



Brand Guidelines

2014

Table of Contents



Brand Usage Overview	Page 3
Brand Colors	Page 4
Typography	Page 5
Lead XL Guidelines	Page 7
Live Connect Guidelines	Page 8
Leads Direct Guidelines	Page 9
Home Loan Advisor Guidelines	Page 10
Neighborhood IQ Guidelines	Page 11
Real Tag Guidelines	Page 12
Arm Source Guidelines	Page 13
Downloads / Source Files	Page 14

Brand Usage Overview

Important Stuff To Remember!

“iLeads” is our official name when written in text and should appear everywhere the same way, by always capitalizing the second letter, the “L” in “iLeads”.

When using the iLeads logo, you must follow the guidelines below.

- Do not add dropshadow or any other effects.
- Always keep a minimum 30px white space around the outer edges of the logo.
- Only use the logo on either a white or black background.

Style Guide

2014

Borders & Appearance



Maintain 30px padding distance around edge of logo at all times.

Acceptable Background Colors

White Background Only



Brand Color Guidelines

Brand Colors

Use only these approved colors.

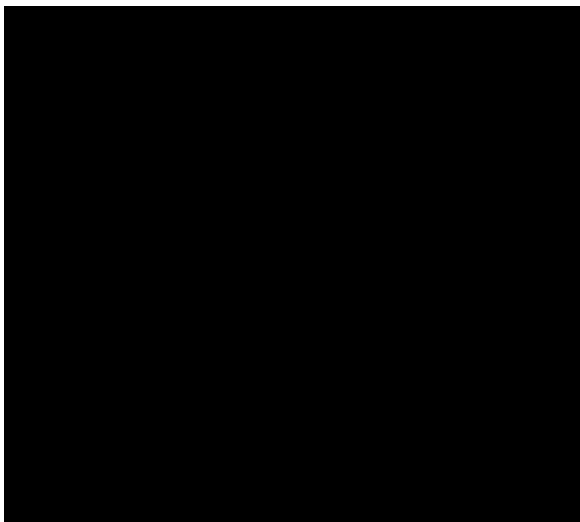
For The Web

#CA2027



R 202
G 32
B 98

#000000



R 0
G 0
B 0

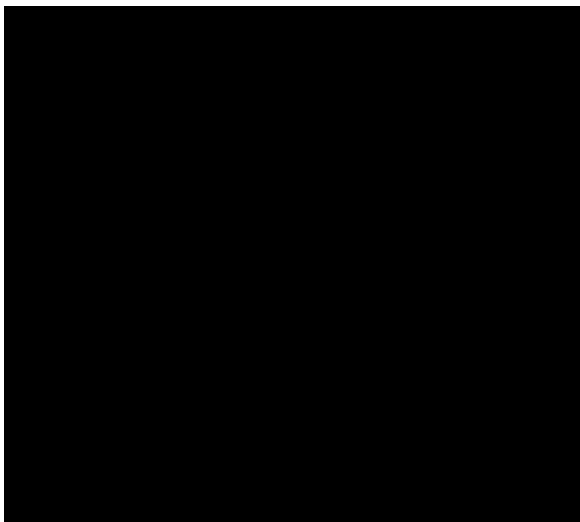
For Use In Print

Pantone 1805 C



C 0%
M 84%
Y 81%
K 21%

Process Black



C 0%
M 0%
Y 0%
K 100%

Brand Typography Guidelines

Style Guide
2014

Interval Sans Pro

Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789&.,:; '\$%!(*)

Interval Sans Pro

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789&.,:; '\$%!(*)

Interval Sans Pro

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789&.,:; '\$%!(*)

Branding Guidelines for all other sites

Lead XL Brand Guidelines

Brand Colors

Use only these approved colors.

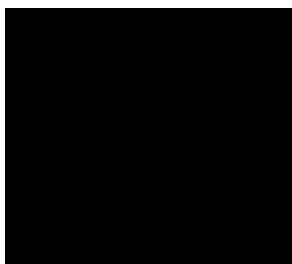
For The Web

#CA2027



R 202
G 32
B 98

#000000



R 0
G 0
B 0

For Use In Print

Pantone 1805 C



C 0%
M 84%
Y 81%
K 21%

Process Black



C 0%
M 0%
Y 0%
K 100%

Borders & Appearance



Maintain 30px padding distance
around edge of logo at all times.

Acceptable Background Colors

White Backgrounds Only



Live Connect Brand Guidelines

Brand Colors

Use only these approved colors.

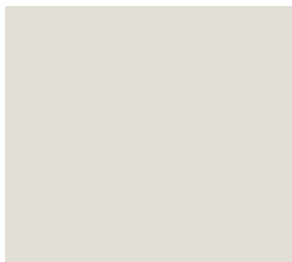
For The Web

#48A247



R 72
G 162
B 71

#E2DFD6



R 239
G 223
B 214

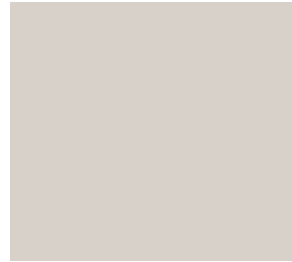
For Use In Print

Pantone 7738 C



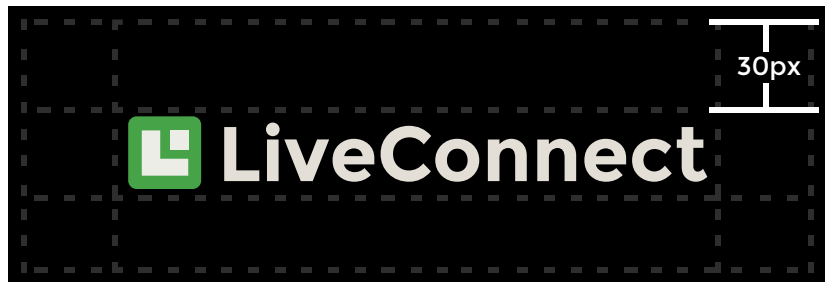
C 56%
M 0%
Y 56%
K 36%

Warm Gray 1 C



C 0%
M 7%
Y 10%
K 6%

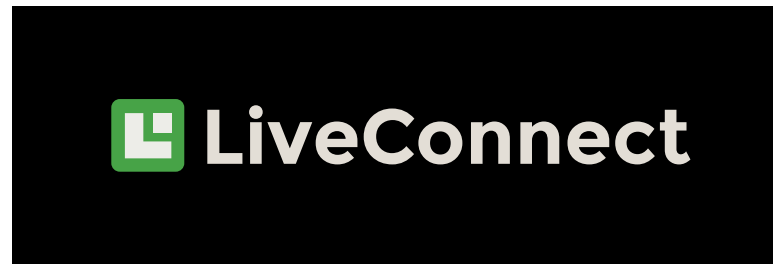
Borders & Appearance



Maintain 30px padding distance
around edge of logo at all times.

Acceptable Background Colors

Black Background Only



Leads Direct Brand Guidelines

Brand Colors

Use only these approved colors.

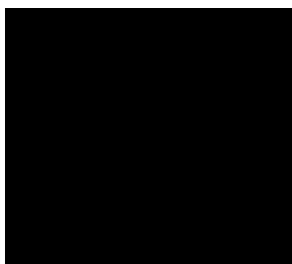
For The Web

#CA2027



R 202
G 32
B 98

#000000



R 0
G 0
B 0

For Use In Print

Pantone 1805 C



C 0%
M 84%
Y 81%
K 21%

Process Black



C 0%
M 0%
Y 0%
K 100%

Borders & Appearance



Maintain 30px padding distance
around edge of logo at all times.

Acceptable Background Colors

White Backgrounds only



Home Loan Advisor Brand Guidelines

Brand Colors

Use only these approved colors.

For The Web

#E86019



R 232
G 96
B 25

#4B4B4D



R 75
G 75
B 77

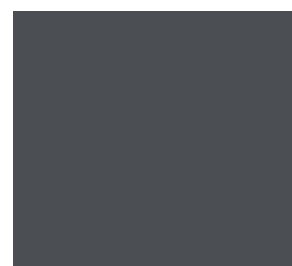
For Use In Print

Pantone 1595 C



C 0%
M 59%
Y 89%
K 9%

Pantone 7540 C



C 3%
M 3%
Y 0%
K 70%

Borders & Appearance



Maintain 30px padding distance
around edge of logo at all times.

Acceptable Background Colors

White Backgrounds only



Neighborhood IQ Brand Guidelines

Brand Colors

Use only these approved colors.

For The Web

#DE8300



R 222
G 131
B 0

#4B922B



R 75
G 146
B 43

For Use In Print

Pantone 138 C



C 0%
M 41%
Y 100%
K 13%

Pantone 7741 C



C 49%
M 0%
Y 71%
K 43%

Borders & Appearance



Maintain 30px padding distance
around edge of logo at all times.

Acceptable Background Colors

White Backgrounds only



Real Tag Brand Guidelines

Brand Colors

Use only these approved colors.

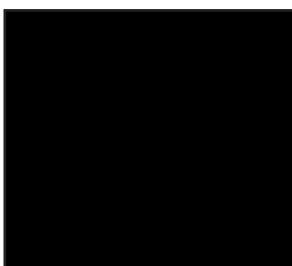
For The Web

#CA2027



R 202
G 32
B 98

#000000



R 0
G 0
B 0

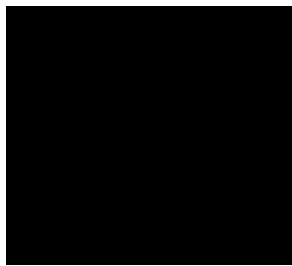
For Use In Print

Pantone 1805 C



C 0%
M 84%
Y 81%
K 21%

Process Black



C 0%
M 0%
Y 0%
K 100%

Borders & Appearance



Maintain 30px padding distance around edge of logo at all times.

Acceptable Background Colors

White Backgrounds only



Arm Source Brand Guidelines

Brand Colors

Use only these approved colors.

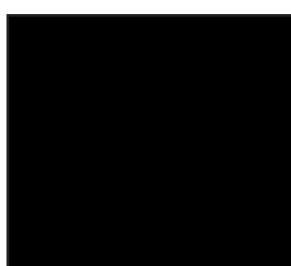
For The Web

#CC6600



R 204
G 102
B 0

#000000



R 0
G 0
B 0

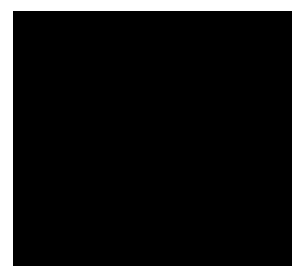
For Use In Print

Pantone 7414 C



C 0%
M 50%
Y 100%
K 20%

Process Black



C 0%
M 0%
Y 0%
K 100%

Borders & Appearance



Maintain 30px padding distance
around edge of logo at all times.

Acceptable Background Colors

White Backgrounds only



Downloads & Source Files

Logo Source Files



Download iLeads Logo in [\(.psd\)](#) or [\(.eps\)](#)



Download Home Loan Advisor Logo in [\(.psd\)](#) or [\(.eps\)](#)



Download Lead XL Logo in [\(.psd\)](#) or [\(.eps\)](#)



Download Neighborhood IQ Logo in [\(.psd\)](#) or [\(.eps\)](#)



Download Live Connect Logo in [\(.psd\)](#) or [\(.eps\)](#)



Download Real Tag Logo in [\(.psd\)](#) or [\(.eps\)](#)



Download Leads Direct Logo in [\(.psd\)](#) or [\(.eps\)](#)



Download Arm Source Logo in [\(.psd\)](#) or [\(.eps\)](#)

Fonts

Interval Sans Pro

Download Interval Sans Pro [\(.ttf\)](#) PC or [\(.otf\)](#) Mac