

Branding and Identity Guidelines

IPEVO

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The image displays the wordmark 'IPEVO' in a large, bold, rounded sans-serif typeface. The letters are a vibrant green color. The 'I' and 'V' are particularly tall, while the 'O' is slightly wider and shorter. The overall style is clean and modern.

The wordmark is the primary identity asset of IPEVO. Our Logo should not be deformed from its original proportions. Its default color is the Ipevo green, but it can be adapted to match the product using the brand colors. The logo can be reversed on white to appear on top of images or solid colors.

The Logo should be displayed on a proeminent area of the layout or product.

The logo should be used purposefully on products and media without over using it [for example: there is no need to use the logo on each and every post of social media, or more than one time on a publication or product].

On the next 2 pages are examples of the logo applied on reverse background.

IPEVO

IPEVO

IPEVO



IPEVO



IPEVO



IPEVO



IPEVO

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8mm

or 30px

The logo and slogan's need to occupy a prestige position on layouts and products. They need to feel harmonious and balanced whenever it is applied, there is no need to make it unnecessary big, or small to the point of disappearing.

In the occasion of being used in small sizes it is recommendable to not use it smaller than 8mm on print and products or 30 px wide in digital enviroments.

The slogan can be used to communicate our brand value whenever that is necessary. It can be used both in the brand colors or reversed in white on top of images or in top of any of our brand colors.

IPEVO innovating communications



The exclusion zone refers to the area around a logo, specifying the amount of designed clear space [containing no other graphic or text] that can surround the logo.

The exclusion zone is equal to the width of the letter “O” of the logo, marked as “x” in the diagram.

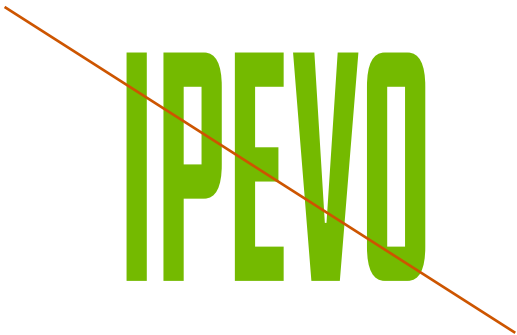
The slogan can occupy 1/3 of the logo height and be vertically centered in relation to the logo.



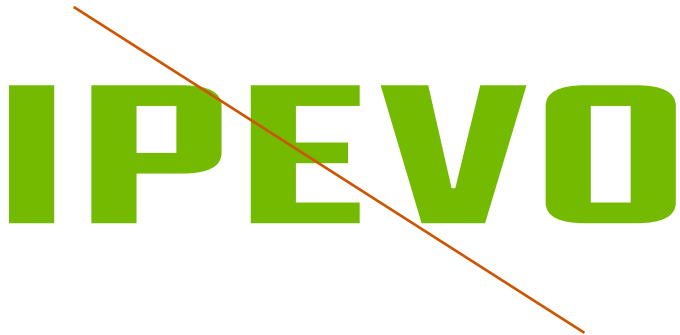
Ipevo's logo should be used directly from the provided approved files without any alterations. Please avoid any of the following:



Do not use drop shadows, gradients or any effects



Do not compress or distort the logo



Do not stretch or distort the logo



Avoid backgrounds with low contrast and legibility



Do not rotate the logo



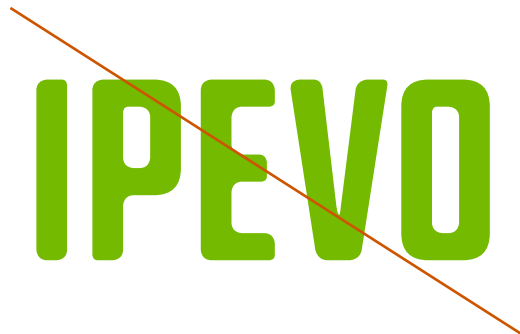
Do not use the color version on busy backgrounds



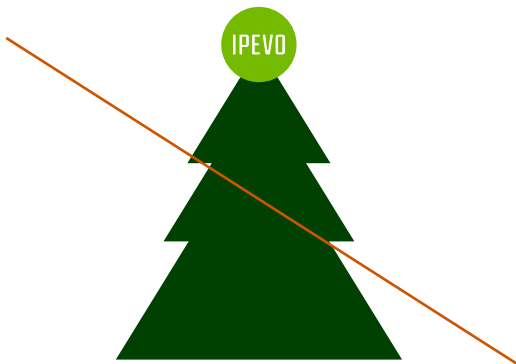
Do not add textures to the logo



Do not stroke the logo



Do not modify the outlines



Do not not use the logo as decoration



Only use the color version on neutral backgrounds



Do not slant or add perspective to the logo

Ipevo's slogan should be used directly from the provided approved files without any alterations. Please avoid any of the following:

IPEVO innovating communications

Do not use drop shadows, gradients or any effects

IPEVO innovating communications

Do not change the font of the tagline

IPEVO innovating communications

Do not change the font weight of the slogan

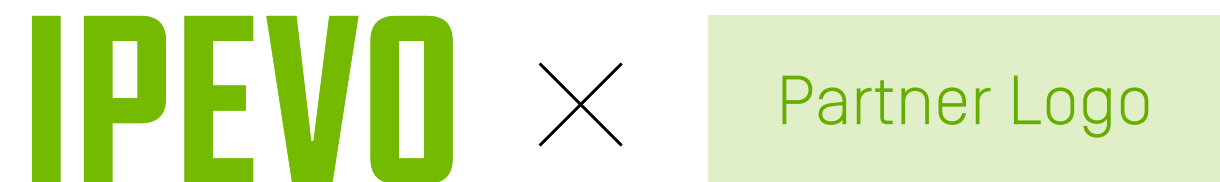
IPEVO *innovating communications*

Do not use italics for the slogan

IPEVO it's awesome!

Do not attach new slogans without permission

Whenever Ipevo's logo is used in conjunction with a third-party logo, please respect the minimal logo boundaries described earlier. Resize the partner logo to be proportional to the IPEVO logo. We suggest the following configuration:



Construction:



X width and space around is equal to the logo boundaries (letter "O" of the logo). The X is made of thin strokes (here 1pt)

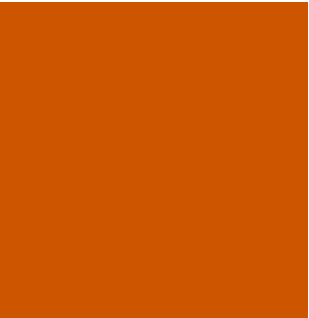
Brand Colors



IPEVO GREEN
#74ba00
R: 116 G: 186 B: 0
C: 50 M: 0 Y: 100 K: 0
PANTONE 376c



IPEVO YELLOW
#feb715
R: 254 G: 183 B: 21
C 0 M:30 Y:100 K: 0



IPEVO RED
#cd5500
R: 205 G: 85 B: 0
C: 0 M: 83 Y: 100 K: 0

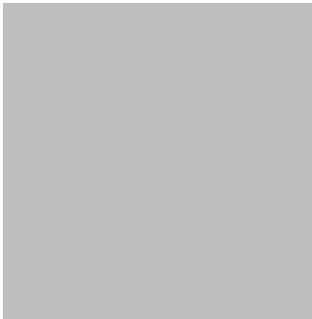


IPEVO BLUE
#00adf0
R: 0 G: 173 B: 240
C: 70 M: 15 Y: 0 K: 0

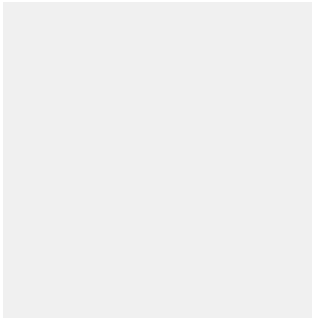
Greyscale Colors



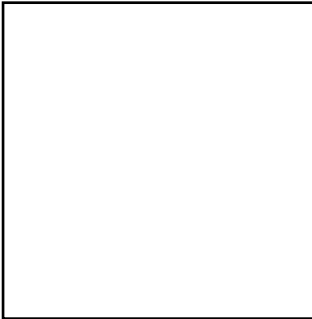
IPEVO GREY 1
#5F5F5F
R: 95 G: 95 B: 95
C: 65 M: 55 Y:50 K:20



IPEVO GREY 2
#bebebe
R: 190 G: 190 B: 190
C: 25 M: 20 Y: 20 K: 0



IPEVO GREY 3
#f2f1f1
R: 92 G: 92 B: 0
C: 7 M: 5 Y: 5 K: 0



WHITE
#ffffff
R: 255 G: 255 B: 255
C: 0 M: 0 Y: 0 K: 0

Two sets of colors can be used to create harmonious products and graphic materials. The first set are the brand colors and the second greyscale set. Apart from this colors, black and white can also be used.

The brand and greyscale colors can be used together as a way to create distinction between product parts and graphics. The color of one set should be dominant while the other should be used on details.

For example: A product colored with a GREY 1 color with details like text and buttons buttons in IPEVO YELLOW.

It is advisable using no more than one brand color and one greyscale color at time on products and marketing materials [for example the text in this manual is set entirely on IPEVO GREEN].

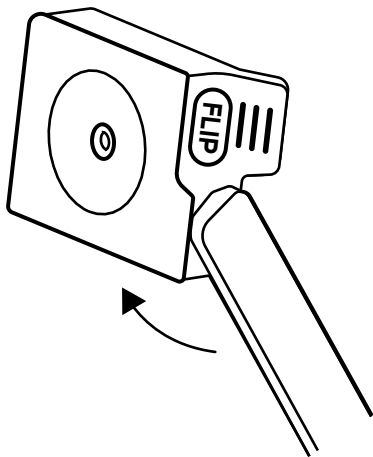
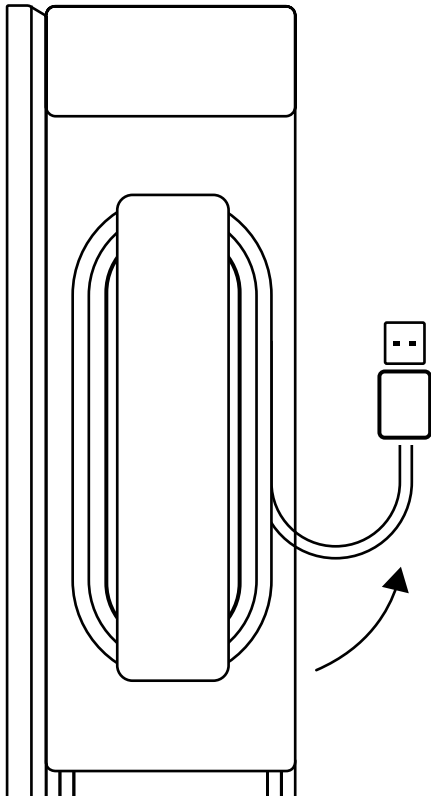
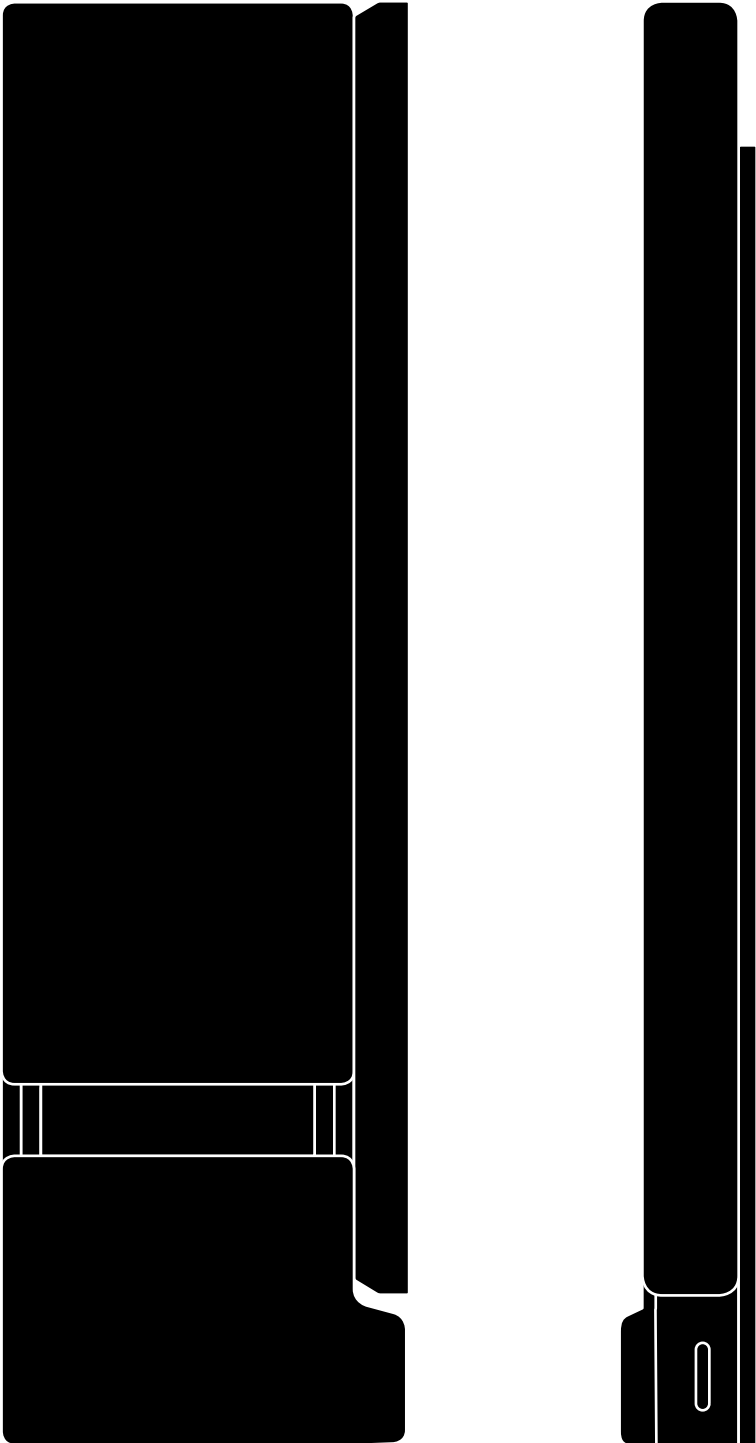


Illustration should be kept simple, minimal and informative. The drawing should be made with lines with similar width and color.

In this page we have the inverted product illustration, useful for ornamental purposes like packaging and the simple line illustration with arrows that can be used on product manuals.

English

Simplon Norm Regular and Italic
Simplon Norm Medium and Medium Italic
Simplon Norm Bold and Bold Italic

The main lpevo font for english text is Simplon and should not be mixed with different fonts, and used only on one weight whenever it is possible in preference the regular.

Regular weight is the main weight and will be used mainly on text and headlines.

Bold is reseved mostly to the slogan. please avoid the use of bold for emphasis [in the middle of a sentence set in regular for example].

Medium should only be used on special cases in which it can improve legibility and aesthetics. For example: text set on specific products/materials or copy text set in color.

Small size [12/16.8 pt]: ra qui vollaut asperrum volum repudam aceptatet qui des dolupta tescianient externam fuga. Poris de percia pa nobis etur, si dolupta simporia doles a excea cores ex enis rectat.

Ut quaeceribus nosantis estiam ut fuga. Namene conserc itiberum idis id quis aut laut optati re volupti ut am quid et adissimi, si quidita voluptatiat la nonsequam am dolore sum fuga. Iciatqui con enisqua menienditae est laudae ius nis volut enihillis di dolentisti doluptatemo eostio od qui cus quae volorentis aped everum destem et quae. Nequia nos nonsed ma nitaspi cimagni hilleni endit, sam remolor epeliqu ianquae mil il iducit inctur ad ullorum quatureptat as et que sinte sunti

Big Size [30/30 pt]: ra qui vollaut asperrum volum repudam aceptatet qui des externam fuga.

Medium size [15/18 pt]: ra qui vollaut asperrum volum repudam aceptatet qui des dolupta tescianient externam fuga. Poris de percia pa nobis etur, si dolupta simporia doles a excea cores ex enis rectat.

Ut quaeceribus nosantis estiam ut fuga. Namene conserc itiberum idis id quis aut laut optati re volupti ut am quid et adissimi, si quidita voluptatiat la nonsequam am dolore sum fuga. Iciatqui con enisqua menienditae est laudae ius nis volut enihillis di dolentisti doluptatemo eostio od qui cus quae volorentis aped everum destem et quae. Nequia nos nonsed ma nitaspi cimagni hilleni endit, sam remolor epeliqu ianquae mil il iducit inctur ad ullorum quatureptat as et que sinte sunti

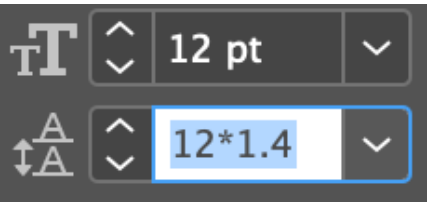
Poster [50/45 pt]: ra qui vollaut asperrum volum

Leading or line height is the spacing between each line of text. Smaller type sizes needs more leading to remain legible while bigger type sizes needs less to have more impact and to use less space.

The leading can be calculated using a simple equation:

- Small sizes: type size × 1.4
- Medium sizes: type size × 1.2 [or Auto on Adobe]
- Big sizes: type size = Leading
- Poster Sizes: type size × 0.95

On Adobe programs there are no need for a calculator, for example: for a text set in 12pt, set the leading as 12*1.4 and press enter, the software will calculate the value [16.8 pt].



Reference for type sizes:

- Small sizes: 12 pt or less in print or 18 px or less in digital media.
- Medium sizes: 13 to 24 pt in print or 19 to 30 px in digital media.
- Big Sizes: 19 to 39pt in print, 30 px to 39 px onwards in digital media.
- Poster sizes: 40 pt onwards in print, 39px onwards in digital media.

Headline 1

Text copy ra qui vollaut asperrum volum repudam
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Headline 2

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rectat.

Ut quaeceribus nosantis estiam ut fuga.
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sinte sunti

The main principle for a good layout of text should be a clear
hyerarchy and organization of content.

In typography hierarchy of content can be made using different
sizes of text, different weights of font (i.e. regular vs. bold) or styles
[regular vs. italic]. Changes should be made purposefully and with
a clear contrast between each element whenever is necessary.

The use of different placement and sizes of text should be prefered
against the use of too many different weights or font styles. In
this way it is simple to create hyerarchy at the same maintaining a
clean and organized look.

Text copy should be short and objective. Long reading text columns
need to have between 35 to 75 character per line for a confortable
reading experience.

Paragraphs should be set aligned to the left with no identation and
separated by an empty line of the same leading.

This page show some examples on how text can be set on a print
document:

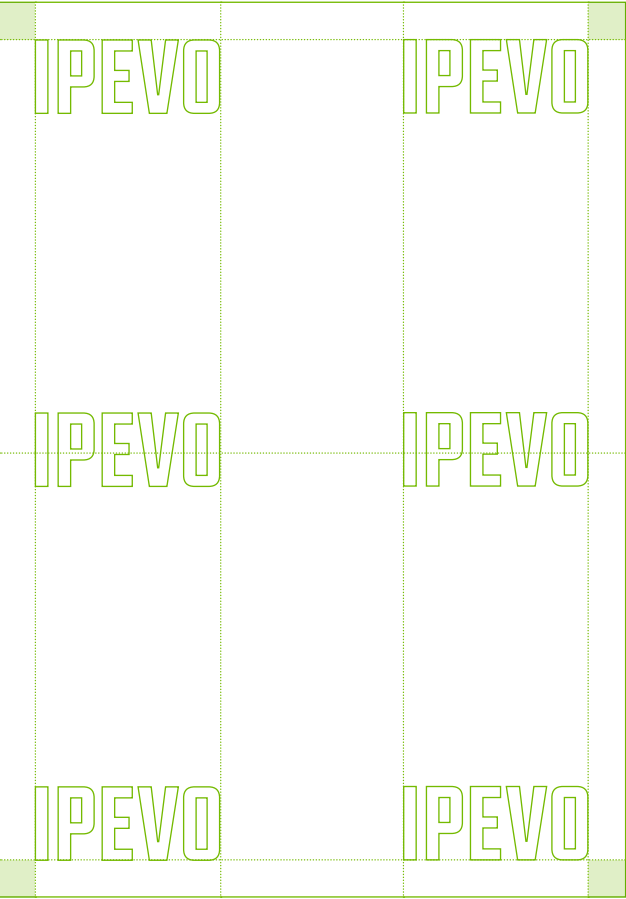
Headlines can be set with the same weight of the font in a different
size (like on Headline 1), or in the same weight and same size
separated by a ruler of a thickness equivalent to the weight of the
font [Headline 2].



1. Start with Ipevo logo and exclusion zones



2. Repeat the logo. resize the logo line to fill the width of the media and copy exclusion zone to create the right margin



3. copy the logos to the bottom and center and set the margins of the document to match the exclusion zone.



4. Add the photograph to the background and crop it for the best placement of the product.



5. select the logo with better legibility and position, delete the rest and use the alignments and margins defined in the process to help setting the copy.

As advertising and marketing material can vary in size, the logo and typeface are our only constant.

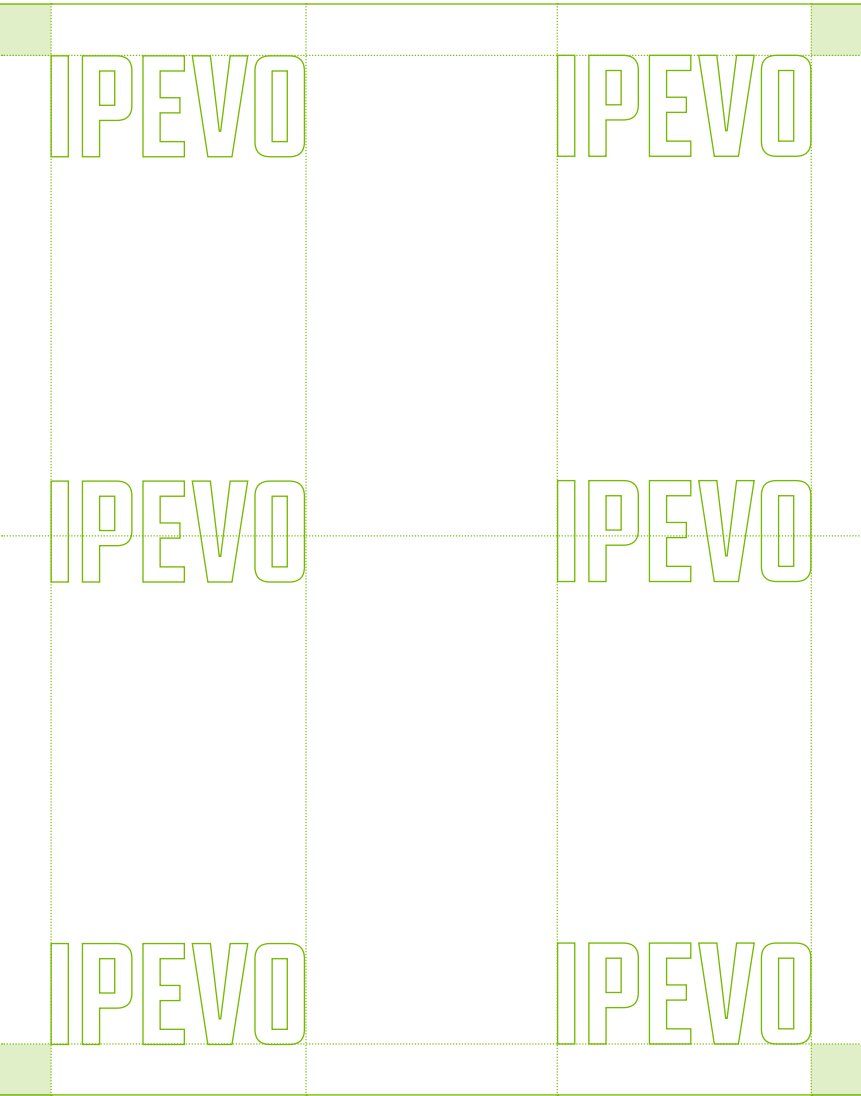
When used on top of an image the logo and its exclusion zone [width of the letter O, see page 8] can be used as a module for its placement and the arrangement of headlines.

Following the process described in this page, is possible to have a margin that is always proportional to the logo. The amount of horizontal repetition defines the size of the logo to the material: more repetitions make the logo smaller on the page, while fewer repetitions make it bigger.

See the next pages for examples of different sizes and formats.

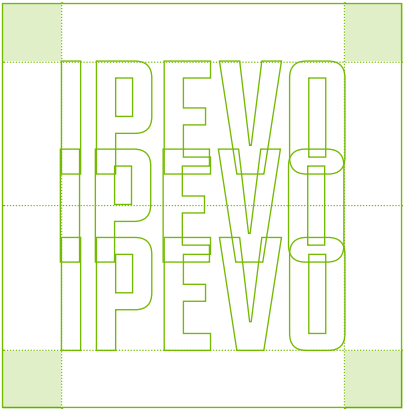
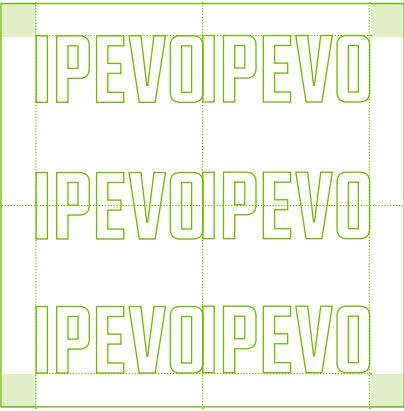
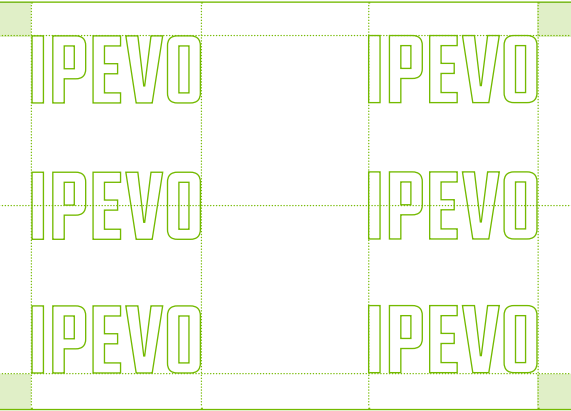
Any background image should have a “calmer” place for the placement of logo. The contrast between logo and background can be increased with the use of a slightly darker gradient layer.

The lines and margins defined by the process can be used as guidelines for the placement of text.



The example on this page has a different vertical format and arrangement of elements. An asymmetric balance is preferred as a way to create a dynamic composition.

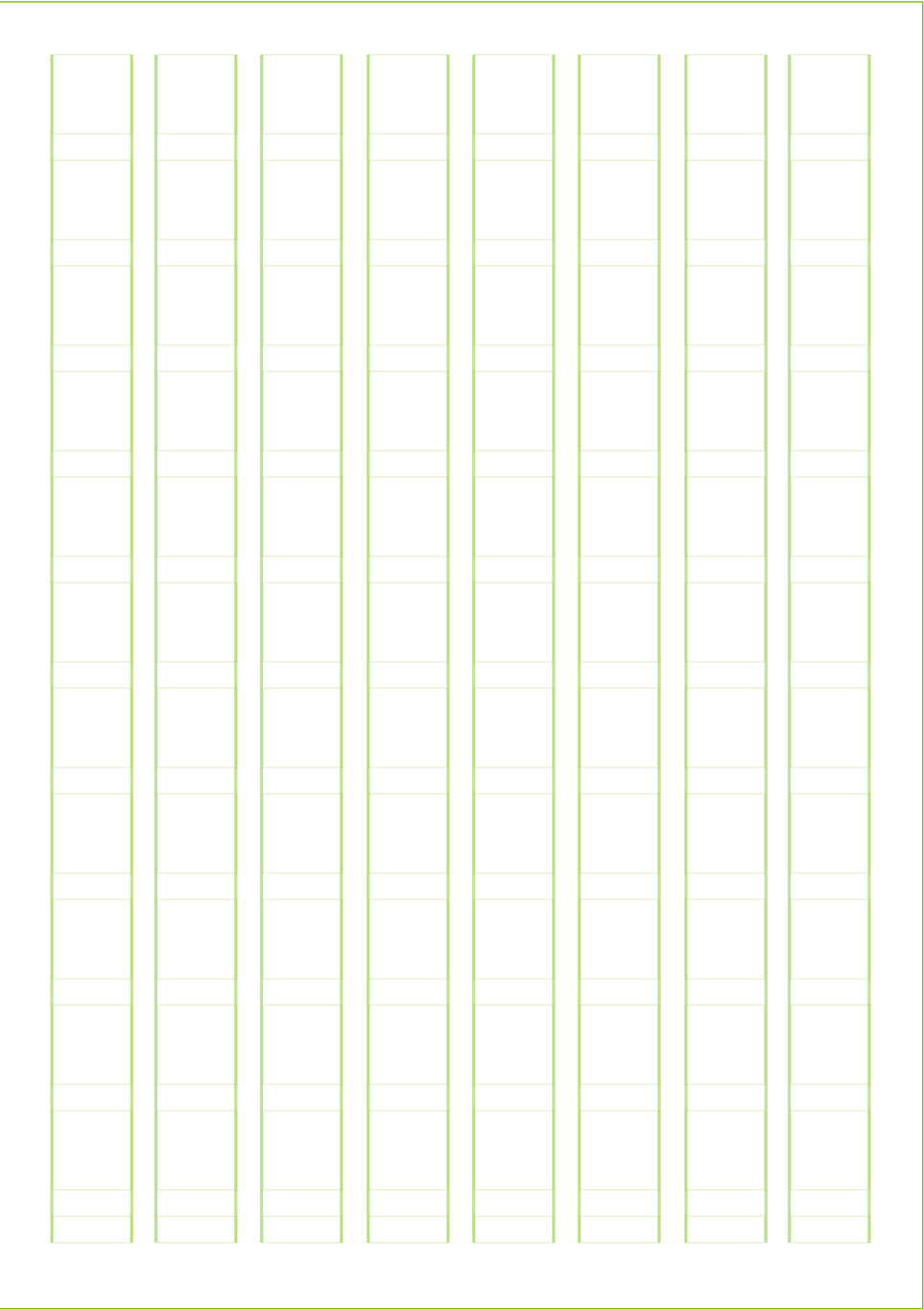




The first column is an example of horizontal format, the second and third columns show examples where it can be used on smaller formats like in a social media post for example.

The structure can be made by a single horizontal logo with its exclusion zones in cases where the maximum size its needed (right most column).





Printed materials should be set up inside a proportional grid for a more organized and structured look.

For letterheads and A4 grids please use the provided templates.

