



**INTELLIGENT OFFICE**

**BRAND STANDARDS**

MAY 2017



## INTRODUCTION

The Intelligent Office brand is more than a name. It is a complete system of color, typography and artwork that reflects the true spirit of the organization. Using it consistently reinforces the professional and service-focused experience at IO.

This guideline is for the Intelligent Office team, vendors and partners. This guide has been carefully designed to protect and enhance the IO brand. However, these guidelines are just that – a guideline and foundation for which to build further brand materials – it is a flexible system.

Please respect the integrity of the brand and the careful thought and craft that has gone into it.

## LOGO ANATOMY

The Intelligent Office logo is considered a combination mark. It consists of a wordmark and a symbol, or logo mark. This combination gives the brand flexibility to use the elements together or independently across a variety of applications.

LOGO MARK



INTELLIGENT OFFICE

WORDMARK

## LOGO COLOR

The Intelligent Office logo should always contrast with its background. There are three versions of the logo to ensure legibility and optimum reproduction quality in all printing process and digital uses.

### FULL COLOR

The full color logo on white or the dark gray background is the preferred version for optimal legibility and should be used whenever possible.

### SINGLE COLOR

When there are limited number of colors available in printing, or the logo is being used over an image, use the single color version. Only black and white should be used.



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## LOGO LOCKUPS

The centered version of the Intelligent Office logo is preferred and should be used whenever possible.

In certain applications, the centered logo may not be suitable due to size constraints. In this instance, it is permissible to use alternative lockups of the logo to fit the intended application.

CENTERED



**INTELLIGENT OFFICE**

STACKED



**INTELLIGENT  
OFFICE**

HORIZONTAL



**INTELLIGENT OFFICE**

## PLACEMENT & SCALE

The Intelligent Office logo has been designed to ensure accurate reproduction and legibility across all communications. Therefore, it is important to pay attention to clear space and minimum sizes stated.

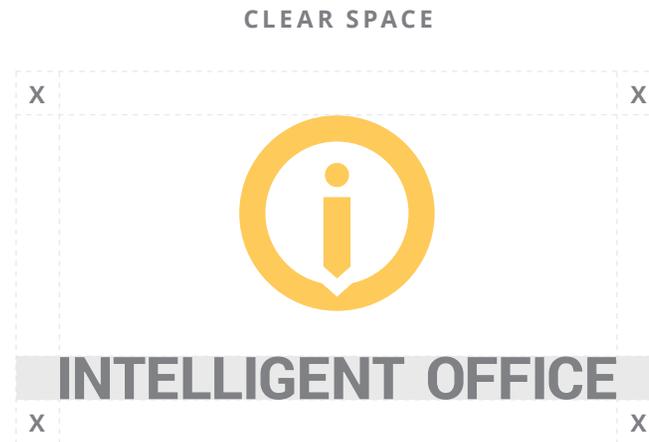
### CLEAR SPACE

The clear space around all sides of the logo should be equal to the height of the wordmark for maximum legibility and impact, but the more clear space the better.

### MINIMUM SIZE

To preserve legibility, the logo should never be printed smaller than 1 inch wide and should never appear at less than 120px wide in digital formats.

**Note:** When using the logo with tagline, be mindful that the font is much smaller than the wordmark and sizing should be adjusted accordingly.



### MINIMUM SIZE



# PRIMARY COLOR PALETTE

Color plays an essential role in Intelligent Office's visual identity. How color is used adds personality to the IO visual identity and differentiates IO from other brands. These primary colors should be the foundation of any brand designs.

## YELLOW

CMYK 0/21/75/0    RGB 255/203/90    HEX #FFCB5A

## GREY

CMYK 53/44/41/7    RGB 127/128/132    HEX #7F8084

## DARK BLUE

CMYK 74/64/57/50    RGB 52/57/62    HEX #34393E

## WHITE

CMYK 0/0/0/0    RGB 255/255/255    HEX #FFFFFF

# SUPPORTING PALETTE

To add flexibility to the Intelligent Office visual identity, a duo of support colors are also available. However, marketing materials should try to make use of the primary color palette as much as possible.

The support palette should always be used in conjunction with the primary color palette and should never be used on its own.

## LIGHT GREY

CMYK 8/6/6/0

RGB 232/232/232

HEX #E8E8E8

## DARK GREY

CMYK 75/66/60/62

RGB 40/44/48

HEX #282C30

# TYPOGRAPHY

When used thoughtfully, typography can be a powerful brand tool that can add visual meaning to what is communicated in the form of visual hierarchy. The Intelligent Office typography is communicated cleanly and clearly, and is flexible in a wide range of situations.

The primary typeface is Noto Sans, provided by Google Fonts. Because of its free availability it should be used in all communications. It can be downloaded here:

<https://fonts.google.com/specimen/Noto+Sans>

With two weights and two italics, this family gives IO a great deal of flexibility in nearly any design.

## NOTO SANS

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

*Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

**Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

***Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***0123456789***