2024

RIMS Brand Guidelines

RISK AND INSURANCE MANAGEMENT SOCIETY, INC.

RIMS
the risk management society

INTRODUCTION

The Risk and Insurance Management Society, Inc. (RIMS) is the preeminent organization dedicated to advancing the practice of risk management. In today's economic environment, where businesses are inundated with information about managing risks and creating value for their stakeholders, it's becoming more difficult to stand out. As a result, it's more important than ever that we represent our organization, along with our products and services, in a consistent manner.

We can achieve this by adhering to the brand identity guidelines enclosed in this style guide. The guidelines cover all aspects of RIMS identity: logo usage, product branding, messaging and appearance. They provide a way for us to ensure all our communications look and sound as if they are coming from a unified organization.

The adoption of these standards by RIMS corporate staff, chapters, members, business partners and others will help us strengthen our identity and improve our visibility. Implementation of brand standards will allow for more clear, effective communications, enhance our credibility and strengthen RIMS awareness.

Any questions or comments relating to the RIMS brand guidelines should be directed to the Marketing and Communications Department. Please see page 12 for contact information.

AN EVOLVING DISCIPLINE

The field of risk management emerged from the more traditional field of insurance management. The term risk management was adopted because the field has, and is continually growing to include, an exceptionally wide focus. Risk management responsibilities span from product liability, employment practices, environmental degradation, accounting compliance, offshore outsourcing, currency fluctuations, and electronic commerce, to name just a few of the many areas in which risk practitioners have a responsibility. In the 1980s and 1990s, risk management grew to become a vital part of organizational planning and strategy, and risk management became integrated with more and more company functions as the field evolved. Today, the role of risk management has increased to encompass large-scale, organization-wide programs, with an emphasis on enterprise risk management.

OUR LOGO AND TAGLINE

RIMS' logo incorporates three stripes that represent its key areas of service to its members: resources, networking and education. More conceptually, the stripes also represent upward movement, symbolic of growth and action. They join together as they grow, demonstrating the integration of risk management within an enterprise and the effectiveness of collaboration.

RIMS' commitment to being the preeminent professional asset for anyone with risk management responsibilities within an enterprise is the driver behind its tagline, "*the* risk management society." RIMS aims to provide the tools, resources, thought leadership and advocacy needed by professionals in today's business climate, and its re-brand strategy reflects that end.

THE RIMS BRAND:
PAST, PRESENT AND FUTURE

As RIMS enters this new era, it looks back on the history of its brand, from its founding, as the National Insurance Buyers Association in 1950, to the installment of the unicorn logo in 1975. A vastly different organization than when it began 60 years ago—in both mission and scope—RIMS has kept pace with the changing face of risk management and the global economy by evolving steadily throughout the years to become the most influential association for risk managers in the world— and its brand has always reflected that evolution.

Throughout the 1970s, RIMS was instrumental in developing and defining risk management as a

discipline, and the success of this undertaking, as well as the corresponding branding, was evident in the discipline's growing numbers. The 1980s saw RIMS break new ground by asserting itself as the voice of the commercial risk manager and expanding its international influence by co-sponsoring the first International Risk Management Conference in Monte Carlo.

The proliferation of the internet in the 1990s led to the launch of RIMS.org, which has seen a forum for the RIMS brand to develop and thrive. The last 10 years, however, during which risk management has been thrust into center stage, have called for a change. The intent of the RIMS brand is to reflect the value of the products and services it offers, and a change was necessary to illustrate the evolving nature of RIMS' offerings. In response to the discipline's changing role, RIMS has stepped up to the proverbial plate by testifying before Congress, identifying new areas of interest in the discipline, creating inroads abroad and crafting the very definition of enterprise risk management. The new brand conveys this progressive nature of RIMS' interactions with its members, and the industry as a whole.

ABOUT RIMS

RIMS, *the* risk management society®, empowers risk professionals to make the world safer, more secure, and more sustainable. Through networking, professional development, certification, advocacy, and research, RIMS and its 80 chapters serves more than 200,000 risk practitioners and business leaders from over 75 countries. Founded in 1950, the Society publishes the award-winning *Risk Management* Magazine and produces RISKWORLD®, the largest annual gathering of global risk professionals. RIMS embraces diversity, equity and inclusion and welcomes all risk professionals to connect and learn, explore the online Risk Knowledge library, tune into the RIMScast podcast series, and engage via LinkedIn, X, Instagram. To learn more, visit www.RIMS.org.

BRAND ATTRIBUTES

Professional: RIMS is an organization of professionals whose purpose is to support the development and implementation of stronger, more resilient strategies for their organizations. At all times, our communication should reflect the importance and professionalism of our community and their work.

Knowledgeable: RIMS comprises thought-leaders, subject matter experts and educators. We must empower our community, providing them with insight about trends and best practices so they can advance their programs, expand their competencies and grow their careers.

Collaborative: RIMS creates platforms for conversation and the exchange of ideas to advance the practice of risk management. We are always open to input from our community and, as such, our communication should be open and welcoming, not closed off and isolated.

Innovative: The risk management world is constantly changing, and we must be innovative to keep up with that pace of change. We must be open to new ideas and new ways of serving our community, as well as forward-looking and knowledgeable about emerging and dynamic risks.

Diverse: RIMS strives to provide a highly inclusive environment for all identity groups to thrive in the global risk community, and to facilitate and encourage open dialogue for a more inclusive and resilient future. Not only is it important for us to maintain diversity at RIMS, we must also consistently urge our partners to embrace diversity and inclusion and articulate the value it adds for our members and their organizations.

Voice & Tone: Our copy should be knowledgeable, concise, and professional, always respecting the reader. Use clear, straightforward language and keep expressions focused and purposeful.

RIMS LOGO
& BRANDING USAGE

RIMS Corporate Logo

The RIMS corporate logo may only be used by RIMS corporate staff, on official RIMS-produced materials unless otherwise requested. All business partners and external vendors must submit a request for approval to the RIMS Marketing and Communications Department for any use of the RIMS corporate logo.

Chapters are permitted to use the RIMS corporate logo in a limited capacity, for official chapter communications and events only (i.e. meeting agendas, flyers, signage, banners, etc.). It is strongly recommended that if chapters are using the RIMS corporate logo on a printed piece, they submit a sample to the RIMS Marketing and Communications Department for review.

As RIMS does not endorse any particular providers, use of the RIMS corporate logo by associate members to promote their membership in the Society is strictly prohibited. Associate members may list their membership in RIMS on their website or in an email signature as text only.

The word RIMS *should always be used in all capital letters.*

LOGO CLEAR SPACE

A minimum clear space equal to the width of the three stripes must be maintained at all times around the logo. No graphic elements or typography (except the inclusive elements of the signature lockup, such as unit names) should impede this minimum clear space. Whenever possible, keep a larger clear area.

RIMS LOGO
ACCEPTABLE VARIATIONS & USAGE

Shown below are the six ways to correctly use the RIMS logo, always strive to use a version that includes the tagline.

PMS 301 or CMYK (c:100, m:53, y:4, k:19) match should be used when color can be used. Always strive to use this version with the tagline.

The logo may appear in all black, if necessary. Always strive to use this version with the tagline.

The logo may appear in white on a color background. Always strive to use this version with the tagline.

PMS 301 or CMYK (c:100, m:53, y:4, k:19) match should be used when color can be used. This version without the tagline can be used when the logo will be small and the tagline will be hard to read, or if the RIMS logo is being used as part of a larger logo (i.e. chapter logo).

The logo may appear in all black, if necessary. This version without the tagline can be used when the logo will be small and the tagline will be hard to read, or if the RIMS logo is being used as part of a larger logo (i.e. chapter logo).

The logo may appear in white on a color background. This version without the tagline can be used when the logo will be small and the tagline will be hard to read, or if the RIMS logo is being used as part of a larger logo (i.e. chapter logo).

RIMS LOGO INCORRECT USAGE

In using the RIMS logo, it is important to maintain and reinforce a recognizable and consistent identity. As a result, there are a limited number of variations of the RIMS logo that are acceptable, as shown on the previous page.

Full logo at an angle

Full logo with tagline on top

Full logo with words in different font

Full logo with three strips on the right side of the words

Logo expanded/stretched

Any part of logo used as part of another logo

LOGO FILETYPES

WHERE & WHEN TO USE THEM

.EPS
- Whenever a vendor requests a logo using a PMS (spot) color, or in white
- Large-format printing
- textile/screen-printing
- physical promotional items
- as part of a larger, professionally designed piece

.EPS logos are vector-based, can be enlarged well beyond their native size without losing any integrity, and their backgrounds are inherently transparent. They are not suitable for use online or in emails. *EPS files require a design program to open beyond the preview (i.e. Adobe Illustrator/Photoshop).*

.JPG
- Print (on a white background only)
- Web (on a white background only)

.JPG logos are pixel-based, and should never be enlarged beyond their native size @ 100%, or they will begin to degrade in quality. The background of a JPG logo will appear white, so they should not be used on a non-white background. RIMS .JPG logos are saved at 300 dpi for use in print, and 72 dpi for use online. *The RIMS logo is only available in blue or black as a .JPG file.*

.PNG
- Whenever the white version of the logo needs to be used
- Whenever the blue or black logos need to be used on a non-white background
- Print (on a non-white background)
- Web (on a non-white background)

.PNG logos are pixel-based, and should never be enlarged beyond their native size @ 100%, or they will begin to degrade in quality. The background of a PNG logo is transparent and is suitable to use on a non-white background. RIMS .PNG logos are saved at 300 dpi for print and 72 dpi for use online.

COLOR

The following color palette has been created for use in print and digital communications.
The RIMS logo should always appear in the primary brand color, Black or White.

PRIMARY COLOR

PMS 301

CMYK	100 53 4 19	
RGB	0 75 135	
HEX	#004B87	

The official color of RIMS and the RIMS logo is PMS 301.
When the blue RIMS logo will not work in a particular instance, the only other acceptable colors for the RIMS logo are black or white (knockout/reversed).
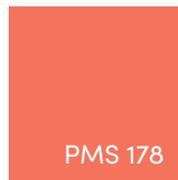
SECONDARY COLORS

PMS 7546
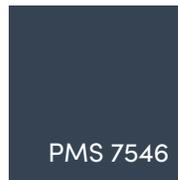
CMYK	73 45 24 66	
RGB	54 67 83	
HEX	#354353	

The secondary colors offer an extension to the core brand color and should be limited in use to text and simple design elements. Supporting brand elements, such as document footers, may be requested from RIMS Creative Department.

The RIMS logo should NEVER be used in any of the secondary colors.

PMS 178

CMYK	0 78 58 0	
RGB	243 115 93	
HEX	#FE7360	

PMS 375

CMYK	46 0 90 0	
RGB	177 210 53	
HEX	#B1D235	

TYPOGRAPHY

RIMS' primary typeface is Sofia Pro and can be found in Adobe Fonts with an Adobe Creative Cloud subscription. Headlines are featured in Sofia Pro Bold, with subheads in Sofia Pro Semi Bold and body copy in Sofia Pro Regular.

Aa
Sofia Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*(,.;:?)

Aa
Sofia Pro Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*(,.;:?)

Aa
Sofia Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*(,.;:?)

RIMS' secondary typeface for large amounts of body copy, i.e. Executive Reports, is Adobe Garamond Pro Regular

Aa
Adobe Garamond Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*(,.;:?)

GRAPHIC ELEMENTS & TEMPLATES

RIMS incorporates the three color "diamonds" on all of it's print and web templates. This includes internal letterhead, PowerPoint decks and business cards, as well as on public facing social media banners, print ads and marketing collateral. Below are sample assets to reference for size, scale and usage.

RIMS Letterhead

RIMS Business Cards
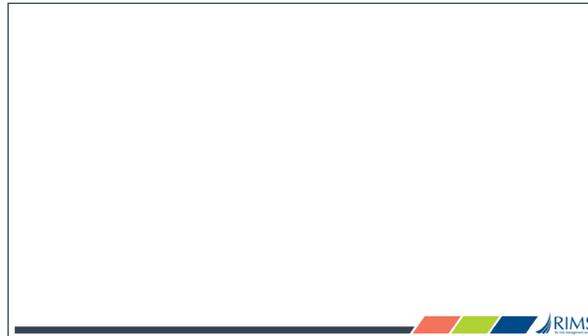
RIMS Powerpoint templates

RIMS Print Ads & Flyers

RIMS Social Media Banners

CHAPTER LOGOS

Each RIMS chapter will be permitted to have its own logo with one icon to represent itself, or use the RIMS standard chapter logo (see below for examples). Logos are designed by RIMS Creative department.

>> Custom logos are still templated for consistency across all chapters, and the custom elements/icon will utilize an imprint area designated below. Custom elements will not alter the RIMS corporate logo in any way.

>> Photographs (especially anything pulled off of the internet) will not be used in the logo. These images will not reproduce well when printed, embroidered or when used at larger sizes. Any images used within the chapter logo need to be vector-based.

>> The chapter logo will have the RIMS logo in the corporate color (PMS 301 or CMYK (c:100, m:53, y:4, k:19) and the chapter icon can have a different color or colors representing the chapter.

>> The chapter logo will be created using PMS colors or CMYK colors to the specs the chapter needs.

>> Please allow up to 2-3 weeks from submitting your request for a draft of your logo for approval.

>> Upon final approval, your logo will be delivered in several different file formats, optimized for both print and web usage.

RIMS Powerpoint templates, electronic letterhead, and branding elements for chapters

Powerpoint templates and electronic letterhead may be requested through RIMS Chapter Services. Supporting branding elements, such as document footers, can be made to spec based on your needs and can be requested through RIMS Chapter Services as well.

RIMS standard chapter logo

RIMS
[Insert Chapter Name]

RIMS custom chapter logo imprint area

RIMS
[Insert Chapter Name]

RIMS custom chapter logo samples

RIMS
Orange County Chapter

RIMS
India Chapter

CONTACT INFORMATION

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