

intelledox[®]



CORPORATE **BRAND** GUIDE 2013

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OUR **LOGO**

Our logo is an integral and valuable part of our corporate image. It should be used with great care and treated with respect.



LOGO

This is the main logo with all its design elements. It is the primary identity marker to be used for print, web & any other needs.

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LOGOTYPE

The logotype is to be used where the entire logo cannot be used or the page device is used elsewhere in the design..



ALL-WHITE LOGO

Use an all-white version when applying to a dark or black backgrounds.



PAGE DEVICE

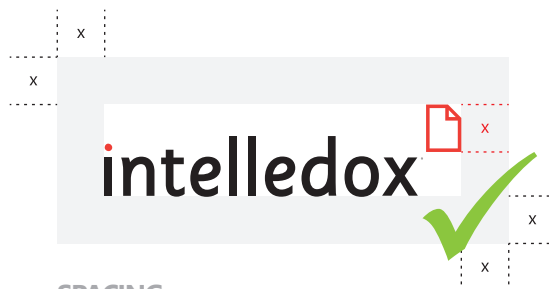
This is the page device logo. Used primarily where icons would normally be employed. When using this device, always include the logotype somewhere in your design.

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MONOCHROME

Use an all-black logo when only black printing is available.

Dos & Don'ts. These are a few simple things to look out for when applying the Intelledox logo.



SPACING

Do give the logo some breathing room around other elements in your design. Use the height of the page device as a guide.



MINIMUM SIZE

Do ensure the logo is never printed below a width of 25mm or 1 inch, or displayed below a width of 125 pixels onscreen. Its height should also always remain proportional to its width.



AVOID FANCY EFFECTS

Do not go overboard with embellishments such as drop shadows, bevels, and embossing. These can make the logo look cheap, tacky and detract from legibility.



2 COLOUR LOGOS

Do not use 2 color logos when working with a black or white backgrounds.



DO NOT RECOLOR OR RESHAPE

Do not recolor, reshape, or modify logo in any way.



DO NOT USE OVERLY BUSY BACKGROUNDS

Do not use backgrounds that obstruct or detract from the legibility and integrity of the logo in any way.

OUR **PRODUCT** LOGO

Our **product logo** is just as important as our company logo and we should treat it in the same manner and apply the same rules.



LOGO

This is the Infiniti product logo with all its design elements. Although there may be times when you may want to omit the page device, the Infiniti and Intellexox names should never be separated.

OUR COLORS

Color is also an important part of our identity. It helps to show the world that we're bold, confident, and professional.

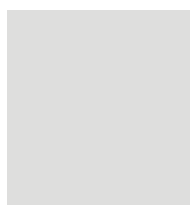
PRIMARY COLOR PALETTE



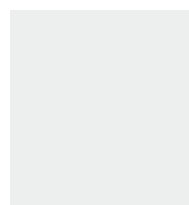
CMYK: 0 91 76 0
RGB: 237 64 55
HSL: 2 74 96
HEX: #ED4037
Spot: Pantone 185



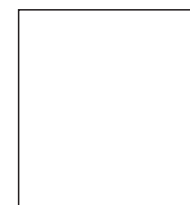
CMYK: 0 0 0 100
RGB: 35 31 32
HSL: 344 11 13
HEX: #000000
Spot: Process Black



CMYK: 12 99 0
RGB: 222 222 222
HSL: 59 0 86
HEX: #DDDDDD
Spot: Pantone 420



CMYK: 6 44 0
RGB: 237 237 237
HSL: 59 0 92
HEX: #EDEDED
Spot: Cool Gray 1



CMYK: 0 0 0 0
RGB: 255 255 255
HSL: 59 0 100
HEX: #FFFFFF

We also want show that we're fun and know how to have a great time. Used wisely, these colours will do just that.

SECONDARY COLOR PALETTE

