



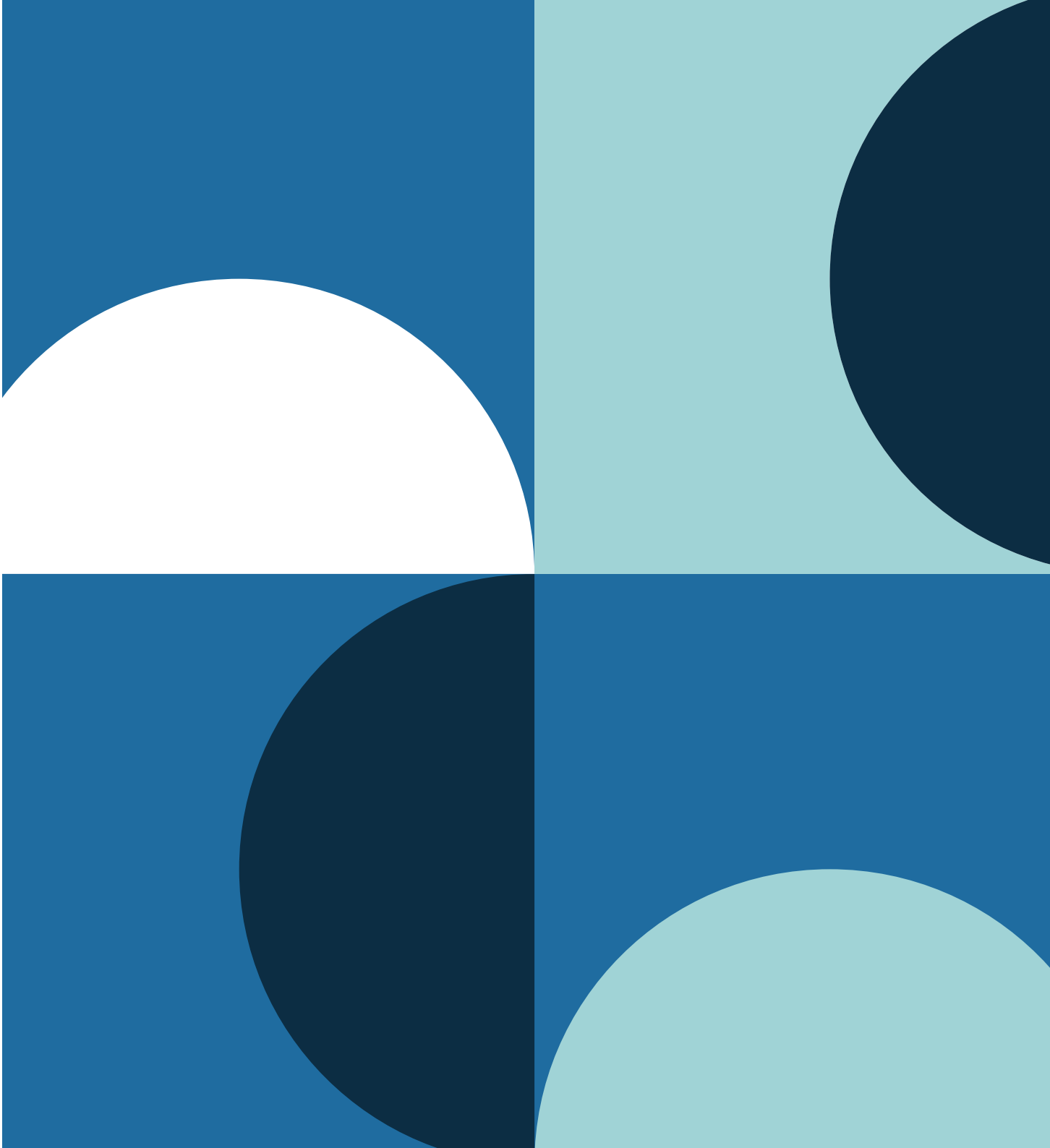
Brand Guidelines
2022

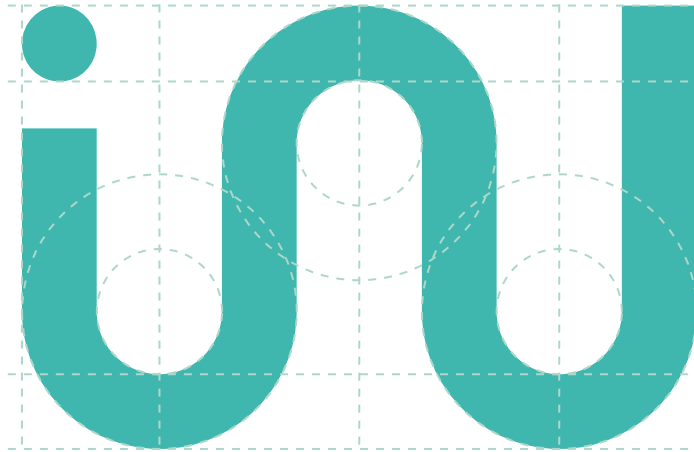
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About

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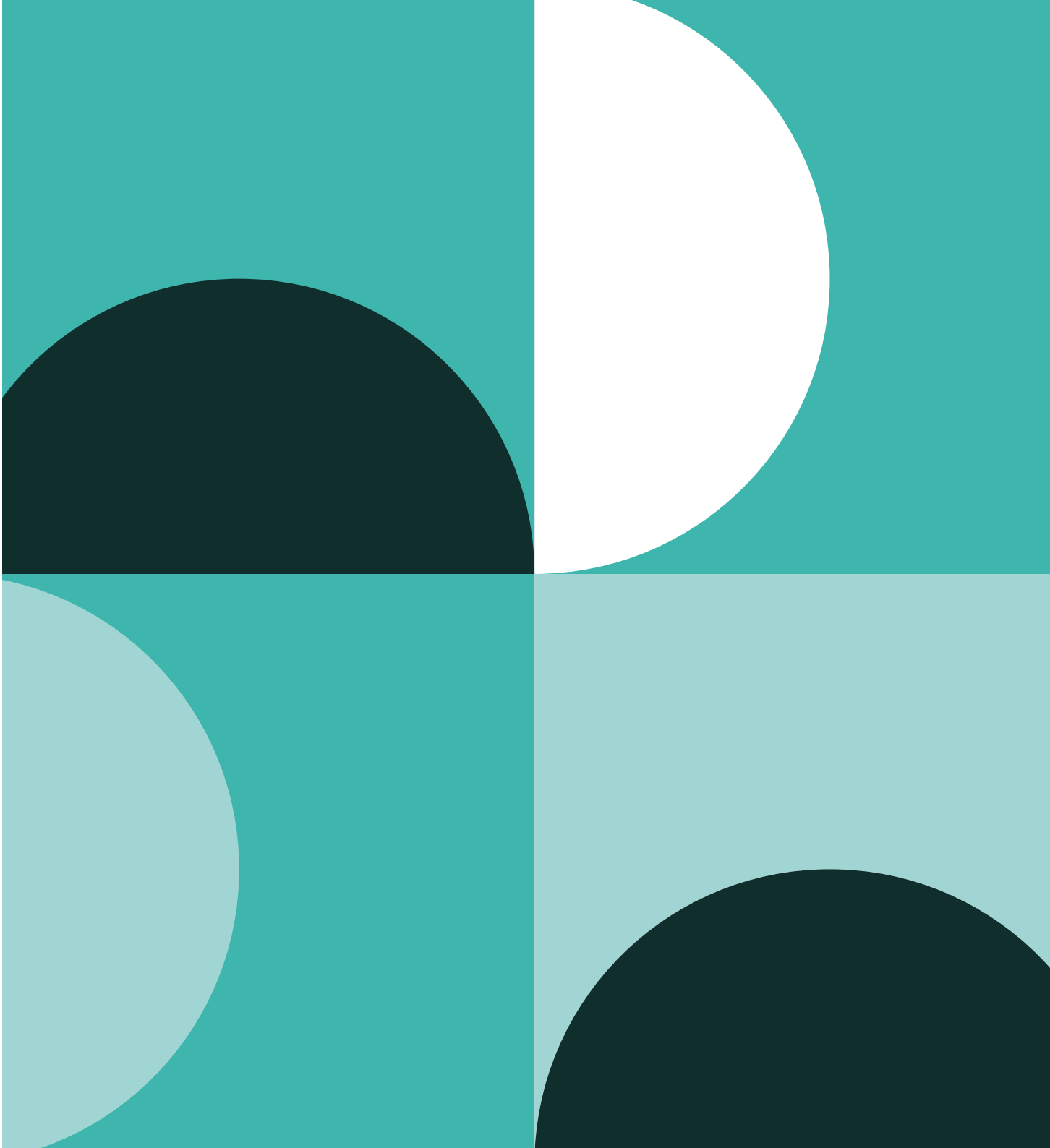


About this guide

This brand guidelines document gives guidance on our logo suite and brand colours. It deals specifically with online use.

Logo

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Our logo

The Intelliworks logo consists of a symbol combined with the Intelliworks text in our signature font. The symbol is a blend of the letters 'i', 'n' and 'w'.



Logo variations

Our brand identity has various logo variations to better fit the messages we want to express. Please use the logo which makes best use of the communication at hand.



Landscape logo



Portrait logo



Emblem



Text logo

Construction

Our logo is based on simple shapes and is carefully constructed to maintain legibility at different sizes and applications.



Letter 'i'



Letter 'n'



Letter 'w'

Clearspace

Clearspace around the logo is equal to the size of the letter 'w'.



Application

Our logo should primarily be used on navy or white backgrounds.

For greyscale applications, use the monotone logo.

The logo must be seen at all times. When positioning the logo over photography, make sure it is always clearly visible. To increase legibility, apply a 15% black filter to the image.



Guidance



Do not distort the logo



Do not use effects on the logo



Do not use alternate colours



Do not rotate any part of the logo



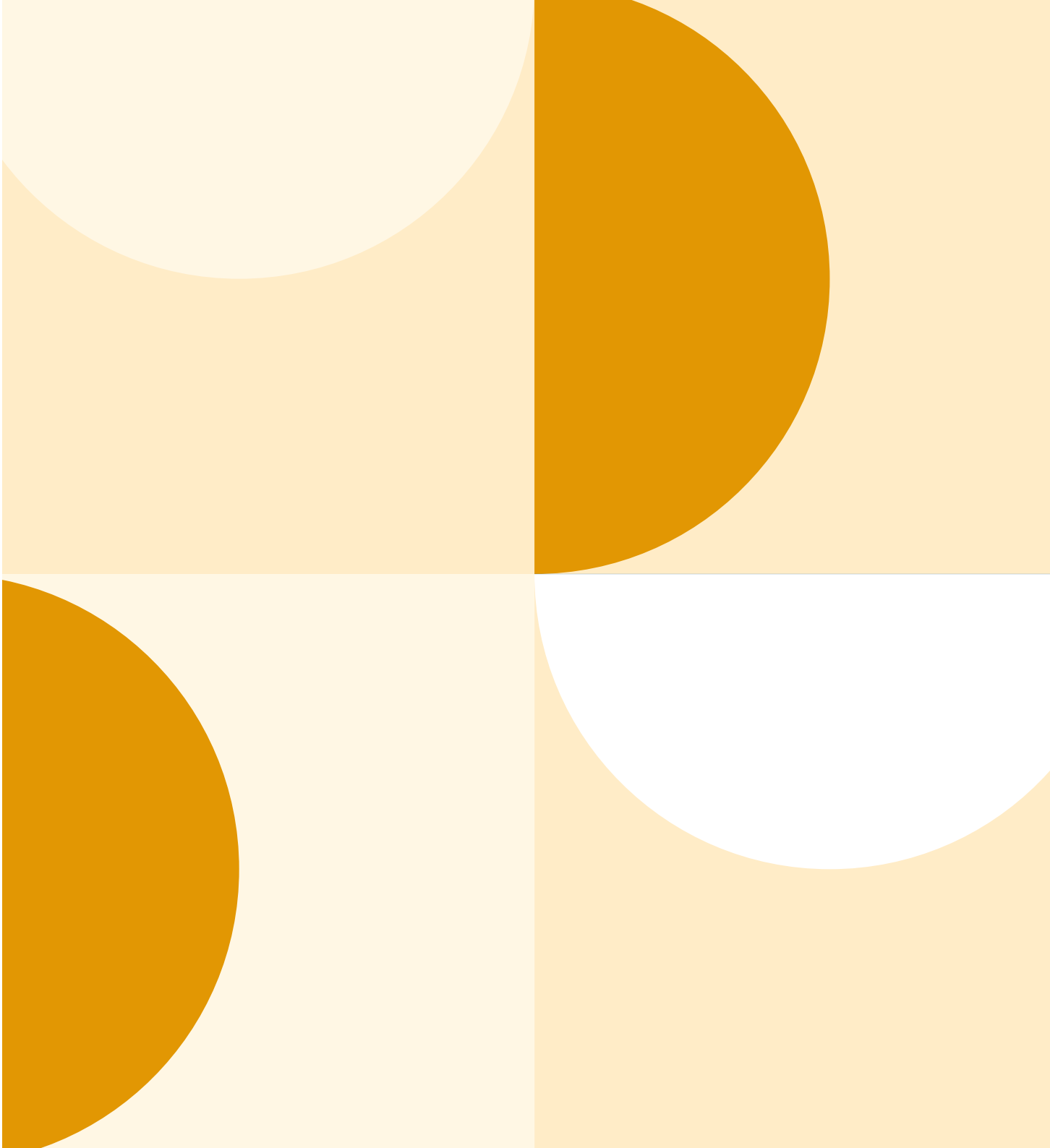
Do not use a different font



Do not rearrange the logo

Colour

3



PRIMARY

MIDNIGHT

#152C42

C	100
M	76
Y	46
K	49
R	13
G	45
B	67

PMS 533 C

RAL 270 20 15

PRIMARY

SKY

#60BAB1

C	69
M	0
Y	38
K	0
R	63
G	183
B	175

PMS 3262 C

RAL 190 70 30

ACCENT

MINT

#B6D8CA

C	38
M	0
Y	27
K	0
R	173
G	216
B	201

PMS 622 C

RAL 170 80 15

ACCENT

MELLOW

#FFEFCF

C	0
M	8
Y	27
K	0
R	255
G	237
B	200

PMS 7499 C

RAL 095 90 20

ACCENT

HEATHER

#B6B6D8

C	33
M	28
Y	1
K	0
R	182
G	182
B	219

PMS 270 C

RAL 300 70 20

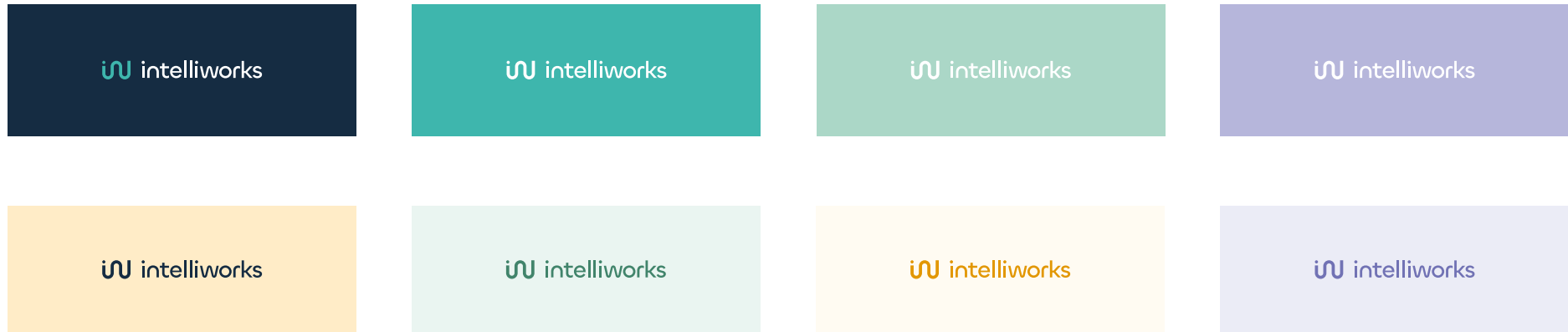
Colour shades

We can use alternate shades of our brand colours to better suit our message.



Colour combos

We can combine our colour palette and use different colour combinations to bring variety to our communications.



Gradient mesh



Typography

4

Primary typeface

We use the Chillax font family as our primary typeface. It is a clean and rounded font which is used in our logo and across our digital presence.

Chillax

Download

<https://www.fontshare.com/fonts/chillax>

Light

Regular

Medium

Semibold

Bold

Secondary typeface

For our body copy, we use the General Sans font family. Chosen for its legibility, it should be used as the standard font across documents and stationery.

General
Sans

Download

<https://www.fontshare.com/fonts/general-sans>

Light

Regular

Medium

Semibold

Bold

Hierarchy

It is important to organise typography in a hierarchical system according to importance through scale and function.

This heading is two lines
and set in medium.

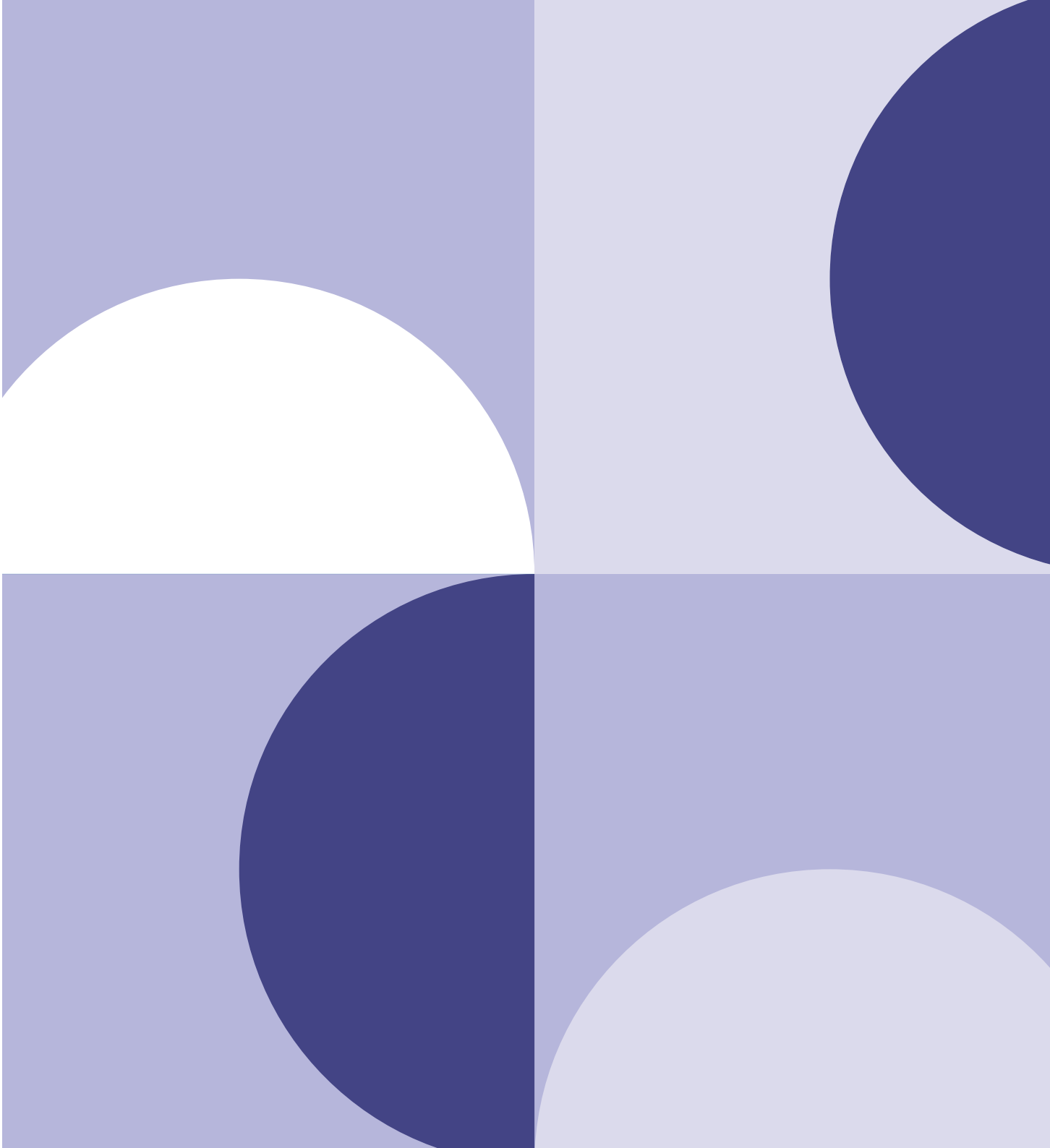
This subhead is ½ the point size of the
headline and set in medium.

This title is set in medium

Use regular for body copy. Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh euismod tincidunt.

Stationery

5





Business cards



Letterheads

Imagery

6

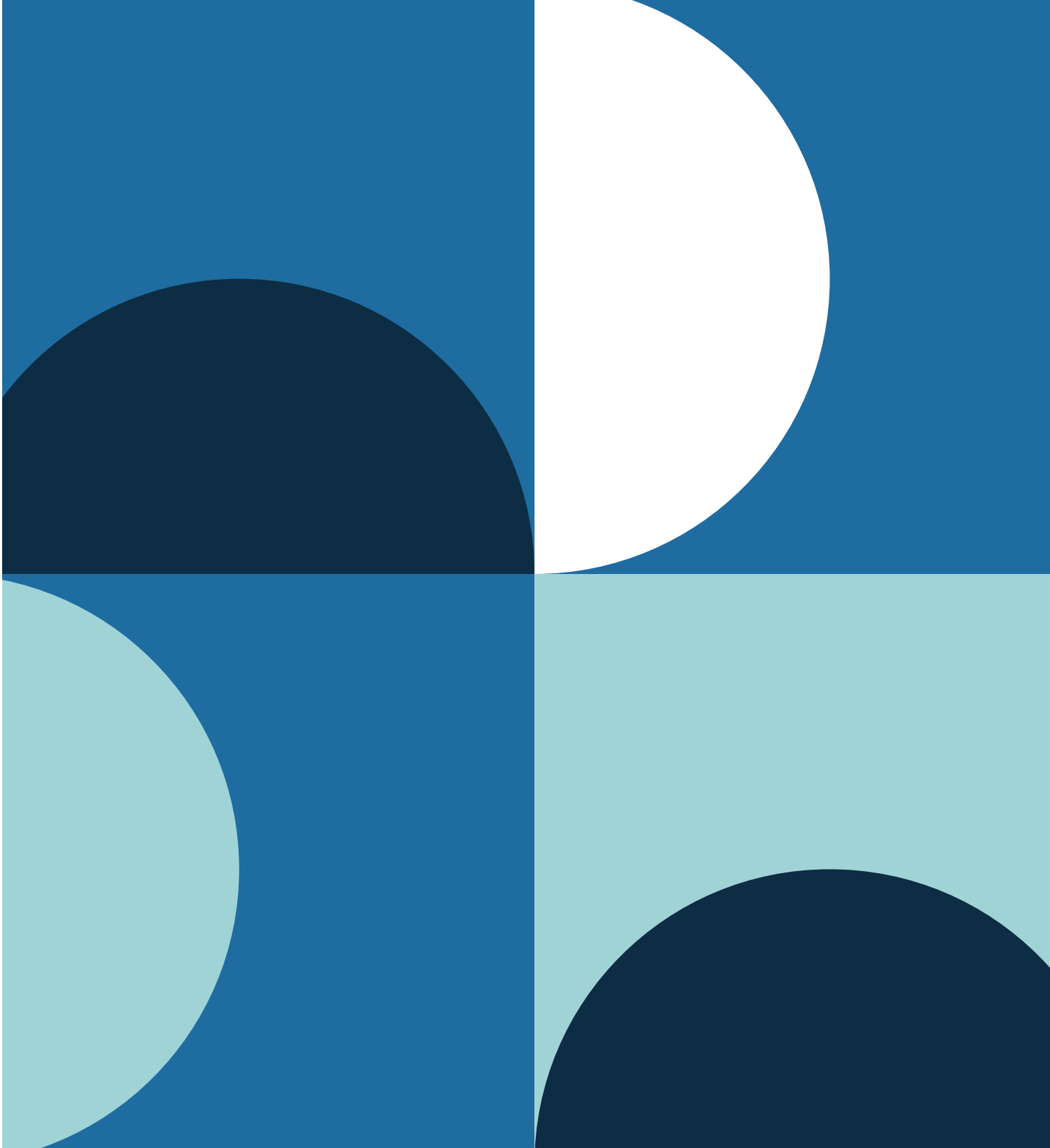


Image guidance

Our photography should follow a signature style that is authentic and natural, showcasing our technical ability, clients and customer experience.

✓ Bright lighting

✓ Natural

✓ Teamwork

✓ Technical



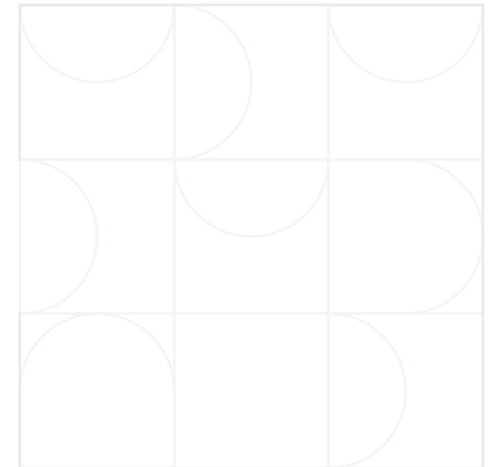
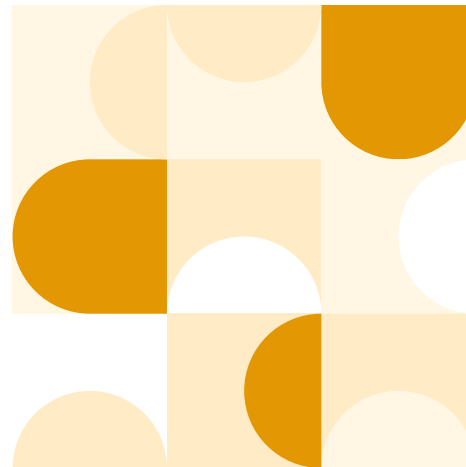
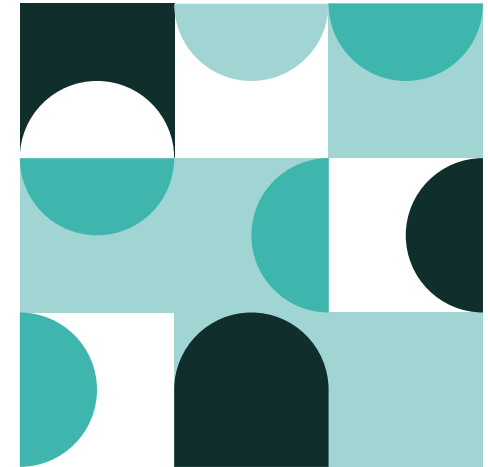
Graphics

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Patterns

We use graphic elements like patterns to provide an extra layer to our digital and print material. These elements use our styling and are an extension of our brand.

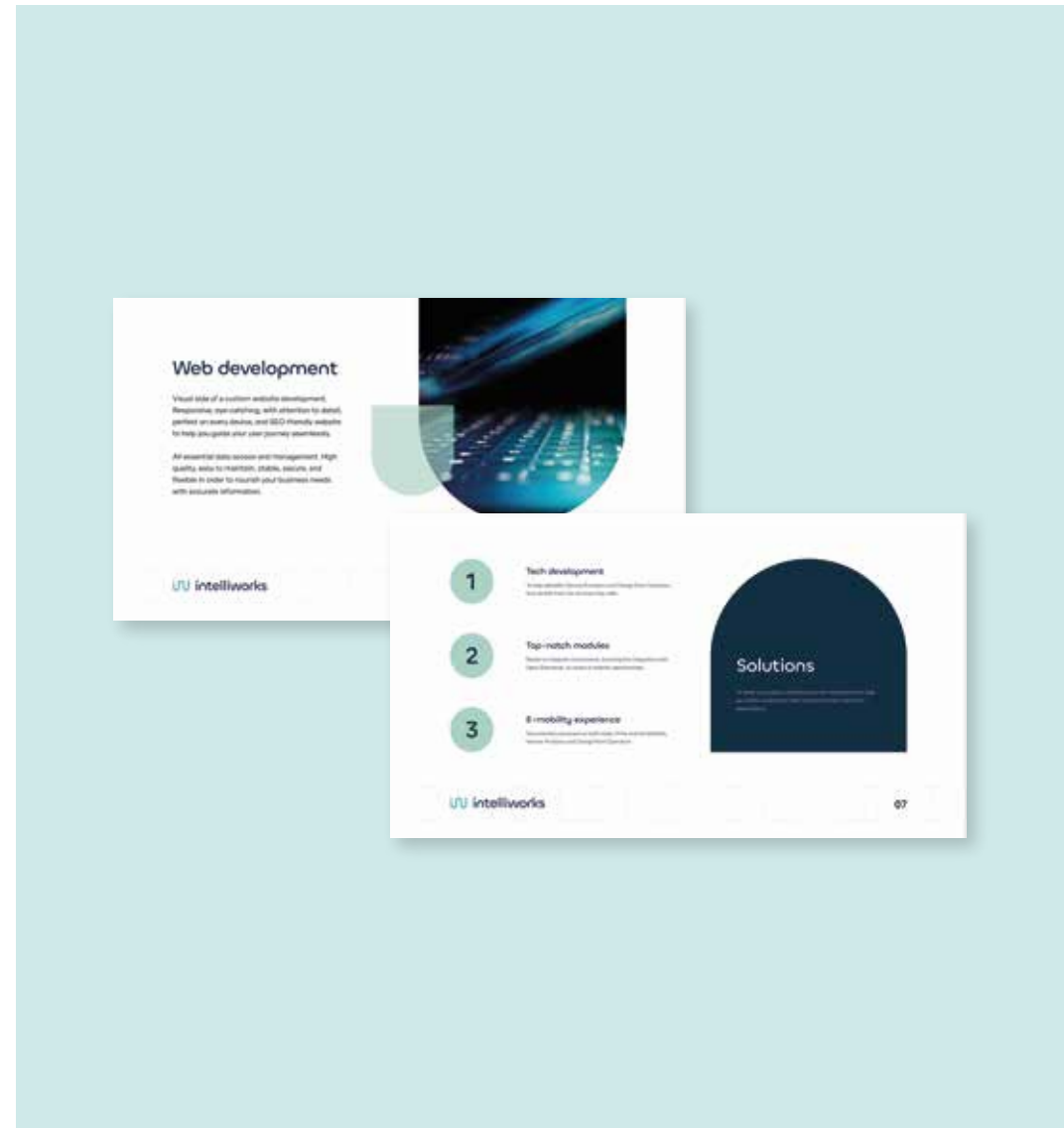


Mockups

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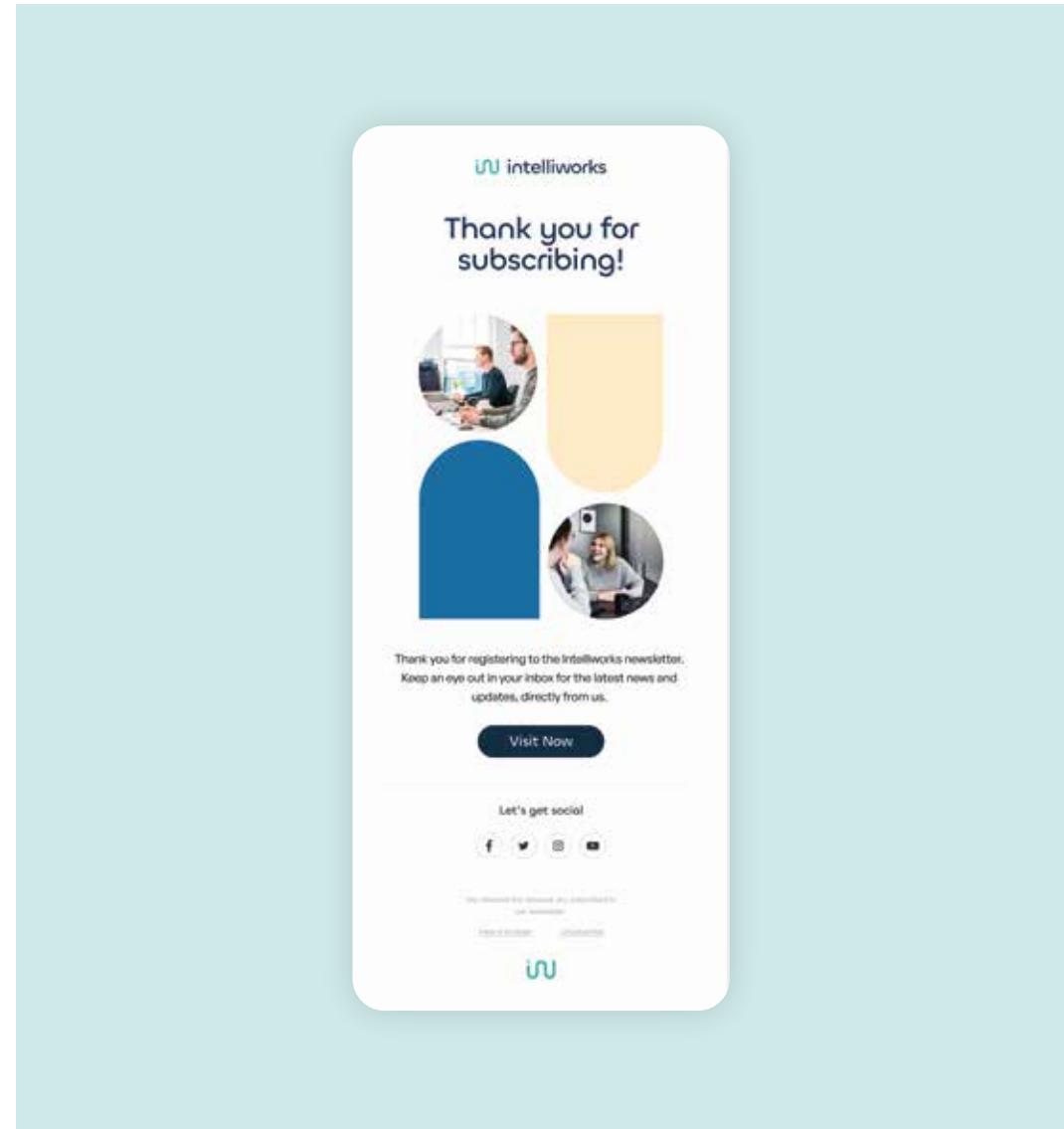
Slides

Our presentation slides carry over our brand suite such as colours, fonts and graphic elements.



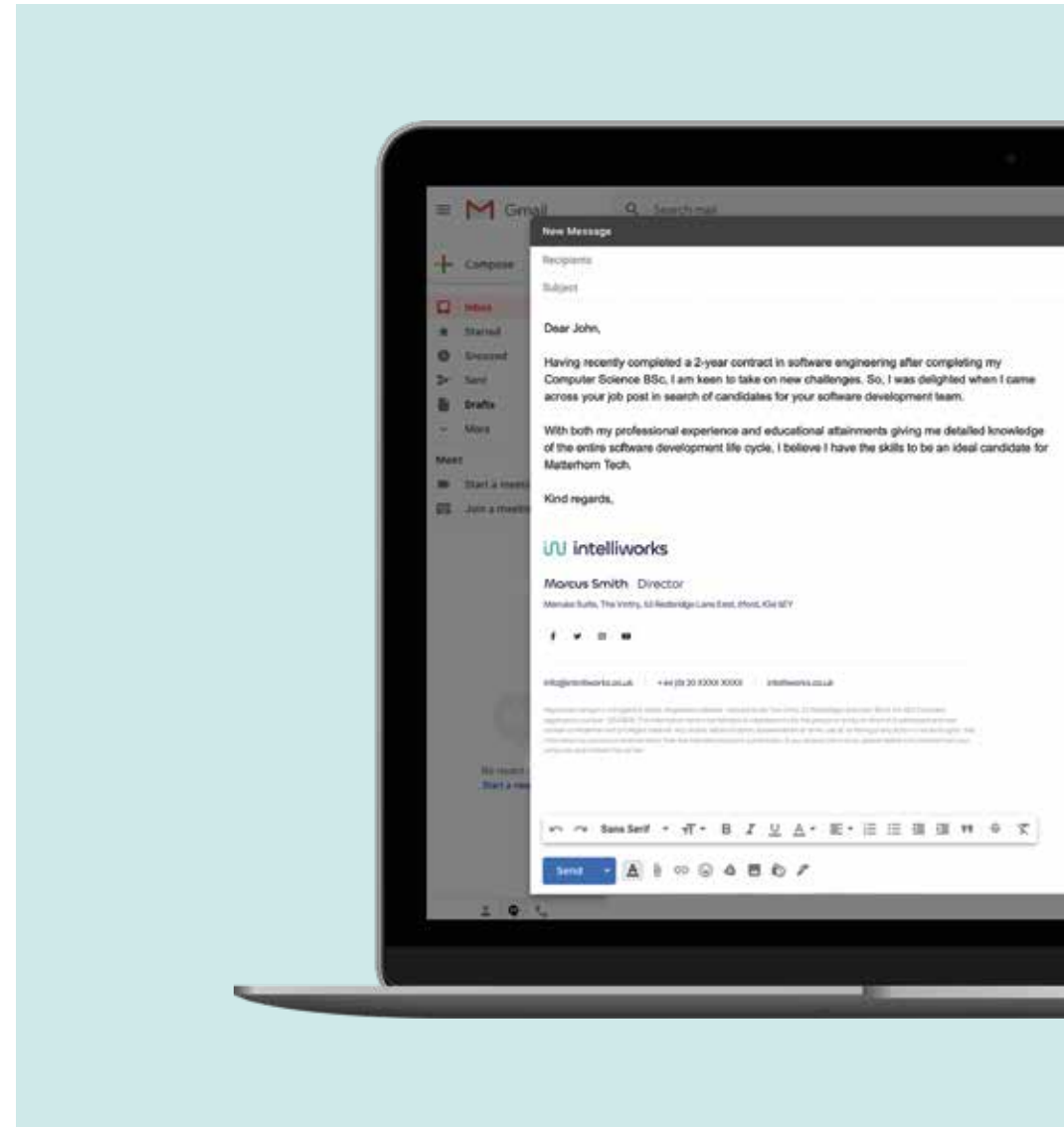
Marketing

Our email marketing campaigns make use of our accessible colour palette to make the most of our digital presence.



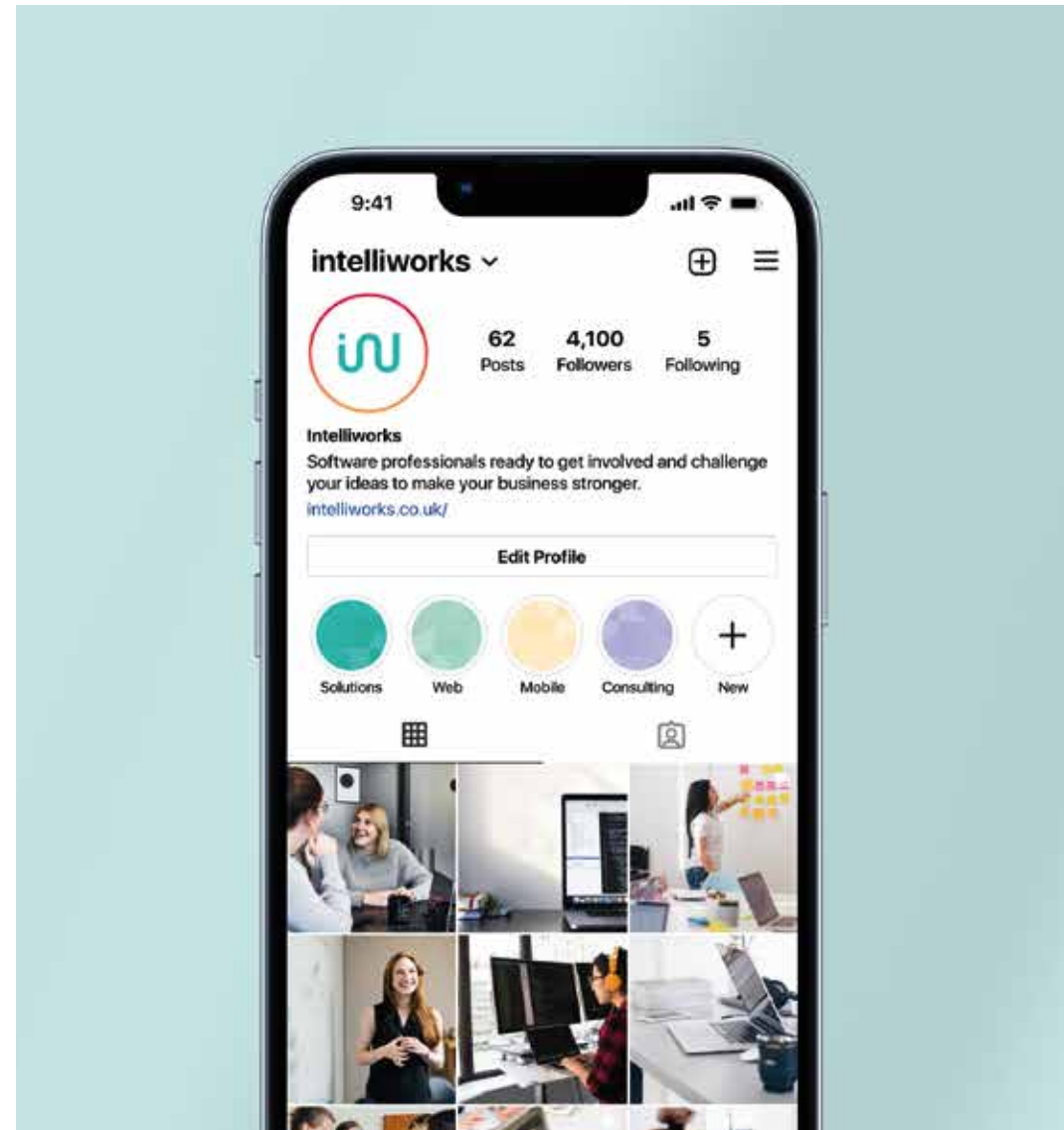
Email signature

Our email signature is simple so that our information is easy to find and read.



Social media

Our social media makes use of our brand identity and carries over to the content we produce.



The logo consists of the lowercase letters 'i' and 'l' in a teal color. The 'i' has a dot, and the 'l' is a simple vertical bar with a rounded bottom. The background features a light gray grid with large, overlapping circles.

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