



Intuitive **STACK**

Branding Guide

The Logo



PMS: 631C
CMYK: 70, 16, 7, 0
RGB: 53, 168, 212
Web: 35a8d4



PMS: 7699C
CMYK: 40, 0, 0, 70
RGB: 57, 95, 111
Web: 395F6F

Intuitive Stack (IS) Mark and Logotype

Spatial relationships for the logo is based on Intuitive's "n" width and height. This includes a padding that no other visual element should penetrate. The two core logo colors are Pantone 631 and Pantone 7699. 631 is reserved only for the primary "Halo". The primary halo color can be subbed out as needed for another color. A palette of recommend branding colors is available on the next page. The second Halo is set with 7699 and each Halo below will be 10% less in value creating a gradient effect.

The logo can be reversed on any color that has effective contrast for readability, but ideally on one of the primary colors. The logo can also be used as black and white.

Avoid manipulating the logo by stretching the art or using colors other than the primary. (Top halo excluded)



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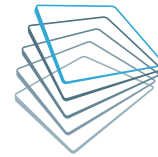
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Logo Use



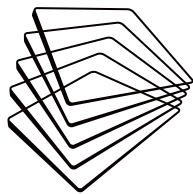
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Primary

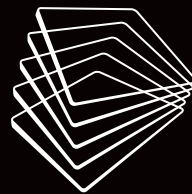


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Stacked



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Black and White. Reversed.

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Logotype and Mark can be used independently

Colors

Primary Brand Colors

The Primary Colors should be used most often with the logo. Also can be used for titles, headers, and body text copy.



IS Blue

PMS: 631C
CMYK: 70, 16, 7, 0
RGB: 53, 168, 212
Web: 35a8d4



IS Gray

PMS: 7699C
CMYK: 40, 0, 0, 70
RGB: 57, 95, 111
Web: 395F6F

Secondary, Supporting Colors

These are the recommended secondary colors. Selected to best compliment the primary brand colors. These can be used for sub heads, callouts, and as an accent. Also, maybe used as a substitute top Halo color.



Orange

CMYK: 0, 50, 100, 0
RGB: 247, 148, 29
Web: F7941D



Raspberry

CMYK: 16, 94, 42, 1
RGB: 204, 51, 102
Web: CC3366



Apple

CMYK: 58, 11, 100, 0
RGB: 124, 176, 66
Web: 7CB042



Purple Drink

CMYK: 66, 80, 17, 5
RGB: 110, 77, 135
Web: 6E4D87



Coffee

CMYK: 42, 62, 85, 36
RGB: 112, 78, 46
Web: 704E2E



True Black

CMYK: 30, 30, 30, 100
RGB: 10, 2, 3
Web: 0A0203

Tertiary Colors

Mainly used as an accent or background in print and digital maketing material.



Cement

CMYK: 9, 11, 16, 0
RGB: 230, 221, 209
Web: E6DDD1



IS Light Gray

CMYK: 17, 0, 0, 30
RGB: 154, 178, 190
Web: 9AB2BE



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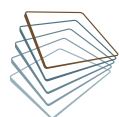
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Typography

Fonts and Uses

The recommended type families used for the IS branding should be Roboto and Minion Pro. Roboto is available through Google fonts and Minion Pro is typically preloaded on most operating systems. Below is a sampling of how type styles should be set up. This is using print measurements, a CSS may need to be established by a web developer.

Title - Roboto Thin / IS Gray / 36pt

Header - Roboto Medium / IS Blue / 16pt

Subhead - Roboto Medium Italic / Secondary color / 12pt

Body copy - Minion Pro Regular / Black / 10pt, 14pt leading.

Footnote or Caption - Minion Pro Italic / Black / 8pt, 10pt leading.

Callouts

Roboto font reversed on a primary or secondary color. Type size should not be smaller than 10pt. Padding should be at least a .25"

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