



How we look.

BRAND GUIDELINES

THIS IS A GUIDE TO THE BASIC ELEMENTS THAT MAKE UP OUR BRAND. IT WILL LET YOU GET TO KNOW US BETTER...

Page

03 LOGO

What is a Brand Identity?

A brand identity represents the values, services, ideas and personality of an organization. It is designed to increase recognition and build perceptions of the organization in its chosen marketplace.

05 COLOR

This brand identity needs to be graphically represented and usually includes elements such as logos and supporting graphics, color palette, typography and photography choices and can, within its guidelines, use examples to visualize how a brand should be depicted across different visual media.

06 TYPOGRAPHY

Why use these Guidelines?

IES needs to manage how its brand is represented across all visual media in different situations.

The corporate identity system in this document has been created to fulfill this purpose and the guidelines herein explain how to correctly depict and embody our brand ethos consistently across different applications and in various markets to maintain the integrity of IES.

This document is available to download at:
<http://ies-inc.net/brand-guide.pdf>

OUR LOGO IS VERY PRECIOUS TO US. WE TOOK OUR TIME DEVELOPING OUR BRAND SO PLEASE BE NICE TO IT.

Rationale

Our logo was developed to be modern and future-proof, updating our public persona and realizing the design with new techniques. It is a distinctive mark and brand that seeks to present IES as a forward-thinking, professional organization.

Construction

The supporting typeface and collateral are clean and minimalist to reinforce our identity as a quality, professional organization.

Color Treatment

There is one preferred full-color option for 2 variations shown here. These logos should be used whenever possible.

THE LOGO

01



02



01

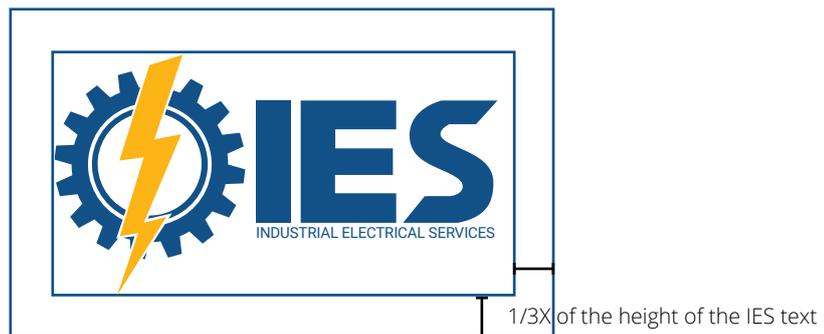
This is the full version of the logo with the company name underneath the IES text and is the preferred version of the logo for all printed collateral, publications and advertising.

02

This is the minimal version of the logo and is the preferred version when using the logo in smaller sizes.

EXCLUSION ZONE, a little elbow room to help us stand out.

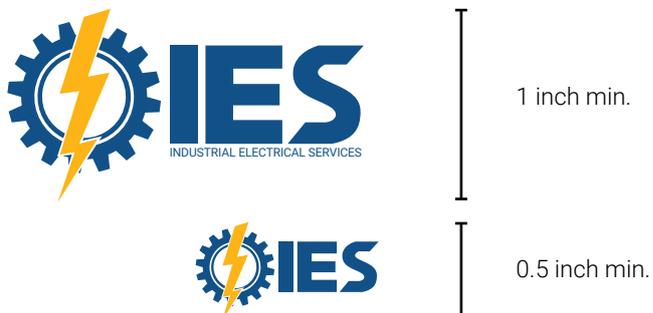
The minimum exclusion zone margin for our company logo is based on the the IES text in the logo. The exclusion zone around all logos must be half the height of the logotype (1/3X) and must be applied on all sides.



MINIMUM SIZE,
bigger is better.

Full logos must not be reproduced at a size smaller than 1 inch in height.

Minimal logos must not be reproduced at a size smaller than 0.5 inch in height.



OUR COLORS DEFINE OUR BRAND. WE'RE BOLD, BRIGHT AND CONFIDENT. SIMPLE AND TO THE POINT.

The corporate color palette includes a blue and dark yellow theme with supporting tones. Color matching standard Pantone® references are included to ensure accuracy when reproducing the palette.

Also included are the references for CMYK, RGB and HEX Values for consistency across different media. Where possible, the logo should be reproduced in the CMYK color process. Equivalent colors can be composed using the RGB and HEX references included when the logo is to be used digitally.

Color Palette // Primary

These are our corporate primary colors for our logo, text and headers.



Color Palette // Secondary

These are secondary colors for backgrounds and supporting graphics.



TYPOGRAPHY IS THE BACKBONE OF DESIGN, GETTING IT RIGHT IS PARAMOUNT.

Typefaces. Print. - Roboto

Our corporate typeface is Roboto. This full font family comes in a range of weights to suit a multitude of purposes. It was optimized for print, web, mobile interfaces, and has excellent legibility characteristics in its letterforms.

Typefaces. Online. - Roboto

When technology allows for it, Roboto should be used in any web applications. The default fall-back corporate font is Helvetica which should be utilized to ensure acceptable degradation when Roboto is unavailable.

Typography. Style.

Text for correspondence and publications should preferably be set in upper and lower-case and flush left with ragged right. Capitalization and Uppercase should never be used for body text, but is acceptable for headings.

Headline Fonts

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?!£\$&@*) 0123456789

// Medium

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?!£\$&@*) 0123456789

// Extrabold

Body Copy Fonts

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?!£\$&@*) 0123456789

// Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?!£\$&@*) 0123456789

// Regular



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