

REGIONAL TEMPLATE USER GUIDELINES.

Institution of
**MECHANICAL
ENGINEERS**

V2.0 Autumn 2010

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These templates have been created in response to requests and feedback from our regional members. They are designed to make the local production of IMechE branded materials as easy as possible while maintaining a consistent application of our brand across all our regions.

Specific requirements will vary by region but there should be enough flexibility within the templates to meet most needs. The guidelines give clear instructions on how to make the most of the templates and also provide a framework to ensure that what is finally produced remains true to our branding standards. Consistent application of our brand is essential as we build a strong brand identity and we all have our part to play in ensuring that consistency.

Some of the templates for posters and flyers include templates that are co-branded with our fellow institutions like ICE and IET. This is particularly appropriate for some of our international regions where a lot of events are organised with ICE and IET. These templates also include provision for the inclusion of sponsor logos.

Some of the templates, like the A6 programme of events, have had a high level of functionality built into them and need to be used with careful reference to the guidelines.

Throughout our regions a lot of great work is being done by our volunteer members and it is hoped that these templates will support and facilitate that work while ensuring that we build a strong international brand.

The business card artwork is designed for overprinting onto double-sided Avery business card template – C32015-25.

The front of the card features personal and contact details and the reverse of the card features the Institution's vision statement.

All elements should be set in sentence case, with the exception of the post code.

Telephone/fax numbers should be formatted in the following style:

+44 (0)20 1234 5678 • +44 (0)845 123 4567

There is a three line provision for the address element. Commas may be used to separate longer addresses.

The IMechE URL – www.imeche.org appears on the fourth line below the address. This should be included on all cards.

Institution of
**MECHANICAL
ENGINEERS**

John Doe
Regional Manager

T +44 (0)20 1234 5678
F +44 (0)20 1234 5678
M +44 (0)1234 567 890
E johndoe@imeche.org

1 Birdcage Walk
Westminster
London SW1H 9JJ
www.imeche.org

Improving the world through engineering

The lapel badge artwork is designed for overprinting onto single-sided Avery business card template – C32011-25.

The badge features name and job title plus the Institution's vision statement.

Both elements should be set in sentence case.

If a blank badge is required – you may delete the name and job title elements.

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John Doe
Regional Manager

Improving the world through engineering

The fax template features two distinct areas of information – the contact information found at the top of the fax cover page and the main body of the fax which falls below this and on subsequent pages as required.

All elements should be set in sentence case.

Telephone/fax numbers should be formatted in the following style:

+44 (0)20 1234 5678 • +44 (0)845 123 4567

FAX

To: John Doe
From: Jane Doe
Date: 05.03.09
Pages: 5
Subject: Cooling the Planet

Recipient Fax: +44 (0)123 45678
Sender Fax: +44 (0)123 45678
Sender Tel: +44 (0)123 45678

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The A4 poster template features 6 distinct areas of information:

1. Region/group information. Please delete this information if this is not relevant to your communication. Formatting for this element can be found in the **Formatting** palette. Region/group information should be set in sentence case.
2. Headline. This is set in Verdana Bold with the size being adjusted according to the length of the headline. As the point size of the headline type is adjusted – likewise the leading should be adjusted accordingly. Please see the accompanying examples for guidance. A rough guide is to make the leading 2pt below the point size – for example 20pt type with 18pt leading. The headline should be set in a combination of IMechE Dark Red/Light Red with the Dark Red preceding the Light Red. Headlines should be set in title case.
3. Main body copy. This is for a concise synopsis of the event. Formatting for this element can be found in the **Formatting** palette. The main body copy should be set in sentence case.
4. Date/time/location/contact details. This area is for the date and time of the event, event location and any further contact information. Formatting for this element can be found in the **Formatting** palette. All information should be set in sentence case.

5. Image area. Each template has the provision for an image measuring 124 x 194mm.

To insert an image

- i. Double click the prompt within the placeholder, for example: "Dbl click to insert image. Image size: 124 x 194 mm"
- ii. Locate the image
- iii. Click 'Insert'

To resize the image

- i. After inserting the image, single click it, then drag from the bottom right anchor until the image is the desired size within the placeholder.

To replace the image

- i. Click 'Insert'
- ii. Click 'Picture'
- iii. Click 'From File' and navigate to the file location, insert the new image and resize.

There are six different versions of the A4 poster template – an IMechE branded template, an IMechE/ICE branded template, an IMechE/IET branded template and IMechE/ICE/IET branded template. There is also an IMechE and IMechE/ICE/IET template with the provision for the inclusion of up to 6 different sponsor logos. Please select the template which is most appropriate to your event.

6. Logo area. This appears on the relevant IMechE and IMechE/ICE/IET templates only. Each logo area has the provision for up to six different partner/sponsor logos each measuring up to 13.5 x 26mm. Logos can be inserted/resized/replaced in the same way as images in section 5 above.

To resize all the logos simultaneously

Once all your artwork is inserted into the logo placeholders, click each image independently, hold down the Control 'Ctrl' key and 'Y' key simultaneously, each of the images will resize – this avoids having to repeat the 'resize image' steps.

For more on imagery please see page 24.



Automobile Division
Essex Centre

FORMULA STUDENT IN POLE POSITION.

Institution of
**MECHANICAL
ENGINEERS**

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17 September at 7.30pm

Institution of Mechanical Engineers
1 Birdcage Walk, Westminster
London SW1H 9JJ

For more information please contact:

John Doe
+44 (0)20 1234 5678
johndoe@imeche.org
imeche.org/events/automobile/fs

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Essex Centre

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Institution of
**MECHANICAL
ENGINEERS**

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Essex Centre

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**MECHANICAL
ENGINEERS**

Nunc bibendum enim vel sem. Sed eros. Proin aliquet. Nam sit amet mauris. Donec at ligula. Nam euismod. Proin at odio. Suspendisse ut leo sit amet erat tincidunt posuere. Duis luctus lacus in enim auctor euismod. Etiam rutrum libero sed neque. Morbi gravida ante non est. Cras sit amet erat. Sed blandit, augue sed luctus volutpat, purus justo volutpat velit, egestas adipiscing leo leo at diam. In lacinia imperdiet neque. In hac habitasse platea dictumst. Sed semper vehi cula elit. Suspendisse potenti. Aenean interdum. Mauris vel magna a nisl ultricies cursus. Vestibulum ante ipsum primis in faucibus orci luctus et

17 September at 7.30pm

Institution of Mechanical Engineers
1 Birdcage Walk, Westminster
London SW1H 9JJ

For more information please contact:

John Doe
+44 (0)20 1234 5678
johndoe@imeche.org
imeche.org/events/automobile/fs



Autodesk



The A4 flyer template is similar to the A4 poster template, but is double-sided allowing for the inclusion of more extensive information regarding your event.

It features 11 distinct areas of information:

1. Region/group information. Please delete this information if this is not relevant to your communication. Formatting for this element can be found in the **Formatting** palette. Region/group information should be set in sentence case.
2. Headline. This is set in Verdana Bold with the size being adjusted according to the length of the headline. As the point size of the headline type is adjusted – likewise the leading should be adjusted accordingly. Please see the accompanying examples for guidance. A rough guide is to make the leading 2pt below the point size – for example 20pt type with 18pt leading. The headline should be set in a combination of IMechE Dark Red/Light Red with the Dark Red preceding the Light Red. Headlines should be set in title case.
3. Speakers/brief synopsis. This area is for the inclusion of the primary speaker/s plus a brief synopsis of the event. Formatting for this element can be found in the **Formatting** palette. The speaker/s and brief synopsis should be set in sentence case.
4. Date/time/location. This area is for the date and time of the event plus the event location. Formatting for this element can be found in the **Formatting** palette. All information should be set in sentence case.
5. Image area. Each template has the provision for an image measuring 124 x 194mm.

To insert an image

- i. Double click the prompt within the placeholder, for example: "Dbl click to insert image. Image size: 124 x 194 mm"
- ii. Locate the image
- iii. Click 'Insert'

To resize the image

- i. After inserting the image, single click it, then drag from the bottom right anchor until the image is the desired size within the placeholder.

To replace the image

- i. Click 'Insert'
- ii. Click 'Picture'
- iii. Click 'From File' and navigate to the file location, insert the new image and resize
6. Headline. Please repeat the headline from the front of the flyer here.
7. Sub-title – if required. Formatting for this element can be found in the **Formatting** palette. The sub-title should be set in sentence case.
8. Main body copy. This is for detailed information regarding the event. Formatting for this element can be found in the **Formatting** palette. The Main body copy should be set in sentence case.
9. Date/Time/Location/Contact details. This area is for the date and time of the event, event location and any further contact information. Formatting for this element can be found in the **Formatting** palette. All information should be set in sentence case.

There are two different versions of the A4 flyer template – an IMechE branded template, an IMechE/ICE/IET branded template and a IMechE/ICE/IET template with the provision for the inclusion of up to 6 different sponsor logos. Please select the template which is most appropriate to your event.

10. Logo area. This appears on the relevant IMechE and IMechE/ICE/IET templates only. Each logo area has the provision for up to six different partner/sponsor logos each measuring up to 13.5 x 26mm. Logos can be inserted/resized/replaced in the same way as images in section 5 above.

To resize all the logos simultaneously

Once all your artwork is inserted into the logo placeholders, click each image independently, hold down the Control 'Ctrl' key and 'Y' key simultaneously, each of the images will resize – this avoids having to repeat the 'resize image' steps.

For more on imagery please see page 24.

11. Map area. There is the provision for the inclusion of a map measuring 93 x 94.5mm. The map can be inserted/resized/replaced in the same way as images in section 5 above.



Automobile Division
Essex Centre

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Institution of
**MECHANICAL
ENGINEERS**

John Doe (Ford)
Jane Doe (IMechE)

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17 September at 7.30pm

Institution of Mechanical Engineers
1 Birdcage Walk, Westminster
London SW1H 9JJ

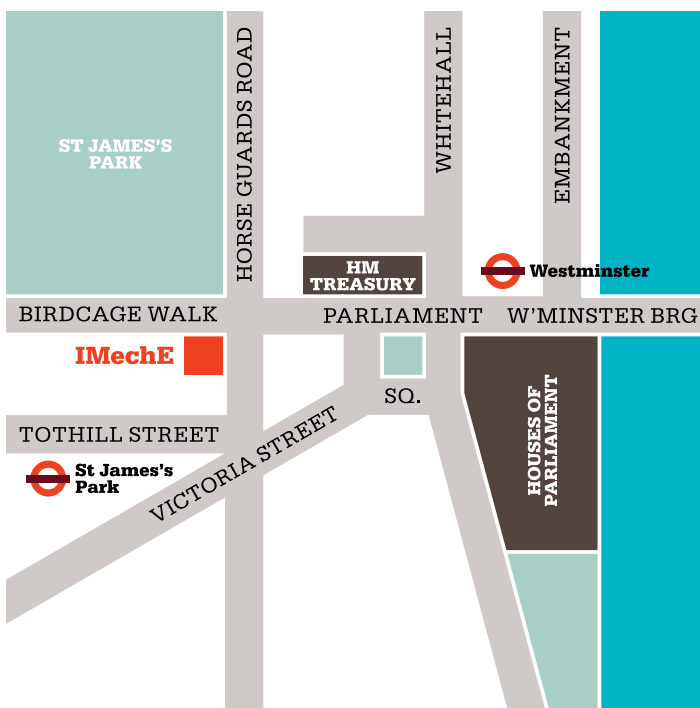
Improving the world through engineering

FORMULA STUDENT IN POLE POSITION.

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17 September at 7.30pm

Institution of Mechanical Engineers
1 Birdcage Walk, Westminster
London SW1H 9JJ

For more information please contact:

John Doe
+44 (0)20 1234 5678
johndoe@imeche.org
imeche.org/events/automobile/fs

The A6 Programme of Events template allows the user to create a multi-page PDF document for print reproduction

The template contains the following page layouts:

1. Front cover
2. Contents page
3. Introduction
4. Events & Activities
5. Contacts
6. Ad artwork page
7. Back page

1. Front cover. The front cover design is standard across all Programme of Events. Please enter your region or area details in the top left area. Formatting for this can be found in the **Formatting** palette under **Region**.
2. Contents page. The contents page has three distinct areas of information.
 - i. Table of contents. Please list the programme contents by geographical area if possible. Formatting for this can be found in the **Formatting** palette under **Contacts Table Text**.
 - ii. Additional information. There is the provision for additional information beneath the table of contents, should this be required. Formatting for this can be found in the **Formatting** palette under **Contacts Table Text**.
 - iii. Logo area. Each logo area has the provision for up to six different partner/ sponsor logos each measuring up to 13.5 x 26.5mm. Logos can be inserted/resized/ replaced in the same way as images.

To resize all the logos simultaneously

Once all your artwork is inserted into the logo placeholders, click each image independently, hold down the Control 'Ctrl' key and 'Y' key simultaneously, each of the images will resize – this avoids having to repeat the 'resize image' steps.

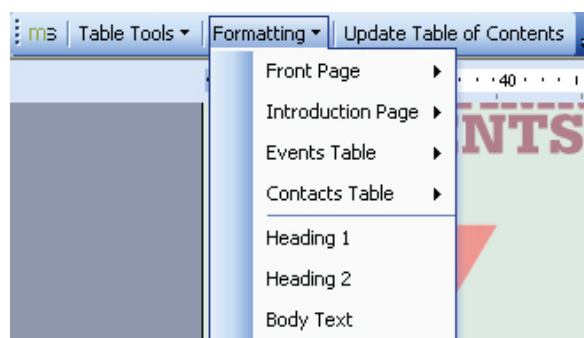
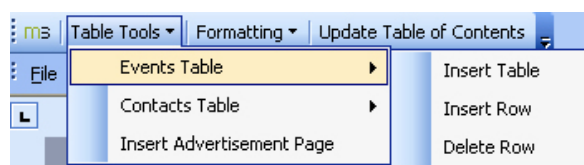
3. Introduction. This area is for your introduction to this years programme of events. You may also wish to include some background on the Institution and it's vision. You should also include your name, contact details and a URL where an online version of the guide is available for download. Formatting for this can be found in the **Formatting** palette under **Details/Body Copy/End Intro**.

4. Events & Activities. This is the main body of the Programme of Events where you should list the events in chronological order. Each event is assigned its own row within the table and contains all the pertinent event information.

The tables themselves are created using a bespoke toolbar which sits on Words native toolbar and allows users to style and format content.

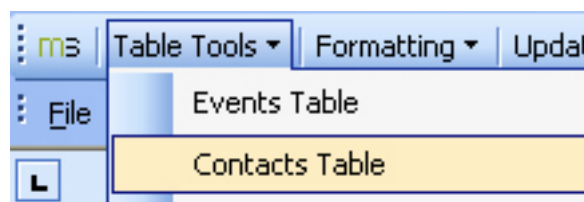


Events tables and rows can be inserted and deleted using the **Events Table** menu within table tools. Each element within the table can be formatted from either the **Formatting** palette or by using the **Formatting** menu in the bespoke toolbar.



Please note 'Heading 1' inserts a new blank page, this heading level is picked up within the table of contents.

5. Contacts. This is used to list all the relevant region/area contacts. Like the Events tables, rows can be inserted and deleted using the **Contacts Table** menu within table tools. Each element within the table can be formatted from either the **Formatting** palette or by using the **Formatting** menu in the bespoke toolbar.



Updating the table of contents

To update the table of contents please click the button featured here:

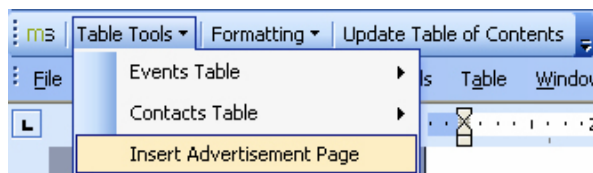


Alternatively, upon printing the document, the following dialogue box appears, select 'Update entire table' and Click 'OK':



6. Ad artwork page. This page allows you to place supplied ad artwork into the layout. Additional ad artwork pages can be inserted and deleted using the **Insert Advertisements Page** menu within table tools.

Please note you cannot insert a new advertisement page while you have the cursor within a table.



7. Back page. This is the back cover to the programme. It should remain blank/unbranded.

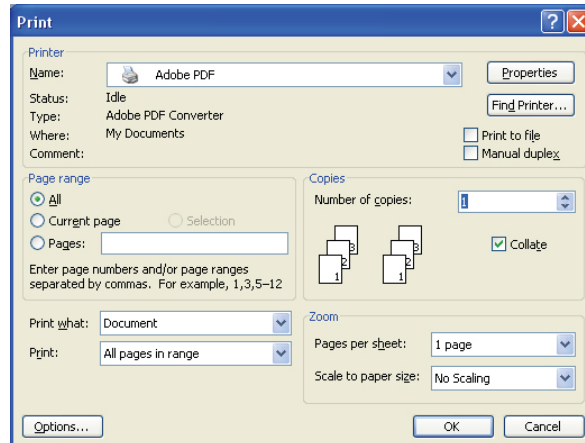
Pagination

Documents for print reproduction should be paginated in multiples of 4 pages. Please insert blank pages into the document should your document not fit this criteria. Please liaise with your print supplier should you require further help with pagination.

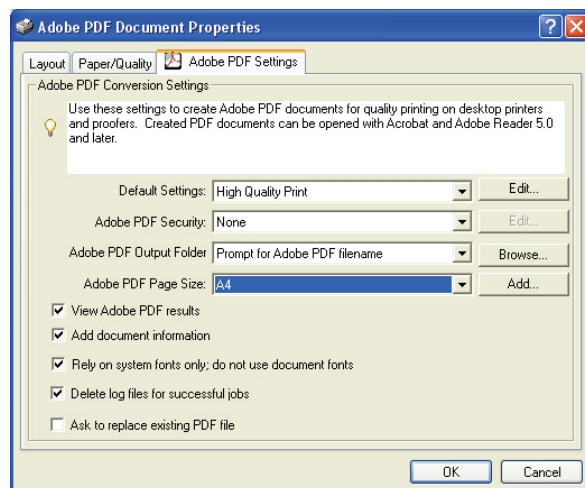
Creating print-ready PDFs

In order to create print-ready PDFs from your Programme of Events layout you will require Adobe PDF writer.

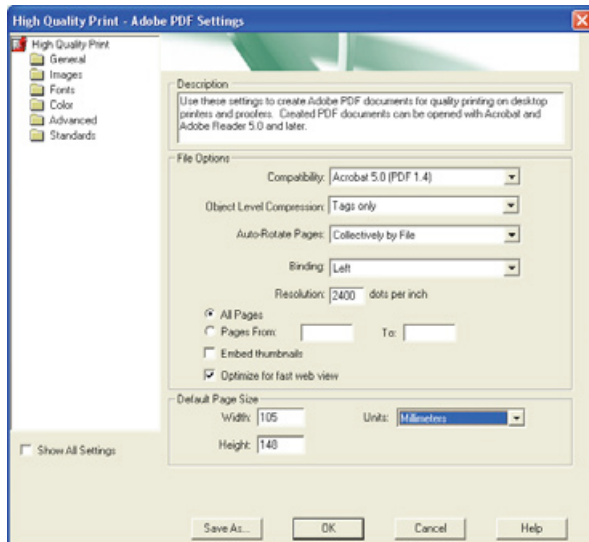
1. Click 'File' > 'Print'
2. Select 'Adobe PDF' from the drop-down menu
3. Click 'Properties'



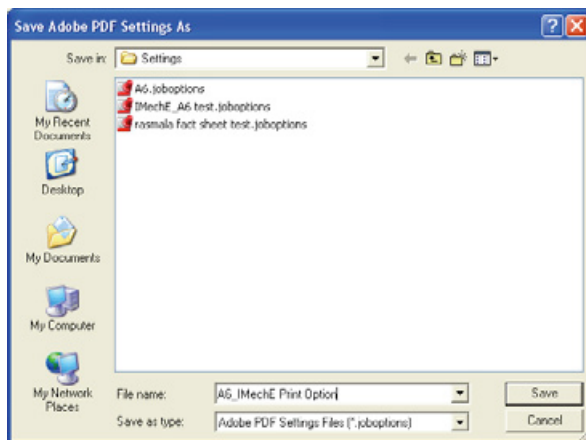
4. Click 'Edit' from the dropdown menu next to 'Default Settings'



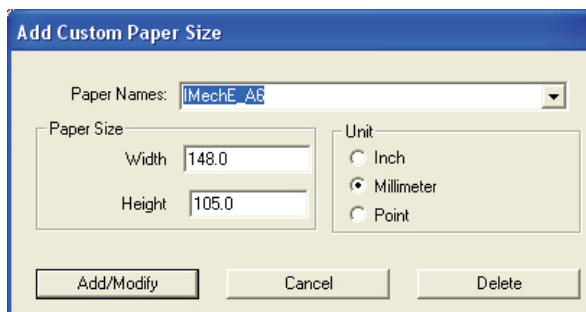
5. Revise the 'Default Page Size' height and width: W: 105mm H: 148mm
6. Click 'OK'



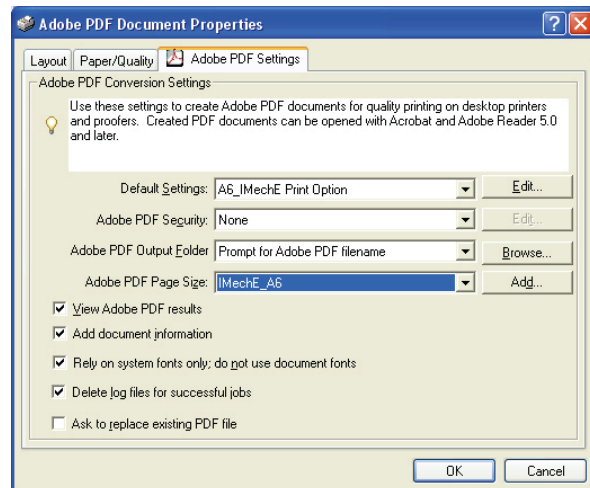
7. Save and name the setting ie 'A6_ImechE Print Option'



9. Add 'Paper Size' measurements: W: 105mm H:148mm
10. Type description of setting in 'Paper Name' ie 'IMechE A6'
11. Click 'Add/Modify'



12. After clicking 'Add/Modify' the following dialogue appears (see below)
13. Select 'A6_ImechE Print Option' from the 'Default Settings' dropdown menu
14. Select 'IMechE_A6' from the 'Adobe PDF Page Size' dropdown menu
15. Click 'OK' to print to PDF



Please liaise with your print supplier should you require further help with production of your print-ready PDF.

It is your responsibility to obtain and approve print proofs prior to the printing of your programme. Please liaise with your print supplier for more information regarding proofs.

Merseyside & North Wales Region

PROGRAMME OF EVENTS 2009

Institution of
**MECHANICAL
ENGINEERS**

Improving the world through engineering

Contents

Programme of events listed by geographic area

Cheshire	4
Greater Manchester	5
Lancashire	8
Merseyside & North Wales	10
South Cumbria	12
West Cumbria	14
Contacts	18

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Autodesk

NATIONAL
INSTRUMENTS

eems
energy efficient motorsport

Contacts

LANCASHIRE COMMITTEE

Chair	John Doe	+44 (0)1234 5678 9123 john.doe@imeche.com
Secretary	John Doe	+44 (0)1234 5678 9123 john.doe@imeche.com
Treasurer	John Doe	+44 (0)1234 5678 9123 john.doe@imeche.com
Publicity	John Doe	+44 (0)1234 5678 9123 john.doe@imeche.com

NORTH WEST YOUNG MEMBERS PANEL

Chair	John Doe	+44 (0)1234 5678 9123 john.doe@imeche.com
Vice-Chair	John Doe	john.doe@imeche.com
Secretary	John Doe	john.doe@imeche.com
Treasurer	John Doe	john.doe@imeche.com
Asst Secretary	John Doe	john.doe@imeche.com
Asst Treasurer	John Doe	john.doe@imeche.com
Publicity & Web	John Doe	+44 (0)1234 5678 9123 john.doe@imeche.com
YM Rep	John Doe	john.doe@imeche.com

Introduction

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John Doe
Chairman North West Region
+44 (0)1234 567891
johndoe@imeche.org

This programme of events is also available as a download from:
www.imechewestcumbria.org.uk

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Cheshire Events & Activities

<http://nearyou.imeche.org.uk/uk/nwes/RUAMAN>
For area contact information, please see the contact section

Monday 19 January 7pm–9pm Refreshments 6.30pm	THE ROLE OF RISK ASSESSMENT IN THE SELF REGULATION OF PROCESS PLANTS Speaker: John Hudson BAE Systems Submarine Solutions Location: The Academy, Bentley Motors, Pym's Lane, Crewe CW1 3PL Contact: Paul Jones 01270 656557 Keith Holmes 01204 528851	Process Industries Division
Monday 19 January 7pm–9pm Refreshments 6.30pm	THE ROLE OF RISK ASSESSMENT IN THE SELF REGULATION OF PROCESS PLANTS Speaker: John Hudson BAE Systems Submarine Solutions Location: The Academy, Bentley Motors, Pym's Lane, Crewe CW1 3PL Contact: Paul Jones 01270 656557 Keith Holmes 01204 528851	Process Industries Division
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04

The A4 regional newsletter template is either one or two-sided depending on the amount of content, and features space for up to 8 articles, a Diary of Events and a Contact Us section.

1. Newsletter title and date. This should take the form of Region name, Area or YMP name, Newsletter, followed by the month or quarter. Each element should be set in title case. Area/Region/YMP/Date details should be set in Dark Red and Newsletter in Red. Formatting for this element can be found in the **Formatting** palette.
2. Article Headlines. The headlines throughout the document are set in Verdana Bold in title case in Dark Red. This is also applicable to the Introduction, Diary of Events and Contact Us section headers. Formatting for each of these elements can be found in the **Formatting** palette.

Article body copy. Article body copy throughout the document is set in Verdana in black. Formatting for this element can be found in the **Formatting** palette.

3. Word Counts. Below is a guide to word counts for each of the articles.

Side 1

Introduction 125 words

Articles 1–2 150 words

Article 3 100 words

Side 2

Articles 4–6 125 words

Articles 7–8 175 words

4. Image Sizes. Below is a guide to image sizes for each of the articles.

Side 1

Articles 1–2 62 x 49mm

Side 2

Articles 4–6 62 x 39mm

Articles 7–8 62 x 57mm

To insert an image

- i. Double click the prompt within the placeholder, for example: "Dbl click to insert image."
- ii. Locate the image
- iii. Click 'Insert'

To resize the image

- i. After inserting the image, single click it, then drag from the bottom right anchor until the image is the desired size within the placeholder.

To replace the image

- i. Click 'Insert'
- ii. Click 'Picture'
- iii. Click 'From File' and navigate to the file location, insert the new image and resize

For more on imagery please see page 24.

WESSEX REGION SALISBURY AREA NEWSLETTER

AUTUMN 2010

Institution of
**MECHANICAL
ENGINEERS**

INTRODUCTION

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DIARY OF EVENTS

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Location details

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CONTACT US

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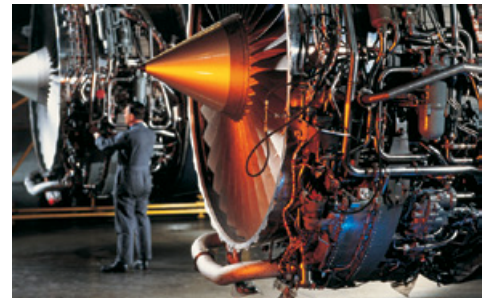
PRIVACY WARS: IS BIG BROTHER WATCHING YOU?

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OUR LOW-CARBON POLICY: IS IT ACHIEVABLE?

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UK AEROSPACE MANUFACTURING

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TRAINING & PROFESSIONAL DEVELOPMENT

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INSPIRING THE NEXT GENERATION LECTURE

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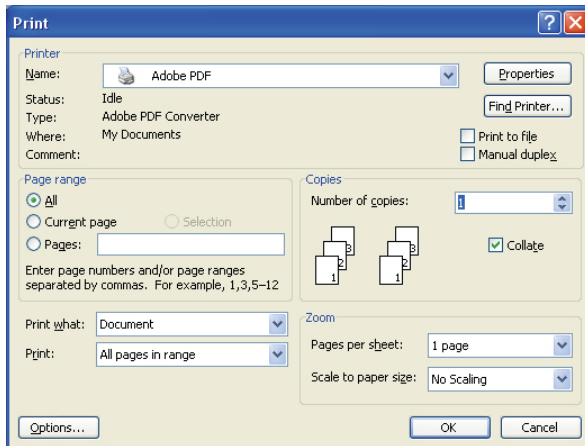
CREATING LOW-RESOLUTION PDF'S

23

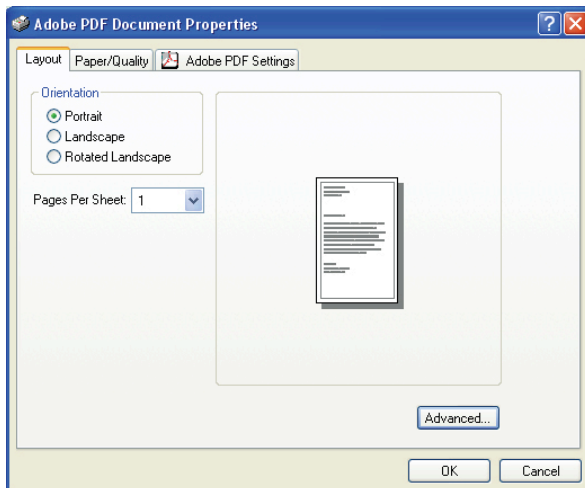
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In order to create low-resolution PDF's from your layout you will require Adobe PDF writer.

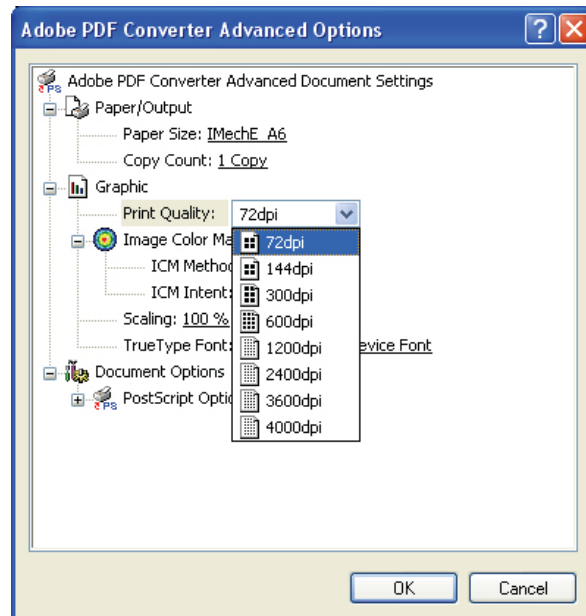
1. Click 'File' > 'Print'
2. Select 'Adobe PDF' from the drop-down menu
3. Click 'Properties'



4. Select your default settings e.g. A4 or A6
5. Click 'Layout'
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7. Select '72dpi' from the 'Graphic Print Quality' drop down
8. Click 'OK'
9. Click the 'Adobe PDF Settings' tab and click OK to create a PDF



Please see section 4.10 of the IMechE brand guidelines for a more extensive overview of imagery. The guidelines are available for download from <http://www.imeche.org/brandidentity>

Advanced Image Manipulation

Ideally images should be cropped and sized to the correct dimensions prior to being imported into Microsoft Word.

Irfanview is a powerful, yet simple to use freeware application which can be used to manipulate imagery prior to its importation.

<http://www.irfanview.com/>

Image resolution

Images used in the templates which are for print reproduction should be at size at 300dpi.

Images used in the templates which are for screen reproduction should be at size at 72dpi.

To determine an images resolution PC users can right click any image file, select 'Properties', select 'Summary' and finally select 'Advanced' this dialogue box displays the image dpi/resolution information.

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