

BRAND STANDARDS GUIDELINE



COLOR PALETTE

GREEN	CMYK	RGB	HEX
	33,0,66,23	132,196,67	#84C442
BLUE	CMYK	RGB	HEX
	66,34,0,24	66,129,195	#4281C3
DARK BLUE	CMYK	RGB	HEX
	88,42,0,50	15,74,128	#0F4A80

Our color guidelines are centered around three primary colors (green, blue, and dark blue) serving as the cornerstone of our visual identity and intended to be prominently featured across all brand materials.

TYPOGRAPHY

Open Sans

i2i Systems is an international information technology company that specializes in developing innovative ideas and solutions.

Open Sans Light

i2i Systems is an international information technology company that specializes in developing innovative ideas and solutions.

Open Sans Bold

i2i Systems is an international information technology company that specializes in developing innovative ideas and solutions.

Open Sans is the designated primary typography for our brand, encompassing all our communications and visual materials, with headlines recommended to employ bold.

Bold and light variations of Open Sans can be used on specific design needs and emphasis.



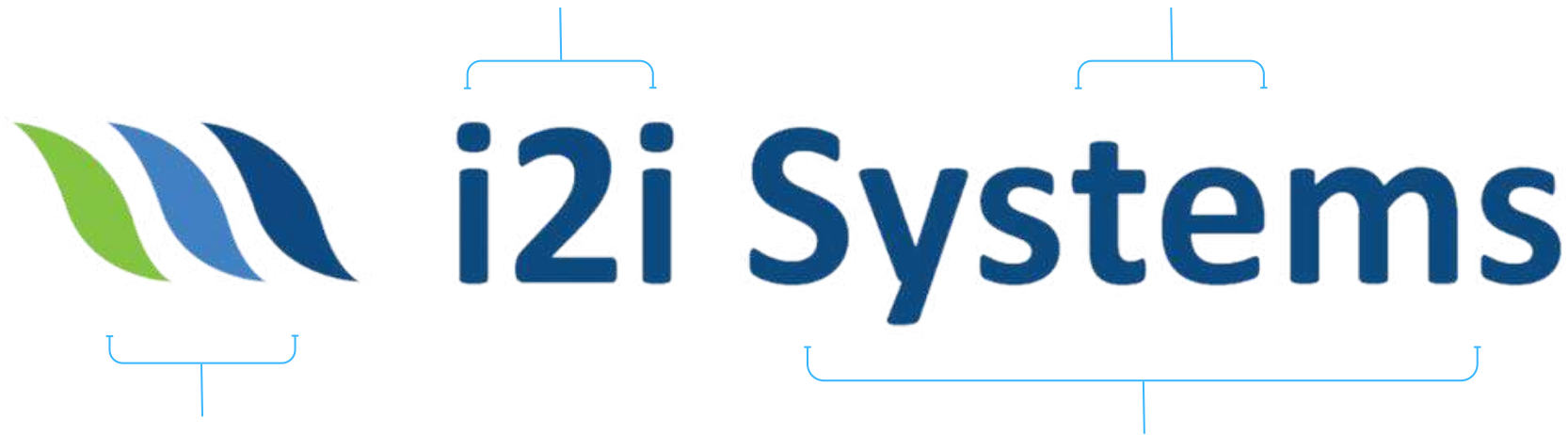
PRIMARY LOGO

Our primary logo serves as the cornerstone of our brand identity, reflecting our unique identity and establishing a consistent, recognizable presence across all platforms.

It's important that this logo remains consistent across all platforms, ensuring a unified brand identity.

"i2i" is an abbreviation for "innovation to integration".

The typography's precision captures i2i Systems' dedication to excellence and innovation in every detail.



The logo integrates shades of green, blue, and dark blue to symbolize technological innovation and growth.

"Systems" signifies the comprehensive and integrated solutions offered by the company



REVERSED LOGO

Within our logo library, you'll find a reversed version designed specifically for use against dark colored backgrounds.

When applying the logo in these cases, make sure the background doesn't feature any tones of blue, green, or dark green.



**MONOCHROME
LOGO**

Use a white-colored logo when placing it on dark or vibrant backgrounds for enhanced visibility and contrast.



LOGO & TAGLINE

The logo with a tagline is ideal for marketing materials or contexts where additional messaging should reinforce our brand identity.



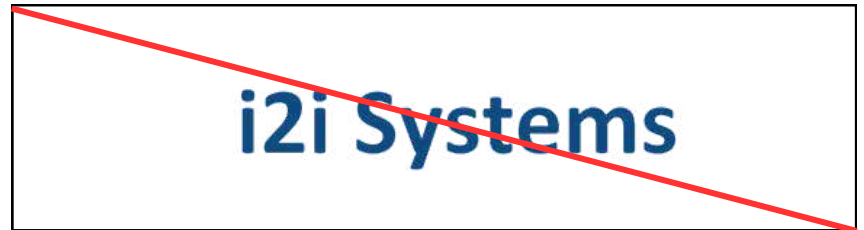
DO NOT change the colors of the logo.



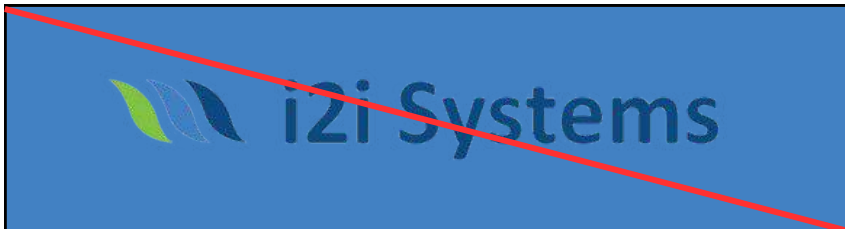
DO NOT stretch or warp the logo.



DO NOT add drop shadow or any other effects to the logo.



DO NOT edit or remove elements from the logo.



DO NOT use the logo with a background of an unfit color.



DO NOT use the logo with a background of a busy photograph.

LOGO IMPROPER USAGE



POWERPOINT TEMPLATE

Using our most-updated PowerPoint template ensures consistency, professionalism, and alignment with branding standards, enhancing the clarity and impact of your presentation.

Thank you for following our brand guidelines.

If you have questions, contact us at
communications@i2i-systems.com