



**BRAND STANDARDS GUIDE**

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# LOGO USAGE



Primary



Reverse

## LOGO ABUSE



Don't squeeze / stretch.



Don't rearrange.



Don't use if pixelated.



Don't change colors.



Don't alter scale.



Don't use logos with white boxes.

# SPACE



## CLEAR SPACE

Use the sections outlined in the space to the left as a guide for the minimum amount of clear space around the logo. At any scale, this space should be considered and left visually open to give the logo adequate breathing room within a design.

## MINIMUM SIZE

Use the scale to the right to determine the smallest width the Imagenet Consulting logo should appear. Please use caution to respect readability, and never scale below 1 inch wide on printed documents and 2.25 in wide at 72 dpi on screen.

*Minimum Print Width*

**1 INCH**



# COLOR



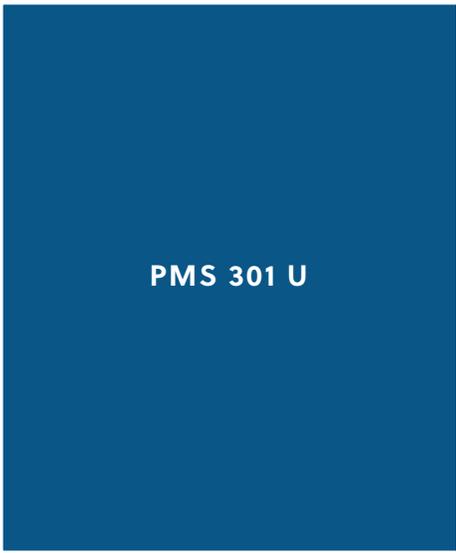
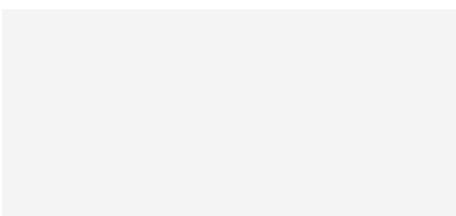
## PALETTE

The primary color variation used for Imagenet Consulting is a vivid blue and orange. The blue is bright and modern, chosen for its utility both in print and on screen, and the orange is used as a complement to the blue while bringing energy and warmth to the brand.

A secondary palette including a navy blue and a range of grays are used to complement throughout the brand.

These colors work together in subtle ways to promote the primary palette, though overall most of the color in the Imagenet Consulting materials consists of the blue colors with pops of orange.



 <p>PMS 301 U</p>	<p><b>BLUE</b></p>	<p><b>RGB</b> 9, 85, 135</p>	<p><b>CMYK</b> 97, 69, 23, 7</p>
 <p>PMS 289 U</p>	<p><b>NAVY</b></p>	<p><b>RGB</b> 28, 45, 68</p>	<p><b>CMYK</b> 91, 78, 47, 78</p>
 <p>PMS 158 U</p>	<p><b>ORANGE</b></p>	<p><b>RGB</b> 234, 128, 33</p>	<p><b>CMYK</b> 1, 61, 100, 0</p>
	<p><b>LIGHT GRAY</b></p>	<p><b>RGB</b> 244, 244, 245</p>	<p><b>CMYK</b> 3, 2, 2, 0</p>
	<p><b>GRAY</b></p>	<p><b>RGB</b> 205, 205, 205</p>	<p><b>CMYK</b> 19, 15, 15, 0</p>
	<p><b>CHARCOAL</b></p>	<p><b>RGB</b> 64, 64, 65</p>	<p><b>CMYK</b> 68, 61, 59, 46</p>

# TYPOGRAPHY

SOLEIL BOLD	<b>ABCDEFGHIJKLMNO... 1234567890?!\$%@{</b>
SAN SOURCE PRO LIGHT	ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890?!\$%@{
LEXIA LIGHT	ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890?!\$%@{

## HOW TO USE

The typefaces selected for Imagenet Consulting were chosen because of their individuality as well as their ability to compliment one another within the brand.

The typeface Soleil has asymmetrical counters, making it look fresher, dynamic and contemporary. These qualities make it perfect to capture attention in headlines. While Soleil comes in many weights and forms, Imagenet Consulting only uses the bold version. It is important to note that most headlines are also set in all uppercase letters.

Source Sans Pro draws inspiration from the clarity and legibility of twentieth-century American Gothic typeface designs. Because of its legibility and personality, this typeface is to be used as subheaders or in text that needs to be called out away from the rest of the copy.

Lastly, the typeface Lexia is a slab serif font with a wide range of styles, weights and uses. It was designed with traditional proportions to give it the best functionality possible and is easily readable at small sizes. Lexia was chosen to be used as body copy within the Imagenet Consulting brand. This typeface is primarily used in the light text weight, but it can also be bold and used as a subhead or footnote if needed. Please see the footnote reference to determine what typeface weight to use.

**PLEASE NOTE:** When you need another level of sectioning, simply bold the footnote title, and leave the rest of the formatting in keeping with the body copy.

SOLEIL (BOLD)

SAN SOURCE PRO (LIGHT)

LEXIA (LIGHT)

SOLEIL (BOLD)

# IMAGERY

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## GRAPHICS

The Imagenet Consulting brand uses graphic style elements such as, but not limited to, infographics, charts, icons, and stylized lines. Use these elements with reservation and to complement or highlight information. Use them as consistent visual elements within our brand.

*Do not use clip art or poor quality illustrations.*

Graphics Should be  
Clean / Crisp / Clear / Simple

## PHOTOGRAPHY

A photograph's ability to instantly tell a story makes it a powerful tool within the Imagenet Consulting brand. All photography chosen for Imagenet materials must have a similar look and feel to further elevate the brand. This applies to new photography, digital photos, and stock imagery purchases.

*Make sure to use quality images at the correct resolution (300 dpi is ideal).*

Photography Should be  
Modern / Clean / Stark

## APPROVAL

Approval must be obtained for all marketing pieces in order to maintain the consistency within the brand.

ImageNet has a creative team that we source all design work in order to keep up the brand guidelines.

Please contact Marketing for assistance with your project scope, pricing, and approval.

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**switch**