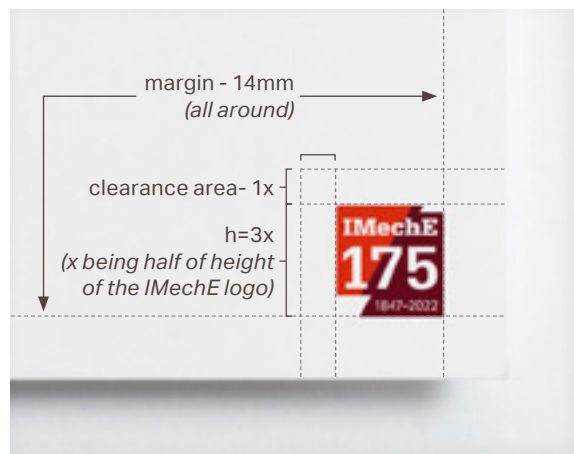


› 175 Logo Use

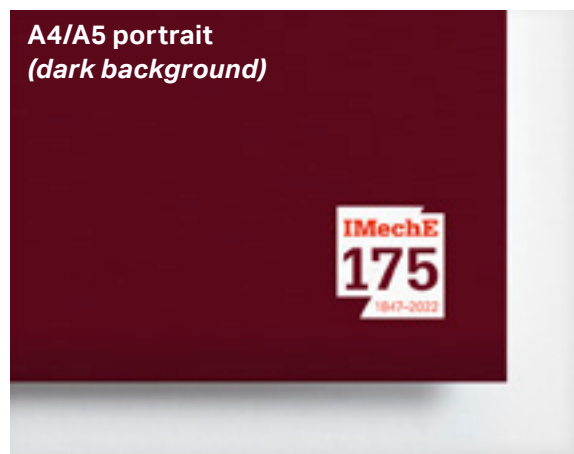
We have a special 175 logo that you should use when promoting your own 175 events, activities and discussion. The logo has some rules on how it should and shouldn't be used.

Size of the 175 logo is dictated by the size of the IMechE logo and it should be 3'*x*' where '*x*' equals half of the IMechE logo height.

A4/A5 portrait



A4/A5 portrait (dark background)



On print, portrait-oriented materials, 175 anniversary logo should be positioned in the bottom right corner as per examples below.

For digital materials we recommend placing the logo either:

On horizontal narrow design, for example web or social media banners - in the top right corner.

In case of materials where height is greater than width, or header's width doesn't allow for the 175 logo to be placed in the top right corner (like Instagram posts) - move to the bottom right corner.

If 'the' IMechE website address appears in the bottom right corner, the 175 logo should be placed above. User has a level of discretion as whether 175 logo is positioned in the top or bottom right corner as dictated by design of individual materials. In all three cases however, minimum clearance of '*x*' is required from each side of the material and other text/graphic elements, as with the IMechE logo.

For both digital and print designs either Red/ Dark Red version or White Out version can be used depending on the background to assure optimal contrast and legibility. For darker backgrounds we recommend White Out version.

Digital media



For both digital and print designs either Red/ Dark Red version or White Out version can be used depending on the background to assure optimal contrast and legibility. For darker backgrounds we recommend White Out version.





» Social Media

IMEchE Pages – please tag IMechE when promoting your own activity so we can engage with and share your content:



Hashtags - please use these when celebrating the Anniversary and promoting your own activity on social media: #IMEchE175 #ForwardThinkers #IAmIMEchE

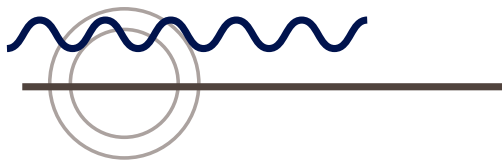
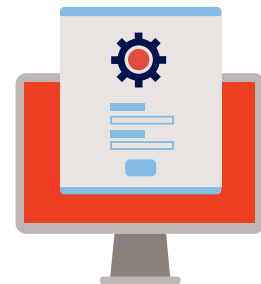
LinkTree - please use this link when connecting your audience to any 175 content e.g website/merchandise: linktr.ee/IMEchE175

» Assets

Images and assets you can use to promote your own activity can be found within the [IMEchE Volunteer Resource Centre](#).

At this link you will find high quality 175 logos, images, social media cards and more.

Please note that this asset bank will be updated throughout the campaign with further assets to be added as we move through the calendar.



» Contact Us

Our campaign is being organised by Lyndsey Boulton within our Central Marketing team, and you can reach her at: imeche.175@imeche.org

Please do let us know if you would like us to promote your own 175 events and activity across the IMechE website and social media channels.

