



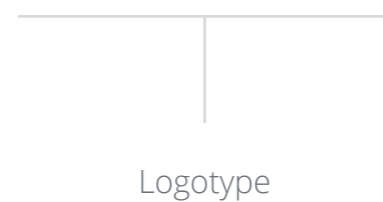
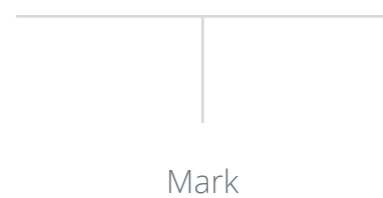
Digital Style Guide

Intech Branding

Branding

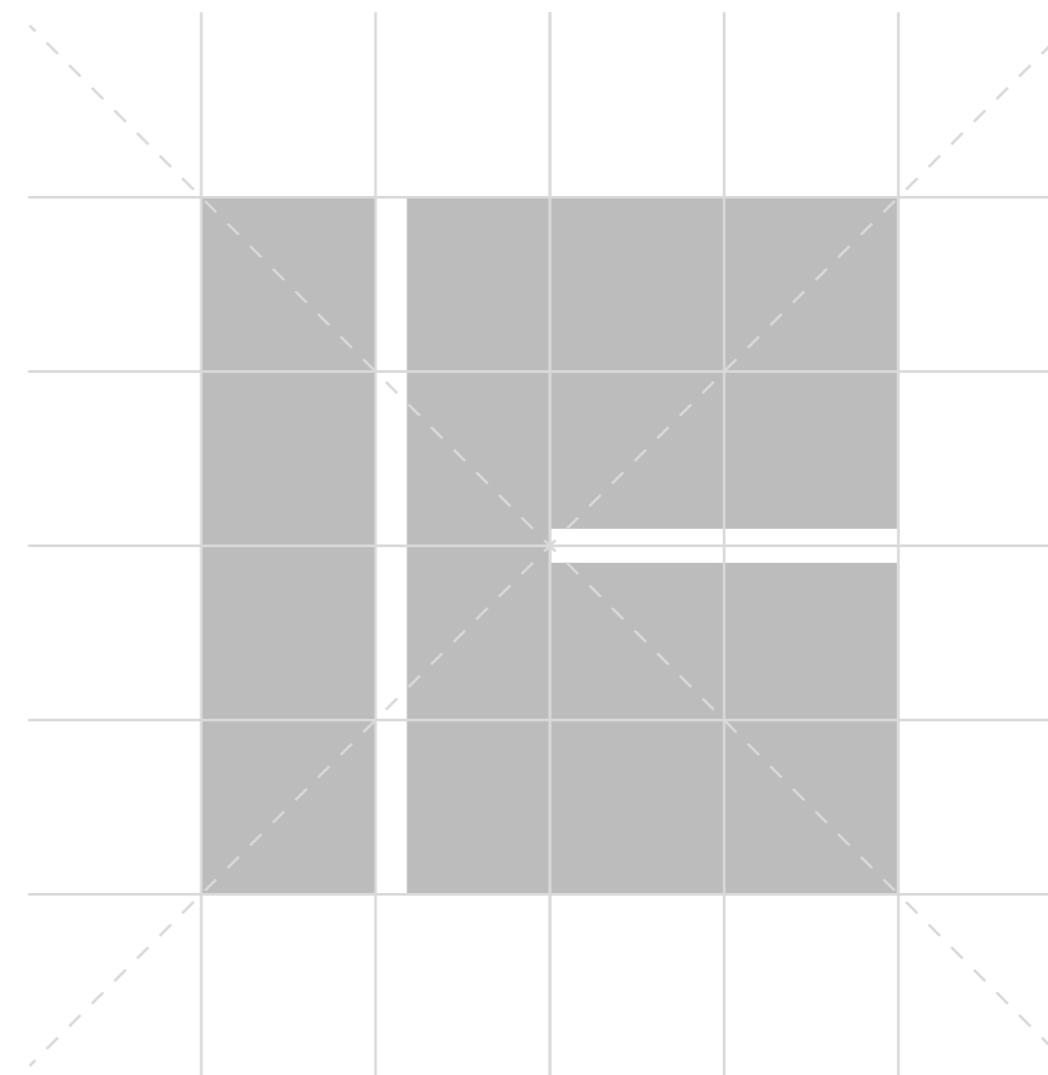
Through contemporary elements, the identity forms an always active symbol of growth and symbolic representation of Intech Consultancy (IC).

This visual style guide was created to help the identity communicate these values, and ensure the system maintains its best form across many applications.



Logo Grid

We have used shapes with geometric harmony in the process of building a logo. Logo grids are often called construction guides as well, depending on the shape of the grid (or guide) lines used.



Orange

RGB:

R 244 / G 129 / B 32

CMYK:

C 0 / M 60 / Y 100 / K 0

HEX:

f48120



Black

RGB:

R 35 / G 31 / B 32

CMYK:

C 70 / M 67 / Y 64 / K 74

HEX:

231f20



Primary Color



Secondary Color



Digital Style Guide

Intech Branding

Color Usage

The colors in the mark should stay consistent at all times, however, some situations call for adjustments.

*The Mark (symbol) should never be any color other than Orange, White or Black.

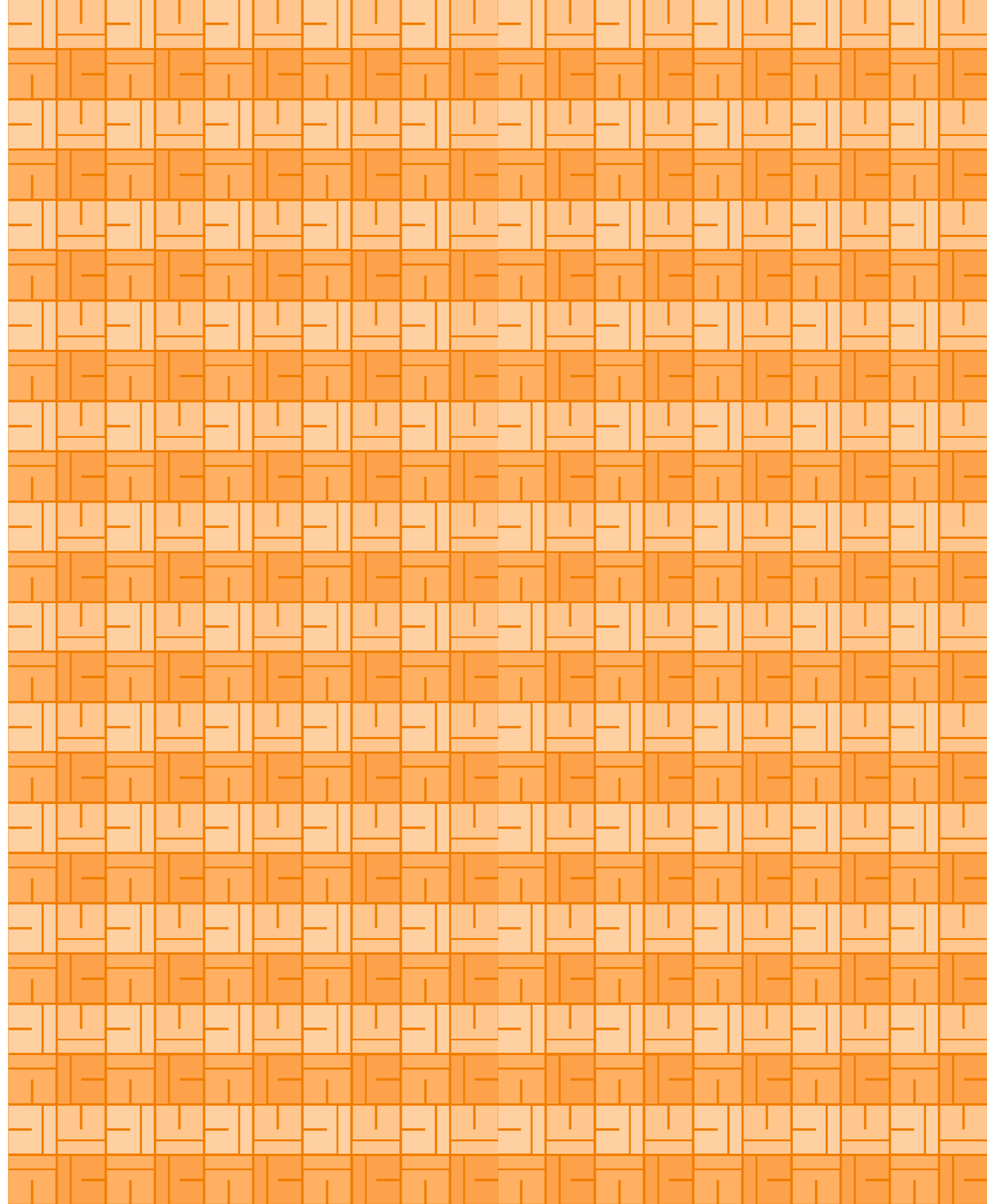


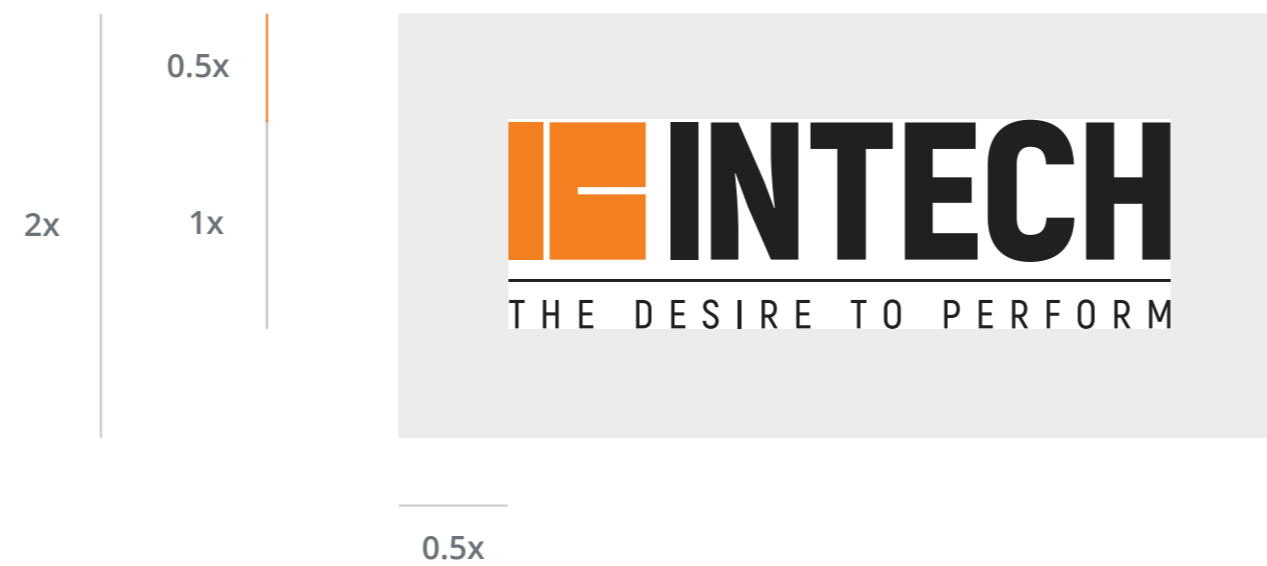
Digital Style Guide

Intech Branding

Pattern

Following pattern as our branding patterns.
Which used our branding mark with our brand
color orange tints.





Clear Space

A minimum area of space must always surround the mark/logotype lockups. This area of isolation allows the identity to stand out by ensuring that other visual elements are kept clear from the mark.

This clear space is based on half of the height of the Mark.



Lockups

The primary lockup is horizontal in orientation and should be used whenever possible. However if a format does not allow for this, a vertical alternate may be used.

The Mark should only be used on its own in situations where the name is adjacent in some form (such as an app icon).



Alignment

The center of the Mark should align to the center of the Logotype.

The spacing between the Mark and the Logotype is the width as shown in Primary Lockup.

In the vertical lockup the Mark is separated from the Logotype by width as shown in Vertical Lockup.



Primary Lockup



Vertical Lockup

Colors Meaning

Orange

Orange is associated with meanings of joy, warmth, heat, sunshine, enthusiasm, creativity, success, encouragement, change, determination, health, stimulation, happiness, fun, enjoyment.



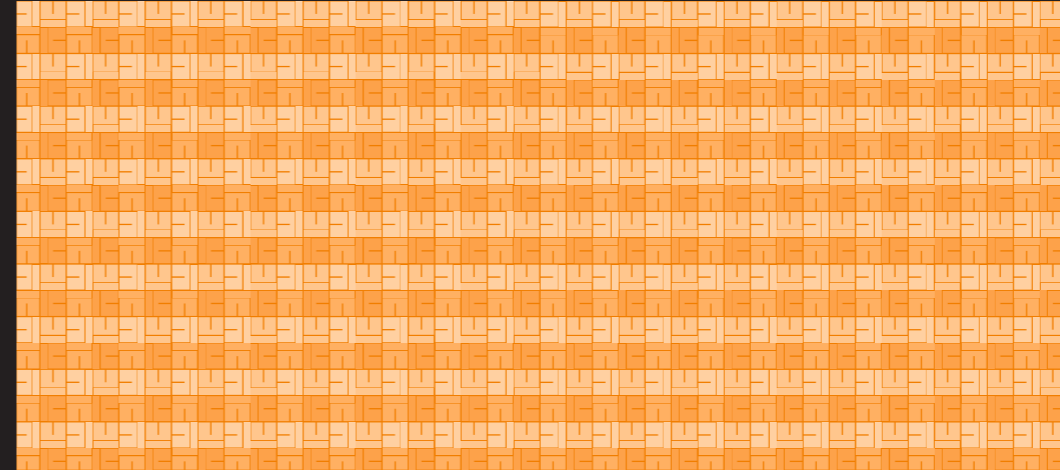
Black

Black is associated with power, fear, mystery, strength, authority, elegance, formality, death, evil, and aggression, authority, rebellion, and sophistication. Black is required for all other colors to have depth and variation of hue. The black color is the absence of color.





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Typography

We have used following typefaces in the branding of Intech.

Aa

Akrobat Black

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890!@#\$%^&*()_+<>?{}|

AA

BigNoodleTitling Regular

ABCDEFGHIJKLMNPOQRSTUVWXYZ
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890!@#\$%^&*()_+<>?{}|

Aa

Roboto Regular

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890!@#\$%^&*()_+<>?{}|\

Do's

Always use the following three ways to place logo in different background color.

1. Always leave the logo some space to breathe.
Use white or neutral backgrounds
2. If it's unavoidable to set the logo on a color (Primary Color) or a photo, use the negative logo.
3. If it's unavoidable to set the logo on a color (Primary Color) or a photo, use the negative logo on orange background.

Don'ts

Don't use the following three ways to place logo in different way.

1. Never place logo on any color background.
2. Do not use the negative logo on backgrounds that are too light or cluttered.
3. Do not add embellishments like drop shadow, embossing etc... to the logo.

01



02



03



04



01



02



03



Questions?

For any questions with this style guide, please contact:

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