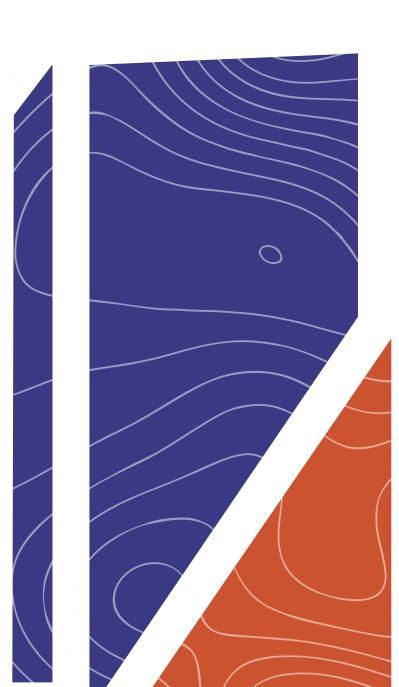


LOGO GUIDELINES Primary logo horizontal 4 Primary logo vertical 5 Logo usage - one colour 6 Logo usage - negative space 7 Clear space 8 Smallest size use 9 Icon 10 Misuse of logo 11 COLOUR GUIDELINES Primary colour palette 13 Secondary colour palette 14 Additional graphic elements 15

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LOGO GUIDELINES

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Primary logo - vertical

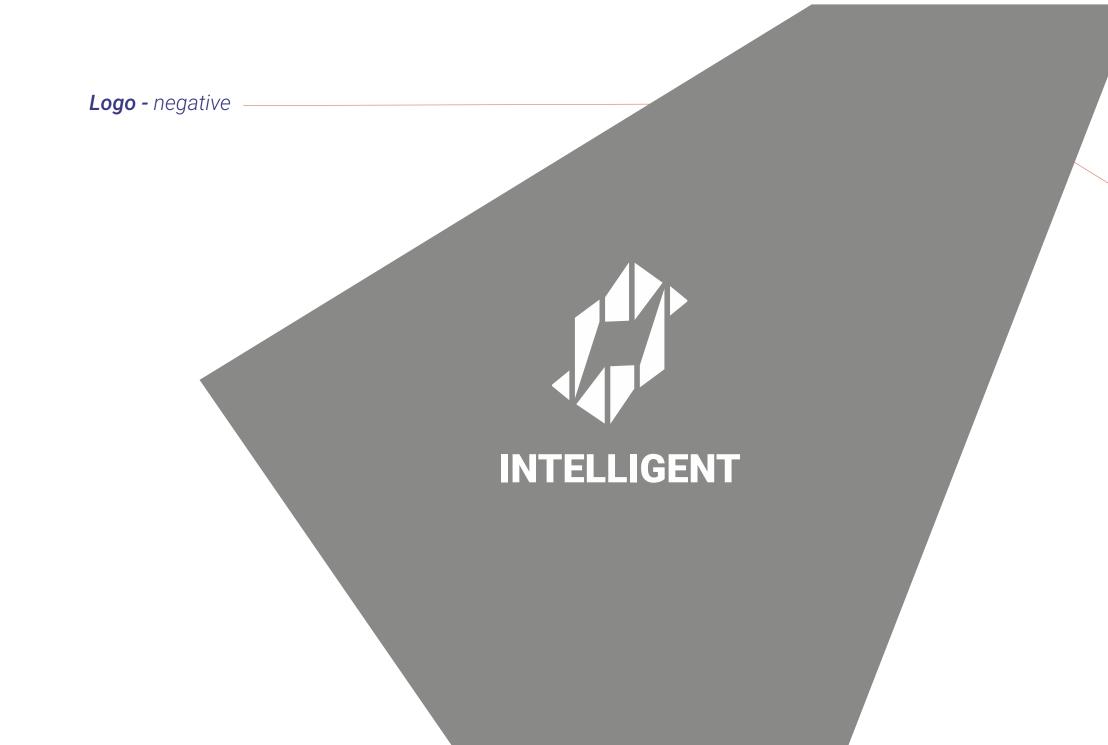


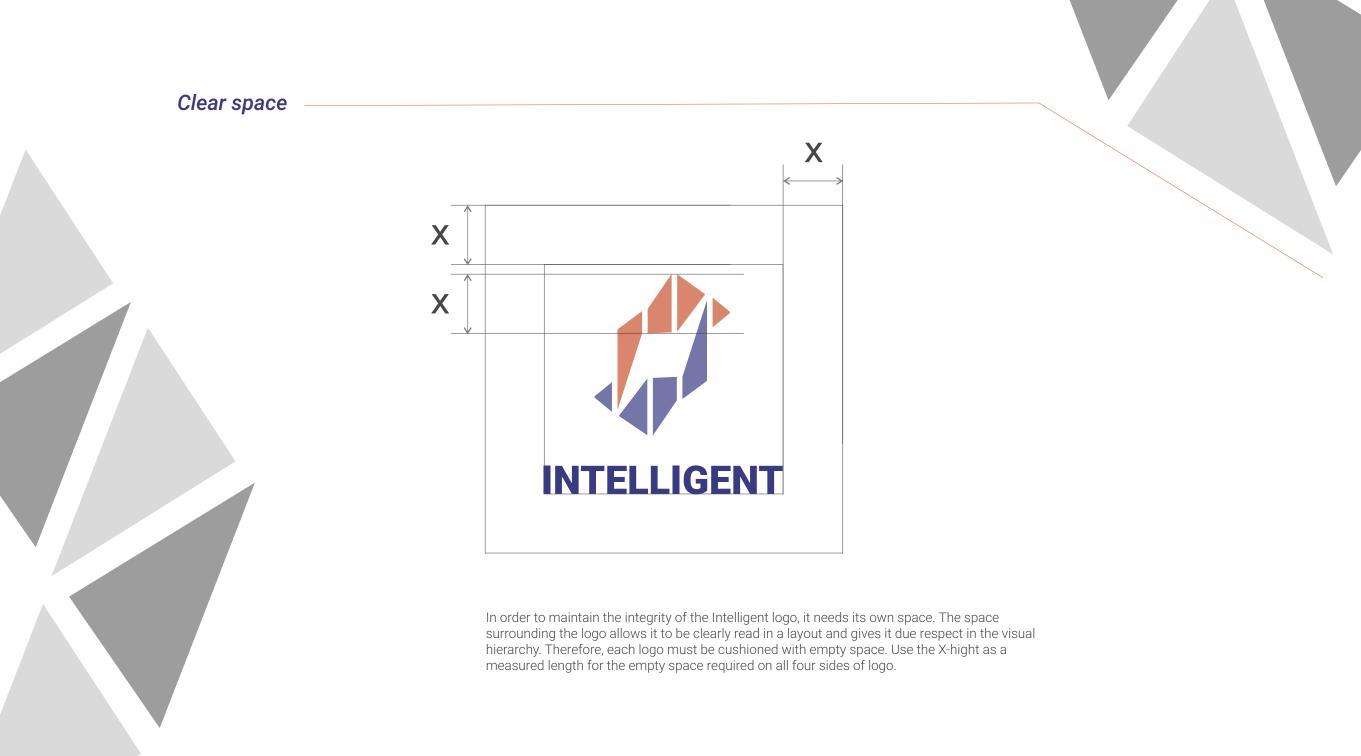
INTELLIGENT

Logo - one color

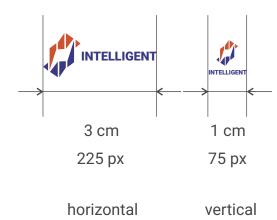


When given the choice, the 4-Color treatment is the preferred logo. This logo is the most graphically balanced, providing the greatest attention to visual hierarchy. It should be used whenever possible. However, due to budget, printing or other restrictions, the 4-Color treatment logo is not always a viable option. If only one color may be used, the Grayscale or 1-Color treatment is appropriate.





Smallest size use



The Intelligent logo should never be smaller than the dimensions listed abowe. If the logo, either vertical or horizontal, becomes smaller than these dimensions, the elements of the logo can become lost or unreadable and the integrity of the logo compromised. Therefore, it should always be at or larger than the listed dimensions.

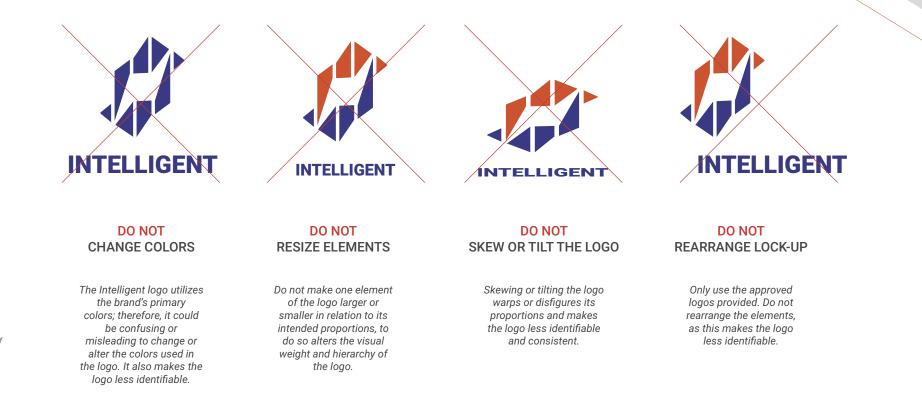
Smallest size use



The Icon can be used alone without the text. If the preferred full color version is not possible because of complex or competing backgrounds, use the simplified all white or all gray version.

Ithe Icon should never be smaller than the dimensions listed. If the Icon becomes smaller than these dimensions, the Icon can become unreadable and the integrity of the Icon compromised. Therefore, it should always be at or larger than the listed dimensions.





Since the logo is a critical and identifiable part of the brand, it should always be used and treated consistently. It should not be placed or altered in any way that could compromise the logo's integrity. Only the logos provided in the Brand Book should be used and scaled.





Primary Colour Palette

The colors may be used in varying tints.

Pantone 661 C CMYK - C100 M95 Y5 K0 RGB - R43 G57 B144 HEX #2b3990 Pantone 172 C CMYK - C0 M80 Y95 K0 RGB - R241 G90 B41 HEX #f15a29

Primary Colour Palette

The colors may be used in varying tints.

Pantone 661 C CMYK - C100 M95 Y5 K0 RGB - R43 G57 B144 HEX #2b3990 Pantone 172 C CMYK - C0 M80 Y95 K0 RGB - R241 G90 B41 HEX #f15a29



Pantone 7518 C CMYK - C35 M65 Y65 K50 RGB - R104 G75 B65 HEX #684B41

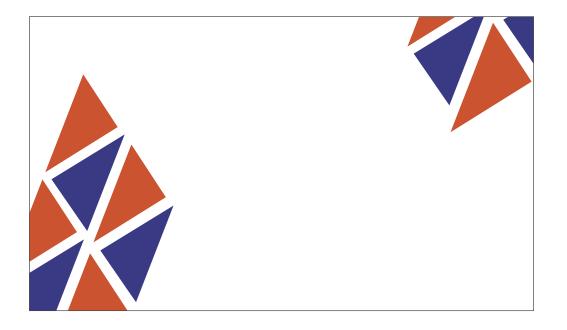
Secondary Colour (background)

The secondary colors are supportive hues to compliment the primary color palette. Use them to complement the main color palette when there are large blocks of body. The colors may be used in varying tints.

Pantone 7402 C CMYK - C15 M15 Y50 K0 RGB - R221 G209 B150 HEX #DDD196

Pantone Green C CMYK - C90 M0 Y50 K0 RGB - R63 G161 B149 HEX #3FA195 Pantone 3125 C CMYK - C85 M0 Y20 K0 RGB - R69 G169 B200 HEX #45A9C8 CMYK - C0 M0 Y0 K30 RGB - R197 G197 B197 HEX #C5C5C5

Additional graphic elements



For use on various promotional materials, images, videos and social networks, it is possible to use additional graphic elements that support the Intelligent brand.

Typo Fonts Graphy

Roboto

	ABCDEFGHIJKLMNOPQRSTUVWXYZ
Regular	abcdefghijklmnopqrstuvwxyz
	1234567890!@#\$%&*

Light

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%&*

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%&* Alternative Body Typeface

Franklin Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ Regular abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%&*

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%&*

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%&*

Merriweather

	ABCDEFGHIJKLMNOPQRSTUVWXYZ
Regular	abcdefghijklmnopqrstuvwxyz
	1234567890!@#\$%&*

ABCDEFGHIJKLMNOPQRSTUVWXYZ Light abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%&*

ABCDEFGHIJKLMNOPQRSTUVWXYZ Bold abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%&* Alternative Accent Typeface

Lucida Bright

ABCDEFGHIJKLMNOPQRSTUVWXYZRegularabcdefghijklmnopqrstuvwxyz1234567890!@#\$%&*

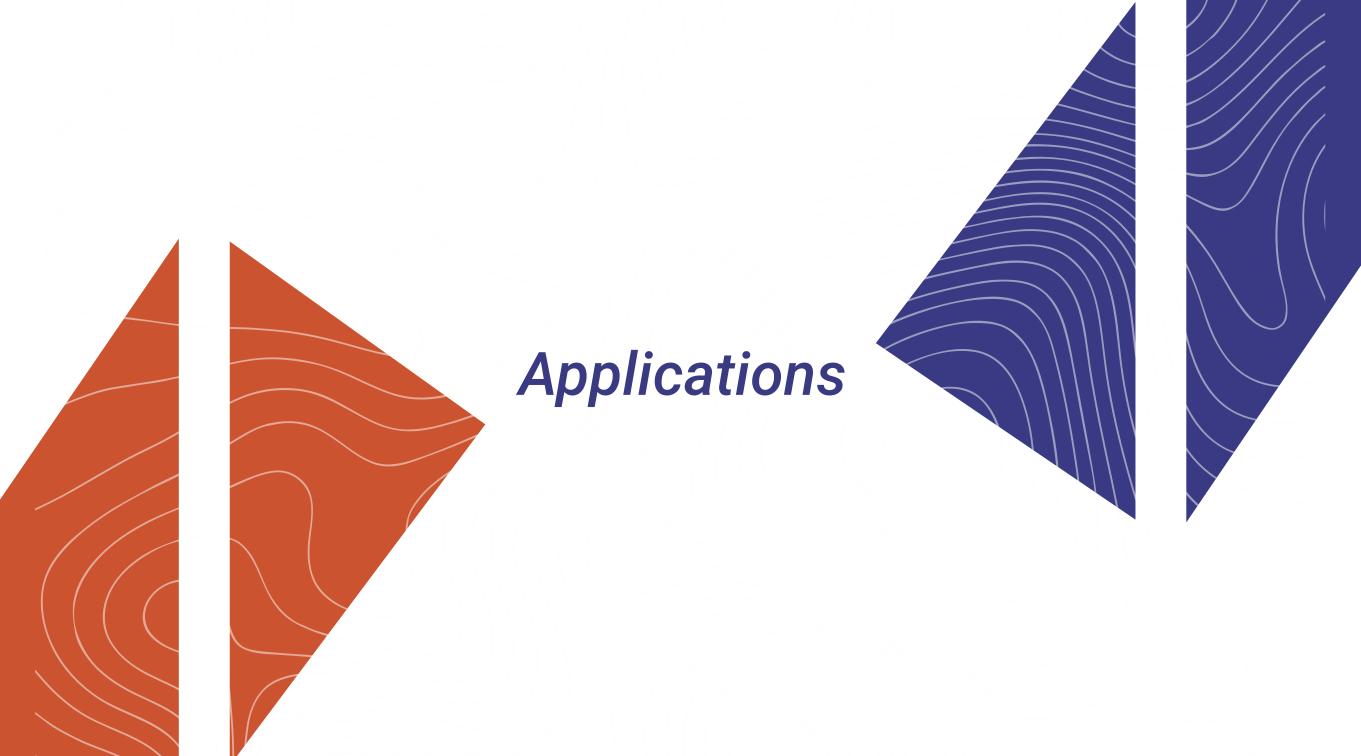
Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%&*

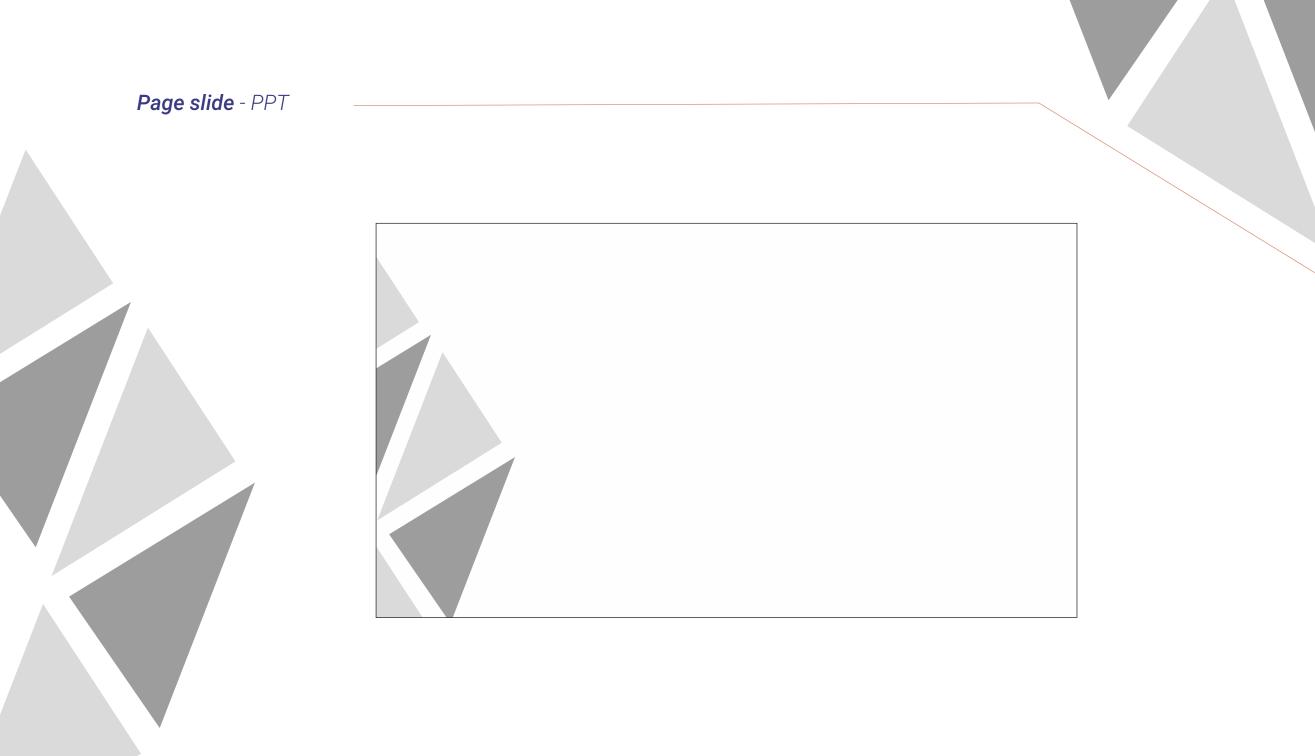
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%&*











Last page slide - PPT





