




BRAND GUIDE 2019



LOGO

The Integrity Energy logo is the most important visual element of the brand. The logo should be applied to all external-facing materials.

Placement of the logo is flexible, but the full presentation of the logo should be legible and visible.

Black & white and reverse logo formats are also available. The logo element  should never be used alone without the full Integrity Energy word mark.



Color Horizontal Format



B/W Horizontal Format



Reversed Horizontal Format
(do not box logo)



Color Vertical Format



B/W Vertical Format



Reversed Vertical Format
(do not box logo)

LOGO USE

Use the height of the logo type (see below) as a guide for acceptable clear space around the logo. Using this amount of clear space is a safe way to ensure the logo will not be concealed in any way.

Logo colors should never be changed or altered. For use on a colored background, white and black logos are available.

The logo must never be distorted or stretched.



TYPOGRAPHY

Lato is the primary Integrity Energy typeface. When using different weights of this font, please use selectively to maintain the integrity of the brand.

Helvetica is an acceptable typeface to use when Lato is unavailable.

Consistent use of type will ensure brand unity across all communications.

LATO LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

LATO REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

LATO BLACK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

HELVETICA

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

TYPOGRAPHIC HIERARCHY

Headlines should use Lato Bold or Lato Black font. Leading should be tight for headlines that are more than one line long or wrap.

Subheads should also use Lato Black or Lato Bold, and should scale to a few points larger than body copy.

Body copy should use Lato Light or Lato Regular. Leading should be above average to keep the design light and clean to the viewer, around 150% of font size depending on application.

Body copy should be used at 90% tint or a dark grey, never black.

HEADLINE SAMPLE

Subhead Sample

Body copy sample. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse facilisis pulvinar dolor, quis tempor nisl egestas ac. Phasellus sodales pulvinar turpis eget vulputate. Quisque interdum consectetur magna eget lobortis. Sed non efficitur elit. Fusce ut varius arcu. Donec non arcu quis nisl varius mattis non ut est. Ut gravida mi sed hendrerit ullamcorper. Soluptia speria dolumque lantur volorec aboritae.

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COLOR

Color is crucial to brand recognition and continuity. Integrity Energy colors reflect the design of the logo and incorporate the green of the "mountain" and blue of the "lake/sea" portions of the icon.

Secondary colors complement the primary colors. These colors should be used sparingly and never in a way that overpowers the primary colors or whitespace.

PRIMARY COLORS



Pantone 355C
CMYK 99 12 100 2
RGB 0 149 59
HEX #00953B



Pantone 294C
CMYK 100 86 29 3
RGB 0 46 109
HEX #002E6D



Pantone K
CMYK 0 0 0 100
RGB 0 0 0
HEX #000000

SECONDARY COLORS



Pantone 3435C
CMYK 87 45 78 49
RGB 18 71 52
HEX #124734



Pantone 282C
CMYK 100 87 42 52
RGB 1 30 65
HEX #011E41



Pantone 355C
CMYK 27 21 22 0
RGB 187 187 187
HEX #BBBBBB