

brand guidelines

indispare

MAY 2022

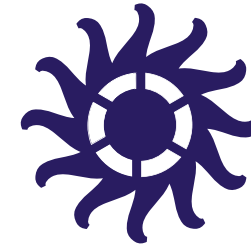


table of contents

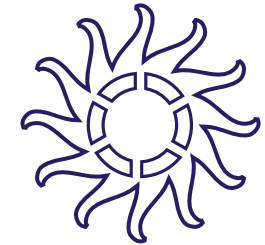
Table of Contents	1
The Logo	2
Logo Master	2
Clear Area	3
Minium Width	4
Alternate Version	4
Incorrect Use	5
Typography	6
Colour Palette	7
Mockups	9
Stationary	10

the logo

The Indispare logo is crucial to increasing brand awareness and perception. It may not be altered in any way other than specified in this style guide. The consistent use of the logo will develop strong brand recognition and public awareness.



FILLED



OUTLINE

SYMBOL

logo master

The logo and logotype (text) must be used in its entirety. It must always be produced exactly as shown and in the defined Pantone solid coated colours or CMYK colours.

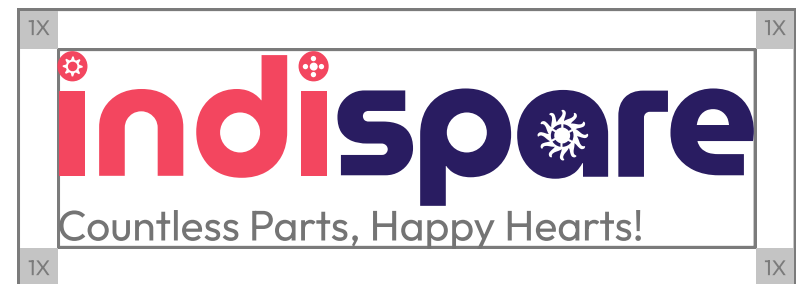


LOGO

clear area

The logo will always be surrounded by minimum clear space separating it from other objects and elements so it can be clearly identified.

This clear space should be kept free of all type, graphic elements, rules and detailed areas within illustrations and photography



The Clear Space is defined by the small squares.

minimum width

The minimum stacked logo width for print is 12mm and 35px for digital. The minimum horizontal logo width for print is 80mm and 230px for digital. The minimum size for the logo should only be used for applications with limited space available, the logo should never be set smaller than these sizes

For Print



12mm

indispore
Countless Parts, Happy Hearts!

For Media



35mm

indispore
Countless Parts, Happy Hearts!

alternate versions

The reversed logo can effectively be used over an image and is the preferred choice of logo for this application. However, when this is done the underlying image must be simple and not overly detailed. This will ensure that the logo stands out.



indispore
Countless Parts, Happy Hearts!

incorrect use

Here are some examples on how not to use our master logo.



Do not alter the logo in anyway.



Do not use drop shadow or any other effect on logo.



Do not rotate the logo.



Do not use the colored logo on any other colored background.



Do not stretch/squeeze the logo.



Do not use outline version of the logo.

logo fonts

To ensure the integrity of the Indispire brand consistent Logo typography is to be used throughout all communications as specified below.

SLOGAN FONT FAMILY

Outfit

Google Font - Regular

Regular 400

<https://fonts.google.com/specimen/Outfit>

LOGO TITLE FONT FAMILY

MuseoModerno

Google Font - ExtraBold

Sample Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,.,:;“”!()?@#\$\$%&*’

Thin 100

ExtraLight 200

Light 300

Regular 400

Medium 500

SemiBold 600

Bold 700

ExtraBold 800

Black 900

<https://fonts.google.com/specimen/MuseoModerno#standard-styles>

body copy font

To ensure the integrity of the Indispire brand consistent typography is to be used throughout all communications as specified below.

BODY COPY FONT FAMILY **Red Hat Display**

Google Font - Regular

Light 300

Regular 400

Medium 500

SemiBold 600

Bold 700

ExtraBold 800

Black 900

<https://fonts.google.com/specimen/Red+Hat+Display>

SAMPLE TEXT -

The standard Lorem Ipsum passage, used since the 1500s

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

colour palette

The Indispore colour palette consists of two distinct shades

primary colour palette



#F3465F

R	G	B
243	70	95

C	M	Y	K
0	71	61	5



#291C61

R	G	B
41	28	97

C	M	Y	K
58	71	0	62

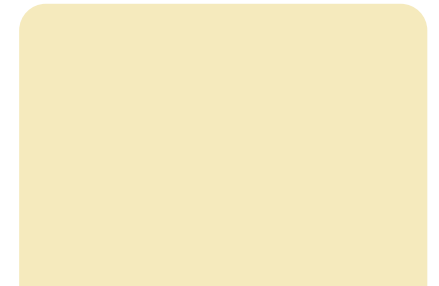
secondary colour palette



#FF8D68

R	G	B
255	141	104

C	M	Y	K
0	45	59	0



#F5EABD

R	G	B
245	234	189

C	M	Y	K
0	4	23	4



A billboard advertisement for indispore is shown against a blue sky with white clouds. The billboard is white and features the indispore logo in red and dark blue. The logo consists of the word 'indispore' in a sans-serif font. The 'i' and 'di' are red, and 'spore' is dark blue. Above the 'i' is a red gear icon, above the 'di' is a red cross icon, and inside the 'o' of 'spore' is a white sun icon. Below the logo is the tagline 'Countless Parts, Happy Hearts!' in a dark grey sans-serif font.

indispore
Countless Parts, Happy Hearts!

stationery - version 2

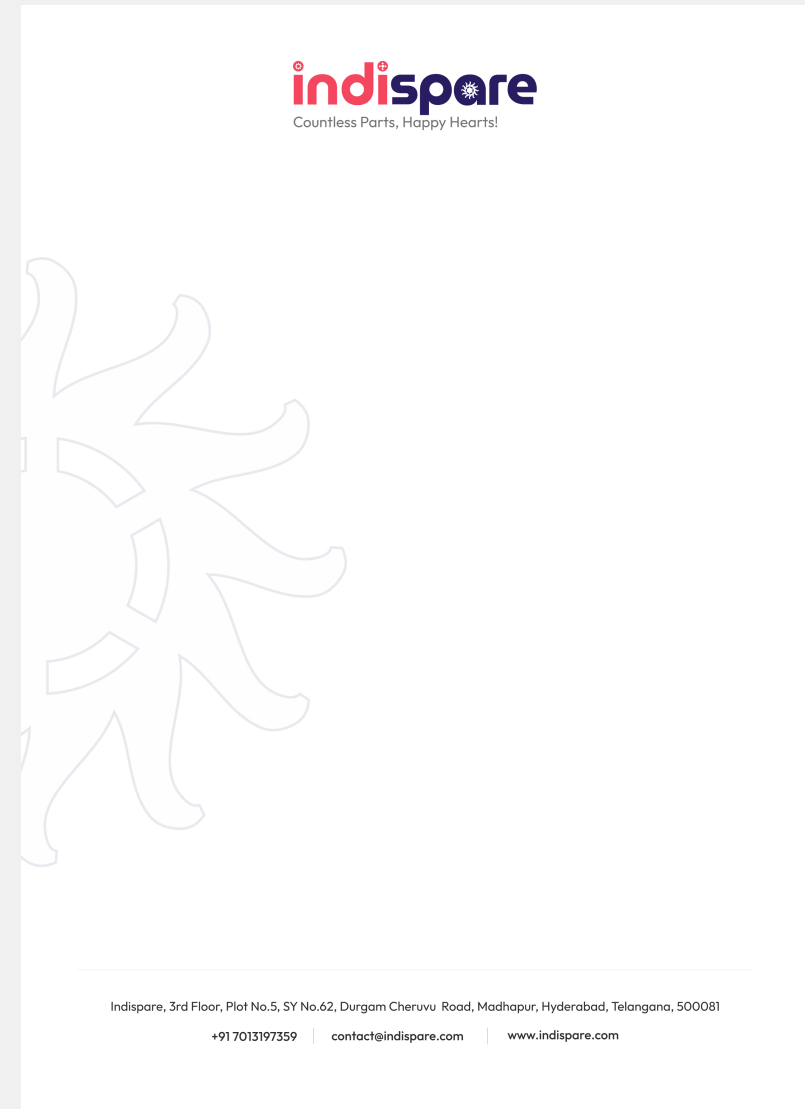
Front - Visiting Card



Back - Visiting Card



Letterhead



photography



thank you!

