

Brand Guidelines



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Brand	05
Logos & Icon	10
Colors	17
Typography	20
Media	22

Vision & Mission	I
Values	II
Positioning	III
Identity Statement	IV
Tagline	V
Brand Promise	VI

Vision

We exist to educate and support future generations of leaders who will guide the global concrete industry into a thriving future.

Mission

To identify, educate, and inspire innovative leaders who will use concrete to build resilient environments that advance our communities.

Values

Passionate

Our passion for concrete runs deep. It drives every lesson, project, and conversation, fueling our mission to lead and inspire the concrete industry. It's this fervor that shapes our every move, making us relentless advocates for innovation and excellence.

Collaborative

Collaboration is our cornerstone and we believe that the best solutions emerge from the combination of diverse perspectives and shared ambitions. This belief guides our interactions, encouraging open dialogue and mutual respect, ensuring that every contribution is valued as we collectively push the boundaries of what's possible.

Driven

Our drive is what sets us apart. Ambition and resilience are in our DNA, prompting us to continually pursue excellence and challenge the status quo. This relentless determination influences how we set goals, overcome obstacles, and achieve remarkable outcomes, always raising the bar.

Inclusive

We embrace diversity and foster an environment where everyone's voice is heard and valued to create a brighter future for all. We are committed to working together towards a world where every individual feels supported and empowered to bring their unique talents and perspectives to the table.

Innovative

We are committed to being at the forefront of the concrete industry by incorporating creativity and innovative thinking in all aspects of our work. Our team is always exploring new possibilities, embracing advancements, and promoting a culture that values fresh ideas.

Versatile

We are always prepared to face various situations and challenges, and we can quickly adapt to them with confidence. This adaptability is reflected in our approach, ensuring that we can navigate the complexities of our field while also pioneering new paths within it.

For industry leaders who are looking for innovative, driven, and versatile new leaders to propel the concrete industry forward, CIM (Concrete Industry Management) offers a specialized professional degree that melds concrete technical expertise with essential business and leadership skills.

Unlike traditional construction management or other certificate programs, CIM uniquely focuses on the concrete sector, providing the comprehensive blend of academic rigor and practical industry experience required to produce talented graduates capable of pursuing successful careers in the concrete industry.

We are a STEM-focused professional business degree preparing technically proficient leaders for the modern concrete industry, allowing them to specialize in a unique career with vast opportunities.

BUILDING LEADERS
ADVANCING OUR INDUSTRY

Tagline

Brand

CIM

Benefits Focused

Imagine More Opportunity.

Our program equips graduates with the essential skills, expertise, and hands-on experience to become leaders in their respective industries. By obtaining our professional degree, individuals with the drive, passion, and courage to forge their own path can uncover a world of surprising opportunities. Employers can discover the ideal candidates they require to expand their businesses and seize the opportunities before them. Ultimately, the entire industry benefits from this, and the future vision becomes a reality one leader at a time.

Imagine More Connections.

Our program connects students with a powerful network that almost guarantees job placement after graduation. Our graduates also get unparalleled access to leaders, companies, and opportunities to learn and advance their careers. Employers can gain access to industry leaders with deep expertise in technology, research, and sustainability which they need to drive innovation in their companies.

Emotion Focused

Imagine More, Build Our Future.

We strive to inspire innovation and motivate every student to envision greater possibilities for themselves and our industry. If we can envision more for our industry and collaborate, one day, employers will have access to a pool of exceptional, passionate leaders who possess the skills necessary to build the future that they envision for their company. Let's work together to raise the industry as a whole because when one of us succeeds, we create a better future for all of us.

Logo	I
Logo Variation	II
Logo Clearspace	III
Social Icon	IV
Dos & Don'ts	V



Primary Logo

This is the official logo of CIM.



Logo Variation

Here is a logo variation in a reversed color combination using other colors in the brand palette. Please follow the specific color configurations as they are represented here when using a logo variation.



MBA Logo Variation

Here is a logo variation developed for the Executive MBA Program for Concrete Industry Management. Please use only this version when representing the program and follow the exact color specifications as shown here.







Primary ColorsI

Secondary ColorsII



R=236 G=212 B=68 HEX ECD444 CMYK 9 11 86 0 PANTONE 129 C	R=184 G=219 B=217 HEX B8DBD9 CMYK 27 3 14 0 PANTONE 566 C
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Primary Font

I

Montserrat

<https://fonts.google.com/specimen/Montserrat>

CONTENT TITLES | **MONTERRAT BOLD**

AaBbCcDdEdFfGgHh

CONTENT TITLE VARIATION | **MONTERRAT SEMIBOLD UPPERCASE**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

BODY COPY | MONTERRAT REGULAR & EXTRA LIGHT

AaBbCcDdEdFfGgHhIi
AaBbCcDdEdFfGgHhIi

USE BOLD WHEN TITLES OR CALLOUTS ARE USED SMALL

AaBbCcDdEdFfGgHh
0123456789

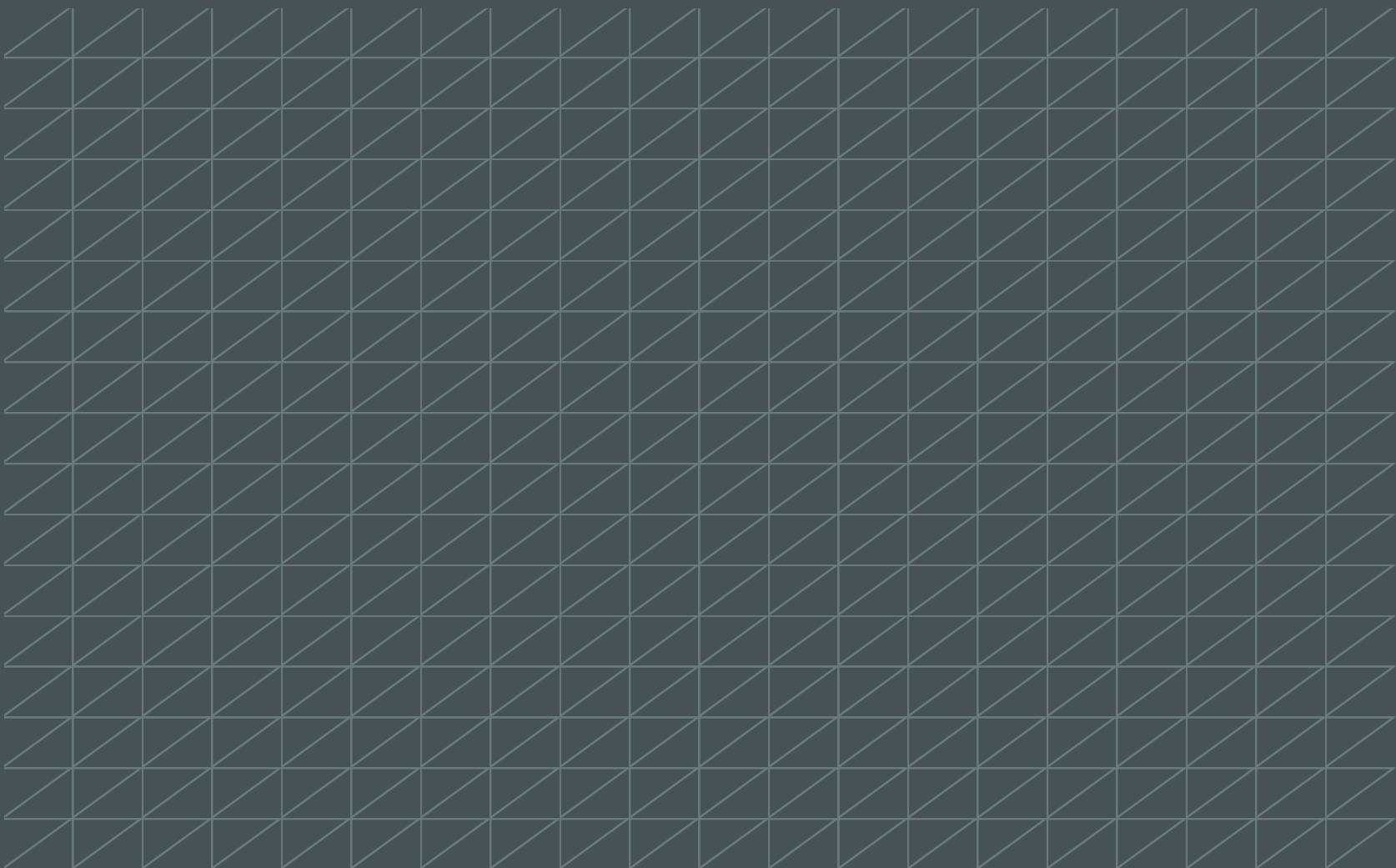
Pattern I

Gear II

Photography III

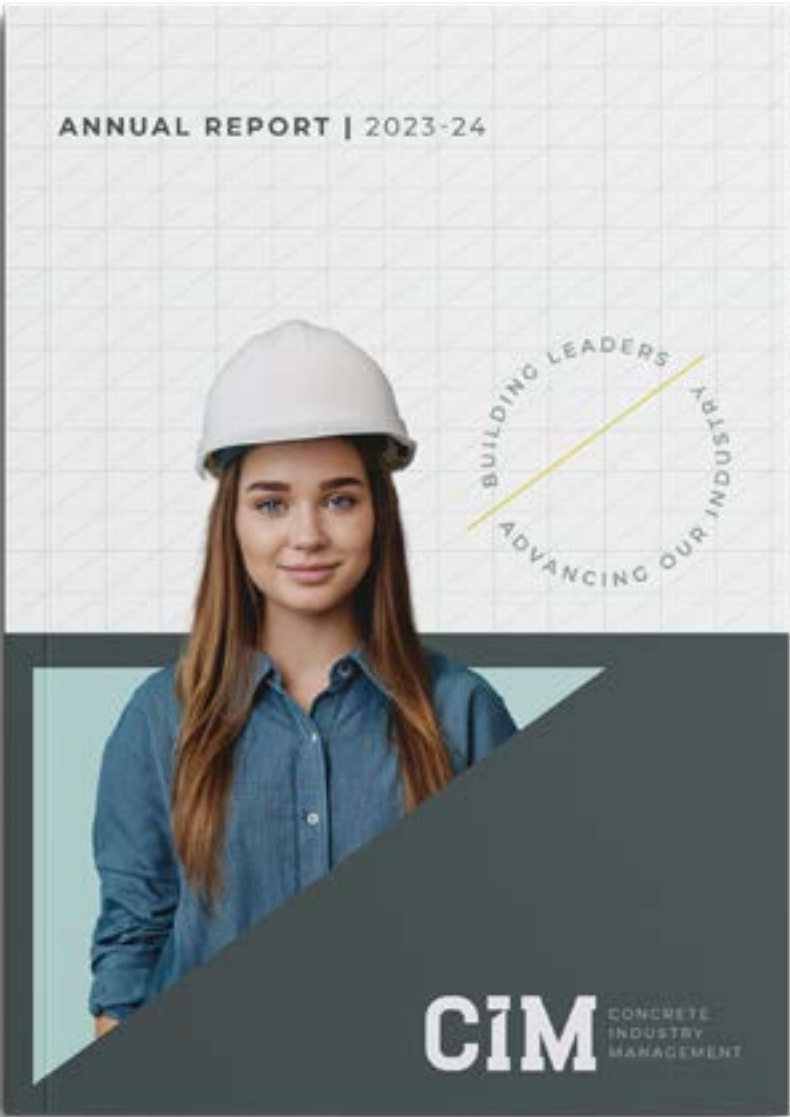
Visual Language IV





Pattern





Information

I

Contact Information

The CIM brand guidelines provide a comprehensive overview of our brand identity and how it should be presented to the world. By adhering to these guidelines, we can ensure that our brand is consistently represented in a professional and cohesive manner, which will help us to build trust and recognition with our members, partners, and stakeholders. We encourage everyone in the CIM community to use these guidelines as a reference when creating any materials that represent our brand, and to reach out to the brand team with any questions or feedback. Let's work together to make sure that the CIM brand continues to thrive and grow in the years to come.

concretedegree.com

Don't hesitate to contact us if you need help.

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CIM

CONCRETE
INDUSTRY
MANAGEMENT