



IVC

FOUNDATION

— BRAND STYLE GUIDE —





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LOGOTYPE APPLICATIONS

Variations



Portrait

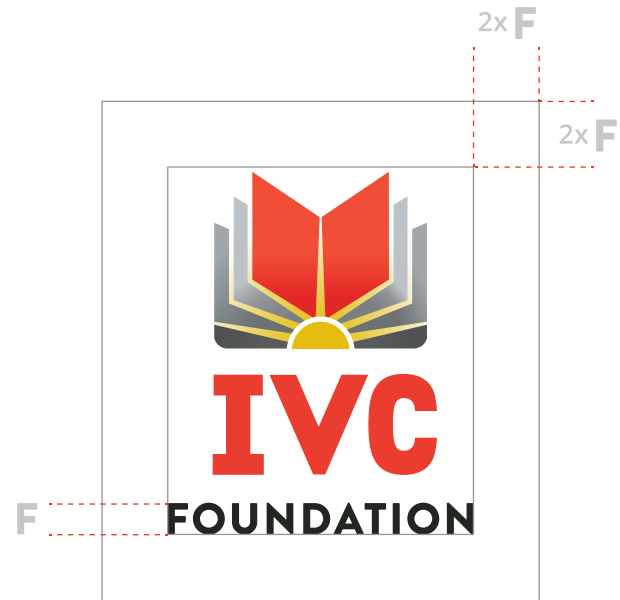


Landscape

CLEAR SPACE

Clear Space refers to the area around the logo. The measurement for this area is based on the height of the letter **"F"** in **FOUNDATION** as illustrated.

Whenever possible, the clear space should be increased. It must never be decreased and no other elements should be positioned within this space.



MINIMUM SIZE

A minimum size has been set for the logo. This is to ensure visibility of the logo.



LOGOTYPE APPLICATIONS

How do we apply it different medias?

FUL COLOR (Preferred version)



Usage and applications

- *High quality offset or digital full colour printing*
- *High quality signage*
- *All digital and electronic application*

FLAT COLOR



Usage and applications

- *Low quality offset or digital printing*
- *Two-colours block printing and embroidery*
- *3-D moulded signage*

BLACK



Usage and applications

- *Single colour printing*

LOGOTYPE APPLICATIONS

Positive & Negative versions



LOGOTYPE APPLICATIONS

Incorrect usage



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Do not distort it by stretching it vertically or horizontally.



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Do not angle or rotate the logo



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Do not use another typeface



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Do not apply graphic effects or add a keyline to the logo



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Do not use another color



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Use an appropriate color background

COLORS

Primary color palette



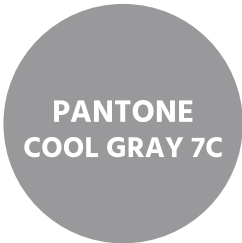
PANTONE
7406 C

CMYK 5 / 22 / 100 / 0
RGB 245 / 196 / 0
WEB #F5C400



PANTONE
179 C

CMYK 3 / 93 / 95 / 0
RGB 232 / 56 / 41
WEB #E83829



PANTONE
COOL GRAY 7C

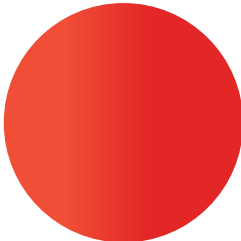
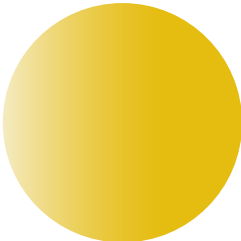
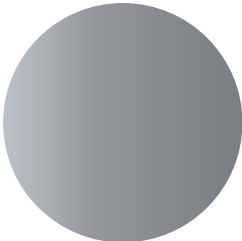
CMYK 43 / 35 / 35 / 0
RGB 153 / 153 / 154
WEB #3e8ede



PANTONE
BLACK
3 C

CMYK 71 / 61 / 71 / 71
RGB 34 / 39 / 32
WEB #222720

Gradients



ROBOTO SLAB BOLD

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ROBOTO SLAB REGULAR

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ROBOTO SLAB LIGHT

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

OPEN SANS BOLD

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

OPEN SANS REGULAR

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
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OPEN SANS BOLD

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PARAGRAPH TITLES

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