Intelligence for Good

BRAND GUIDE
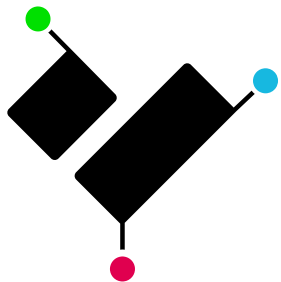
THE
Logo

Intelligence for Good

LOGOMARK

LOGOTYPE

Intelligence for Good

The primary Intelligence for Good logo is broken into two major parts, the logomark and logotype. Each of these parts can be used independently for graphical purposes, but should not be used separately while in close proximity. The logotype is based on the Chalet New York 1960 font from House Industries.

The logo can be oriented in two lock-ups, vertical and horizontal. The vertical lock-up is considered the primary variation and should be used in most scenarios. If vertical space is limited, the horizontal orientation can be used.

Intelligence for Good

Adequate clearspace allows our brand to breathe, stand out, and make a strong impact in various applications. The clearspace for our logo should be equal to, or greater than, the height of the logomark. This clearspace rule applies to all print and digital applications, ensuring our brand communicates with clarity and professionalism across all touchpoints.

THE
Colors

PRIMARY BRAND HUES
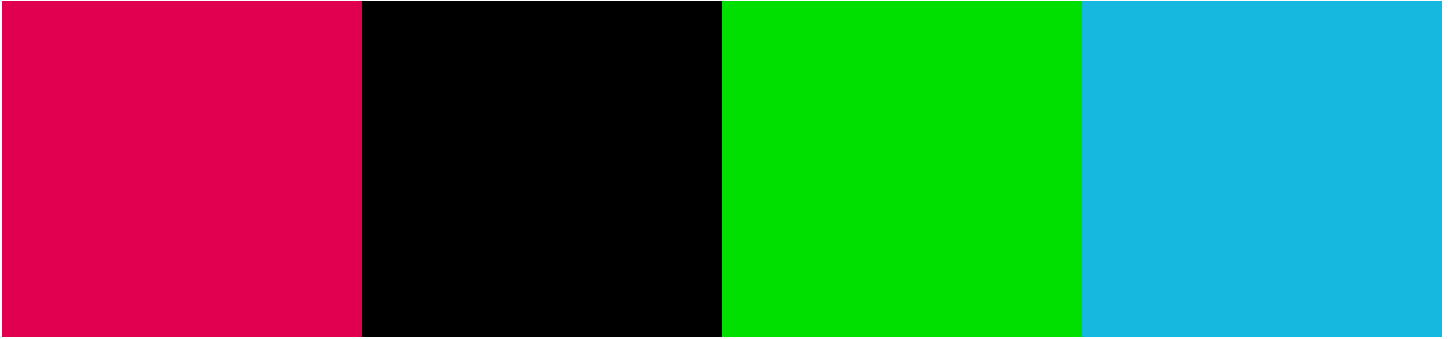
RGB: 224, 0, 79
HEX: #e0004f

RGB: 0, 0, 0
HEX: #000000

RGB: 0, 224, 0
HEX: #00e000

RGB: 22, 184, 224
HEX: #16b8e0

These colors form the core of our brand identity, representing vitality, elegance, growth, and reliability respectively. When using these colors, ensure that they maintain their integrity across all mediums, maintaining a consistent visual impact.

SECONDARY BRAND HUES

RGB: 7, 120, 148
HEX: #077894

RGB: 173, 0, 61
HEX: #ad003d

RGB: 224, 207, 22
HEX: #e0cf16

RGB: 85, 85, 85
HEX: #555555

RGB: 221, 221, 221
HEX: #dddddd

Our secondary color palette complements our primary colors, offering versatility and aiding in visual hierarchy. These colors can be used for accents, backgrounds, and secondary elements, adding depth and vibrancy to our brand's presence.

The primary red should be used sparingly to draw attention to key elements, such as primary call-to-action buttons and important headings.

The primary black is suitable for typography, body text, and subtle design accents to maintain a clean and timeless look.

The primary green symbolizes growth and can be utilized for positive affirmations or indicators.

The primary blue evokes trust and professionalism, making it suitable for backgrounds and headers.

The secondary blue reflects stability and can be used for navigation elements, subtle gradients, and complementary details.

The secondary red can accentuate urgency or highlight critical actions.

The secondary yellow brings warmth and energy to the palette, suitable for notices, highlights, or secondary actions.

The secondary gray serves as a neutral background or for typography in less prominent areas.

The secondary light gray provides contrast and subtle separation, especially in larger content areas.

Remember that maintaining color consistency across all brand materials is vital to fostering brand recognition and cohesiveness. Always verify color accuracy in different mediums, from digital displays to print materials, to ensure a uniform brand experience.

COLOR COMBINATIONS

For accessibility and readability, ensure that there is enough contrast between text and background colors. Use the secondary palette to complement the primary colors, creating visually harmonious combinations that aid in conveying our brand's messages effectively.

These guidelines are designed to help create a consistent and recognizable brand identity across various touchpoints, enhancing the overall user experience and reinforcing our brand's values and messaging.

Color balance is the harmonious arrangement of colors in a design to create a visually pleasing and cohesive composition. Achieving color balance is crucial in design as it impacts how viewers perceive and interact with visual elements. When working with the provided color palette, maintaining color balance is essential to create a polished and effective design. Most designs use an approximate 60/30/10 rule, where 10% of the design uses the primary color, 30% uses a secondary color, and 60% is a neutral brand hue, such as white or black.
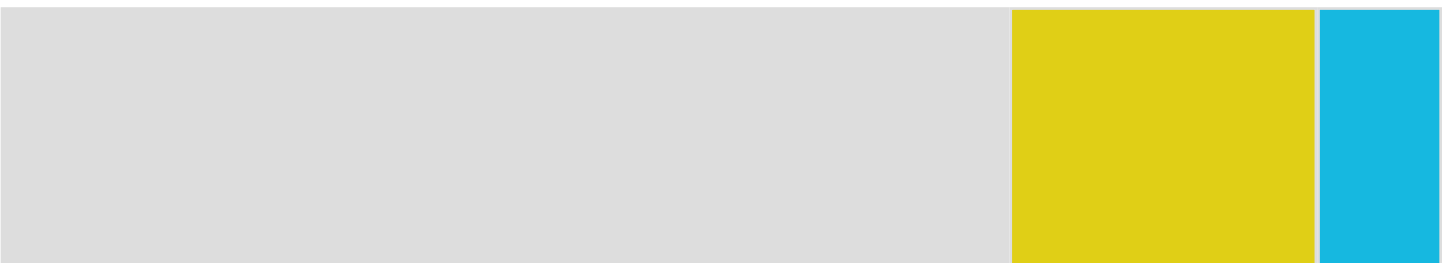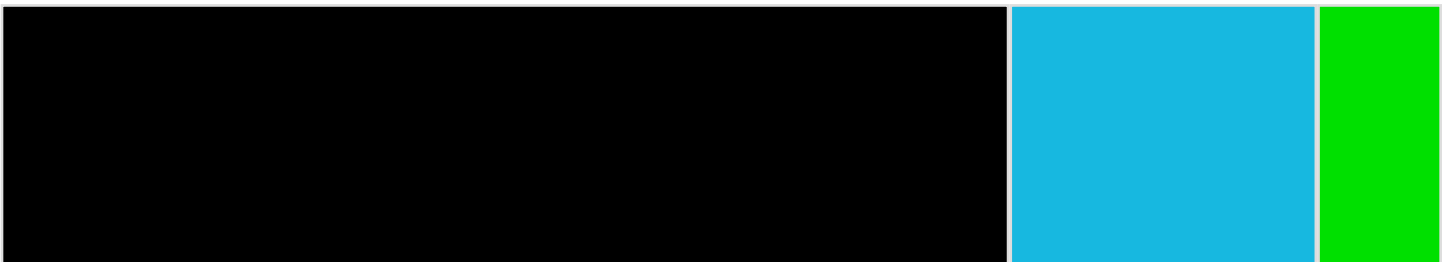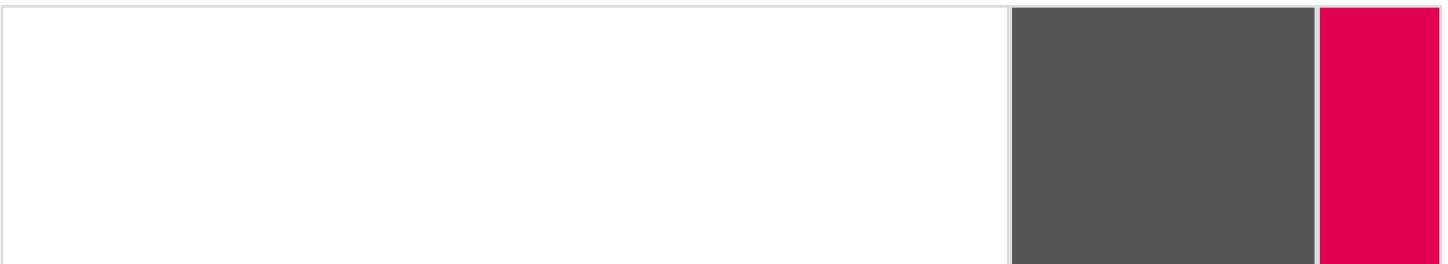
THE
Typography

Gudea offers a clean and contemporary appearance, enhancing readability and reflecting the modern aesthetics of our brand. By following these guidelines, we can maintain a consistent and visually appealing typographic style across our web applications.

Font Information:

Font Family: **Gudea**
Weights: **Regular (400), Bold (700)**
Styles: **Normal**

Typography Guidelines:

Font Usage: Use Gudea for headings, body text, and interface elements to maintain a consistent typographic style throughout the application.

Heading Hierarchy: Utilize the bold weight (700) of Gudea for headings to create a clear visual hierarchy. Use different heading levels (h1, h2, h3, etc.) to structure content logically.

Body Text: Use the regular weight (400) of Gudea for body text to ensure readability. Maintain an appropriate font size and line height for optimal reading experiences.

Interface Elements: Apply Gudea for buttons, labels, input fields, and other interface elements to achieve consistency and enhance the user interface's aesthetics.

Gudea Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?().,'";:

Gudea Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
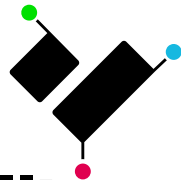abcdefghijklmnopqrstuvwxyz
0123456789!?().,'";:**

Gudea Bold

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?().,'";:*

Intelligence
for Good