IDENTITY GUIDE

CONTENTS

1 INTRODUCTION

At its best, the InnoCellence identity has always been about transformation and movement. The original, cut circular logo has come to be seen as the embodiment of an organization that has constantly strived to stay at the forefront of innovation.

1.1 THE GUIDELINES

Whether it is seen on screen or in print, our logo is continuously changing. It can adapt its texture and color to the surrounding environment.

Our identity reflects the convergence of innovation and excellence. It is clean and distinctive. However, the new identity can only make a positive impact if it is used consistently and correctly.

This Identity Style Guide has been developed to provide a comprehensive understanding of the InnoCellence identity.
It shows how to correctly implement the design elements in print and on screen.

36°
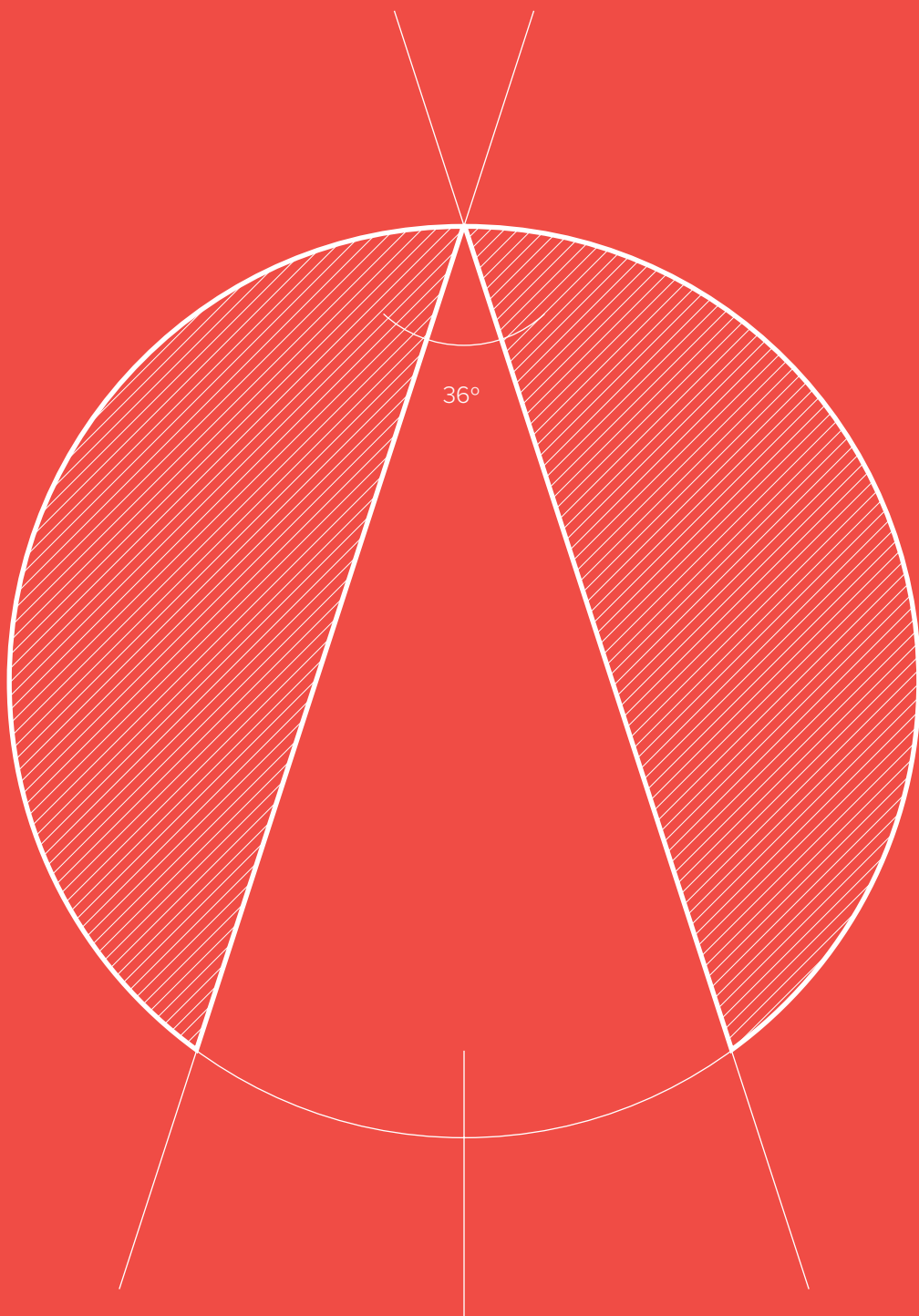
The visual identity is the outward expression of InnoCellence. It uniquely and distinctively sets it apart from other agencies.

The logo is the primary element of that identity. However, other component parts play an important role in establishing the InnoCellence visual style.

These elements are:

Color
Typography
Imagery
Tone of voice

Colors are chosen from the color palette

InnoCellence headline font

Art directed imagery

InnoCellence
Innovation meets excellence

Design and Development at InnoCellence

Correct logo position, color and size

InnoCellence body font

Correct representation of URL
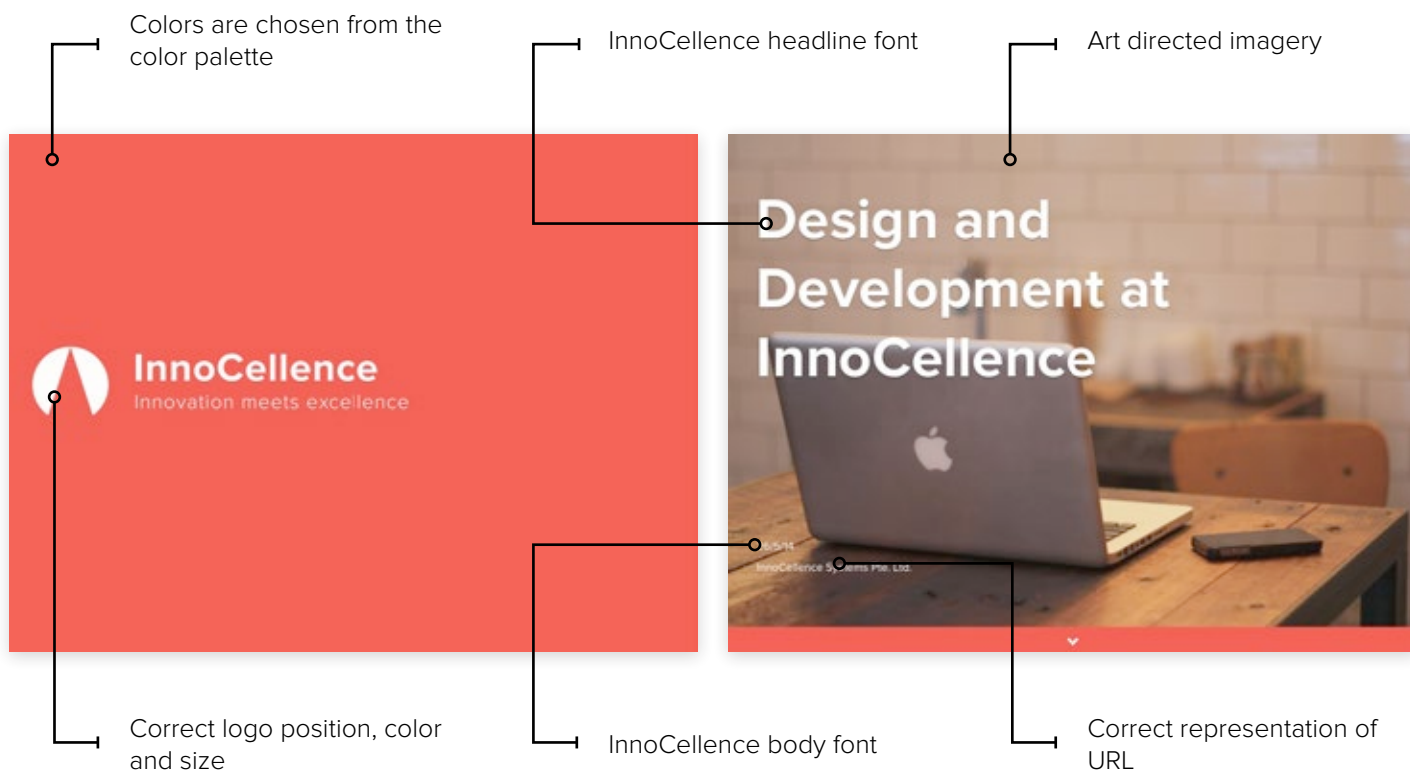
2.1 THE LOGO

In print or on screen, the logo must be visible, so that it sits on top of its surroundings. We see its distinctive shape overlaying or punching through photographs, illustrations and textures. The logo always foregrounds any other content.

2.2 LOGO SIZE

The InnoCellence logo has been designed to reproduce at a minimum height of 10 mm. On the web the minimum size of the logo is 30 pixels.

There is no maximum reproduction size of the logo. Page 43 of the Identity Guide will give you more information about sizing the logo in different formats.

10mm
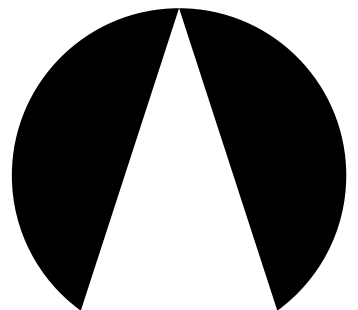
2.3 LOGO POSITION

The InnoCellence logo has been designed to be placed in a distinctive right position. This is unique to the brand and is therefore instantly recognizable.

The logo may also be used in the center of a photograph, illustration or texture.

Page 39 of the Identity Guide will give you more instruction about how to position the logo in many different formats and situations

The InnoCellence identity should always be surrounded by a minimum area of space.

The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.

The area is defined by using 30% of the height of the logo which is referred to as x.

A margin of clear space equivalent to 0.3x is drawn around the logo to create the invisible boundary of the area of isolation.

0.3x

height = x

0.3x

0.3x

0.3x
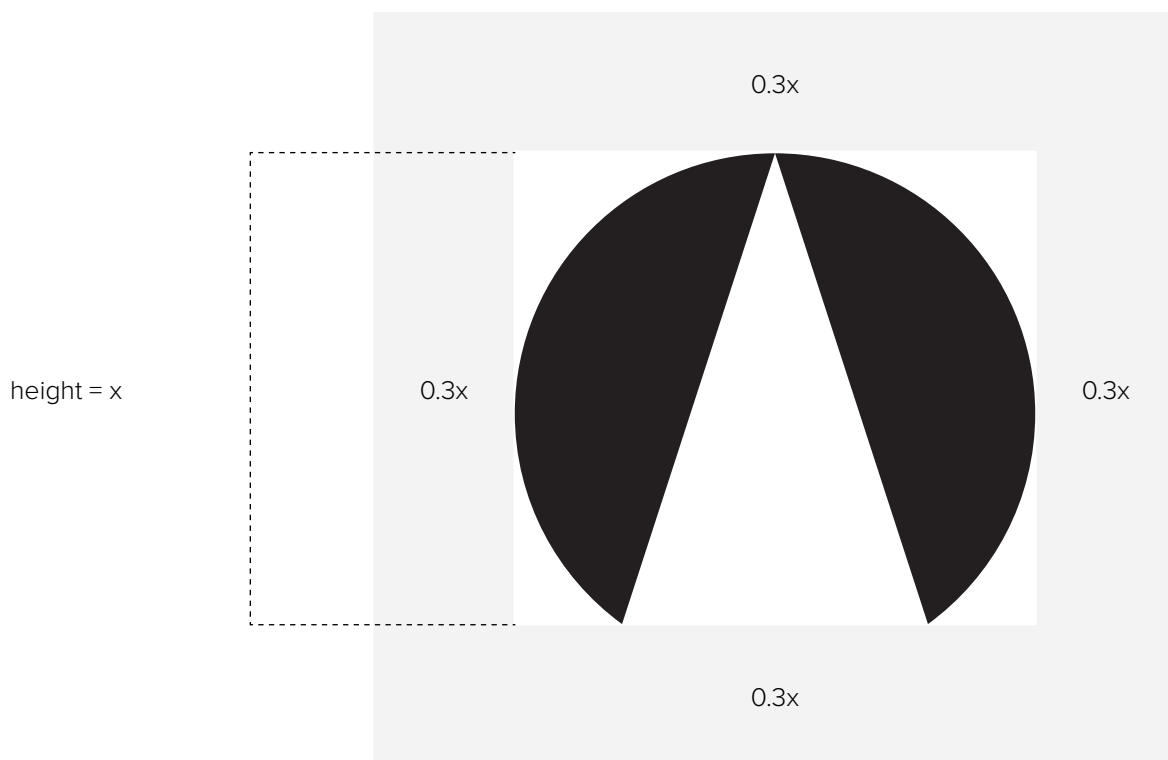
For example:

logo height = 10 mm
area of isolation = 3 mm
around all sides of the logo

This area of separation is a minimum and should be increased wherever possible.

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified or added to.

The logo must never be redrawn, adjusted or modified in any way. It should only be reproduced from the artwork provided.

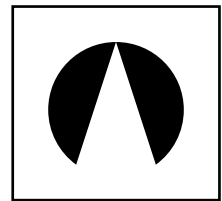To illustrate this point, some of the more likely mistakes are shown.

Do NOT distort the logo.
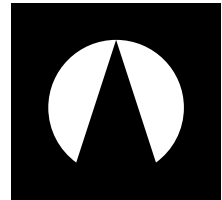
Do NOT place the logo in a box.

Do NOT place text on the logo.

Do NOT place the logo in a frame.

The 'c' in InnoCellence should always be represented in uppercase and our brand should always be referred to as InnoCellence.

The only exception to this rule is when the formal business title is used. Periods (.) must be observed.

Below are the correct titles for the company.

Correct titles

InnoCellence
InnoCellence Systems Pte. Ltd.
InnoCellence Systems Japan K.K.
InnoCellence Technology Dalian

Incorrect titles

InnoCellence Systems
InnoCellence Pte Ltd
InnoCellence Systems Pte Ltd
InnoCellence Japan
InnoCellence Dalian

On occasion it may be necessary to include the company name alongside the logo. In these cases it is acceptable to use the Alternate logo below.

This identity fuses our brand name and tag line alongside the logo.

It is important to observe the same height and isolation rules for this logo.

Due to the nature of the construction of this logo, it is acceptable for it to be positioned in a suitable location.
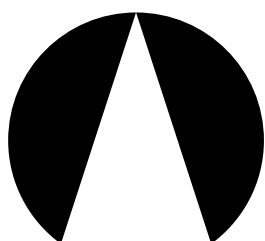
InnoCellence
Innovation meets excellence

height = x

0.3x

0.3x

0.3x

0.3x

InnoCellence
Innovation meets excellence

InnoCellence carries a basic color palette consisting of red, white and black.

A secondary color palette has also been provided to avoid using versions of the same color. Percentage tints can be used in any of the palette colors.

Other colors may be used where appropriate.

Care should be taken when using color to not over complicate material, it is best to keep the chosen palette to 3 colors where possible.

Basic color palette

	Name	CMYK	RGB	Hex	
	InnoCellence Red	M86 Y75	R239 G75 B70	# EF4B46	
	White		R255 G255 B255	# FFFFFF	
	Black	C50 M50 Y50 K100	R0 G0 B0	# 000000	

Secondary color palette

	Name	CMYK	RGB	Hex	
	Blue	C84 M68	R55 G94 B180	# 375EB4	
	Sky	C75 M20 Y9	R34 G161 B204	# 22A1CC	
	Emerald	C76 M1 Y57	R22 G180 B145	# 16B491	
	Green	C82 M23 Y85 K8	R47 G138 B84	# 2F8A54	
	Gold	C6 M30 Y86	R239 G181 B67	# EFB543	
	Orange	C7 M70 Y94	R226 G109 B50	# E26D32	
	Pink	C8 M69	R226 G112 B180	# E270B4	
	Purple	C74 M88 Y39 K33	R73 G46 B83	# 492E53	
	Grey	C37 M30 Y31	R167 B167 G167	# A7A7A7	
	Pearl	C4 M2 Y2	R241 G241 B241	# F1F1F1	

2.8 COLOR

When used in a photograph, illustration or texture, the color of the logo may be manipulated or taken from the image.

Alternatively, the logo may be red, black or white.

It is suggested that the logo remains

in a single color unless art directed. All rules for sizing and positioning are to be maintained.
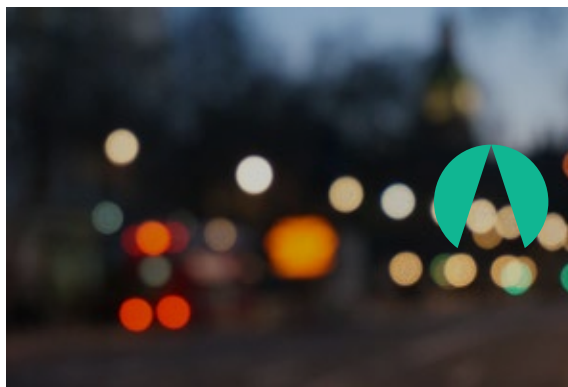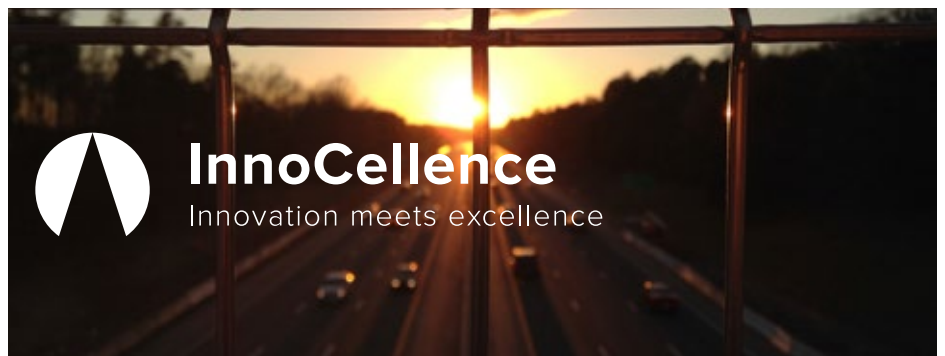
in·no·va·tion

[in-*uh*-**vey**-sh*uh* n]
noun

1. Something new or different introduced: *numerous innovations in the high-school curriculum*.
2. The act of innovating; introduction of new things or methods.

Great care has been taken to select the typeface for InnoCellence. It is called Proxima Nova.

Proxima Nova is supplied in the Open Type format and is supported by pc and mac.

Proxima Nova is a clean, modern font and has been supplied with the following weights:

Proxima Nova Light
Proxima Nova Light Italic

Proxima Nova Bold
Proxima Nova Bold Italic

Proxima Nova Bold has been chosen to create headlines in print and on screen. It is recommended for use with large or small titles, footers, subheadings and it should be used extensively when designing posters.

It is the only type face that should be placed in a box.

Proxima Nova Bold Italic should be used within text to give emphasis to a word or a phrase.

Proxima Nova Bold

abcdefghijklmnopqrstuvwxyzßæœ•ABCD EFGHIJKLMNOPQRSTUVWXYZÆŒ&012 3456789*#@+<=>'"÷±%‰⁄µ£$€ƒ¥¢,.:;... ""''«»‹›·„„!?¿¡(/)[\]{|}®©™ÄÅÂÁÃÀÇÉÊËÈÍÏÎÌÑ ØÓÔÒÖÕÜÚÛÙŸáàâäãåçéèêëíîïìñøóòôöõ úùûüÿ†‡§ªº¬•¶ı°˜˄˜˜˘˙ •-——_

Proxima Nova Bold Italic

abcdefghijklmnopqrstuvwxyzßæœ•ABCD EFGHIJKLMNOPQRSTUVWXYZÆŒ&012 3456789#@+<=>'"÷±%‰⁄µ£$€ƒ¥¢,.:;... ""''«»‹›·„„!?¿¡(/)[\]{|}®©™ÄÅÂÁÃÀÇÉÊËÈÍÏÎÌÑ ØÓÔÒÖÕÜÚÛÙŸáàâäãåçéèêëíîïìñøóòôöõ õúùûüÿ†‡§ªº¬•¶ı°˜˄˜˜˘˙ •-——_*

3.2 BODY FONT

Proxima Nova Light is a light, clean practical font and is ideal for body copy in brochures leaflets, letters and memos.

It can be good to use Proxima Nova Light as a contrast to Proxima Nova Bold in headlines.

Proxima Nova Italic should be used within text to give emphasis to a word or a phrase.

Proxima Nova Light

abcdefghijklmnopqrstuvwxyzßæœ•ABCD
EFGHIJKLMNOPQRSTUVWXYZÆŒ&012
3456789*#@+<=>'"”÷±%‰⁄µ£$€ƒ¥¢,.:;...
“”"‘«»‹›·„„!?¿¡(/)[\]{|}®©™ÄÅÂÁÃÀÇÉÊËÈÍÎÏÌÑ
ØÓÔÒÖÕÜÚÛÙŸáàâäãåçéèêëíîïìñøóòôöõú
ùûüÿ†‡§ªº¬•¶ı°`~^‾˜˘ •-–—_

Proxima Nova Light Italic

abcdefghijklmnopqrstuvwxyzßæœ•ABCD
EFGHIJKLMNOPQRSTUVWXYZÆŒ&012
3456789#@+<=>'"”÷±%‰⁄µ£$€ƒ¥¢,.:;...*
“”"‘«»‹›·„„!?¿¡(/)[\]{|}®©™ÄÅÂÁÃÀÇÉÊËÈÍÎÏÌÑ
ØÓÔÒÖÕÜÚÛÙŸáàâäãåçéèêëíîïìñøóòôöõ
úùûüÿ†‡§ªº¬•¶ı°`~^‾˜˘ •-–—_

3.3 ALTERNATE FONT

It is acceptable to substitute the Proxima Nova font family in cases where it cannot be used for technical constraints.

In these cases a fall-back font of Arial should be used. Note all sizing and weights must remain constant.

Arial Italic should be used within text to give emphasis to a word or a phrase.

Arial Bold

**abcdefghijklmnopqrstuvwxyzßæœ•ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÆŒ&0123456789*#@+<=>'"÷±%‰µ£$€ƒ¥¢,.:;…""''«»‹›·„‚!?¿¡(/)[\]{|}®©™
ÄÀÂÁÃÀÇÉÊËÈÍÎÏÌÑØÓÔÒÖÕÜÚÛÙŸáàâäãåçéèêëíîïìñøóòôöõúùûüÿ
†‡§ªº¬•¶ı°`~^˜¯˘· •——_**

Arial Regular

abcdefghijklmnopqrstuvwxyzßæœ•ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÆŒ&0123456789*#@+<=>'"÷±%‰µ£$€ƒ¥¢,.:;…""''«»‹›·„‚!?¿¡(/)[\]{|}®©™
ÄÀÂÁÃÀÇÉÊËÈÍÎÏÌÑØÓÔÒÖÕÜÚÛÙŸáàâäãåçéèêëíîïìñøóòôöõúùûüÿ
†‡§ªº¬•¶ı°`~^˜¯˘· •——_

Arial Italic

*abcdefghijklmnopqrstuvwxyzßæœ•ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÆŒ&0123456789*#@+<=>'"÷±%‰µ£$€ƒ¥¢,.:;…""''«»‹›·„‚!?¿¡(/)[\]{|}®©™
ÄÀÂÁÃÀÇÉÊËÈÍÎÏÌÑØÓÔÒÖÕÜÚÛÙŸáàâäãåçéèêëíîïìñøóòôöõúùûüÿ
†‡§ªº¬•¶ı°`~^˜¯˘· •——_*

3.4 CHARACTER BASED FONTS

InnoCellence is a multi-lingual company, it may be necessary to use a character based font to represent languages such as Chinese or Japanese.

Where possible default system fonts should be used to effectively represent these characters.

The following fonts are recommended for use:

STHeiti

Light 細黑體繁
Regular 細黑體繁

Hiragino Gothic Pro

W3 ヒラギノ角ゴ
W6 ヒラギノ角ゴ

3.5 SIZE

In all art directed work; type should never appear below 5pt. There is no maximum limit to type size.

Proxima Nova Light is most suitable for 7, 9, 10, 11 and 12 pt type for body copy.

Arial Regular may be used as a substitute for Proxima Nova Light.

Proxima Nova Bold is most suitable for all text used in posters and large titles of sizes 14pt and upwards.

It can also be used for sub-headings and small titles at sizes 11 pt upwards.

Arial Bold may be used as a substitute for Proxima Nova Bold.

3.6 HEADLINE LEADING

Poster headline leading can be determined by the following equation.

leading = font size x 1.1

for example:
font size = 10pt
10 x 1.1 = 11pt
leading = 11pt

Alternatively the auto leading can be set to 10% document preferences.

Note: This is the minimum leading requirement for art directed works - leading can be increased to improve readability, visual effect or matched to body copy.

3.7 BODY LEADING

Body copy leading can be determined by the following equation.

leading = font size x 1.2

for example:
font size = 10pt
10 x 1.2 = 12pt
leading = 12pt

Alternatively the auto leading can be set to 20% document preferences.

Note: This is the minimum leading requirement for art directed works.

Color may be used to help differentiate between types of information.

When placed over a photograph or illustration the color of the type may be taken from the image.

Otherwise, colors may be chosen from the InnoCellence color palette on page 12 of the Identity Guide.

Color
From palette

Color
From image, boxed
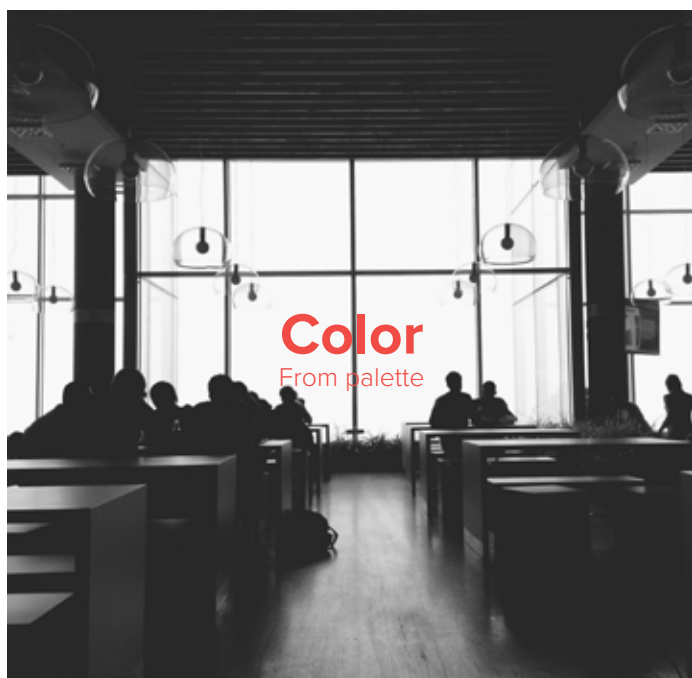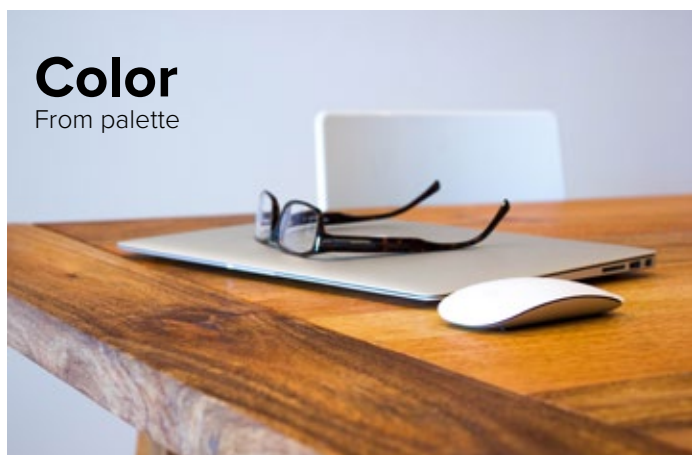
Color
From palette

Color
From image

This is color from the palette.
So is this.

This is a Small Title

This is body copy using Proxima Nova
Light. It is 10 point type with 12 point
leading.
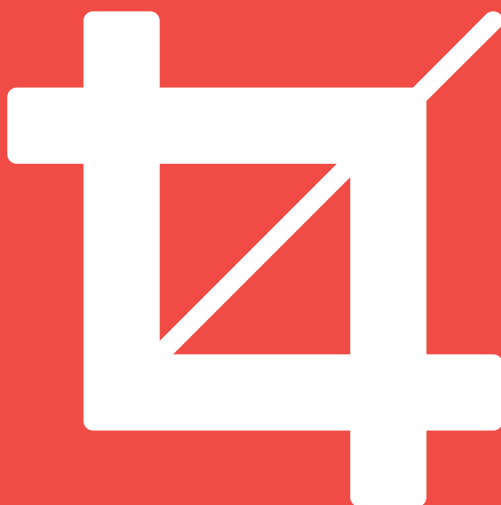
4 ICONOGRAPHY

Iconography is an important design tool that InnoCellence can leverage to help illustrate text. Used correctly it can help to guide and instruct our audience.

All iconography is subject to art direction.

There is no minimum or maximum size for icon reproduction, but it is important to maintain consistency and legibility.

Wherever possible, white space should also be preserved to improve readability.

4.1 FONT AWESOME

Font Awesome is a free glyph based font that has been chosen as a library of icons to be used throughout InnoCellence collateral and digital projects.

Be sure to outline any icons used in print work and include the font file in digital projects.

Never stretch or distort the font.

Icons can be used with the InnoCellence basic and secondary color palette.

Other colors may be used where appropriate.

The library is updated regularly with new icons. For updates and instructions visit:
fortawesome.github.io/Font-Awesome

innocellence.com/page

The following section is a guide to implementing the InnoCellence identity and formatting it for print.

There are two key print formats (A4 and A3). When working in other formats the same design principles apply.

The web is written lower case.

Other common technical terms are styled as follows:
CD-Rom, email, voicemail, hi-tech, hi-res, 3D, voiceover, worldwideweb, website, dotcom, on-line.

Job titles should be written as title case:
Creative Director, Senior Technical Lead

Full stops must appear in acronyms or after initials.

Hyphen (-)
Used for words that are broken over two lines or for fractions (two-thirds) or to join two words (part-time). Avoid hyphens at the end of lines in range left copy if at all possible.

En dash (–)
Used in place of 'through' in numbers (10–25) or other measurements of time (May–June).

Em dash (—)
Sometimes used in place of a colon as punctuation (the work was completed—all things had been revised).

Ellipses
Three points with a small space signify a missing word…

To keep the text area as even as possible it is preferable not to use quotation marks to signify the title of a service, technology or similar.

These can be signaled by the use of italics.
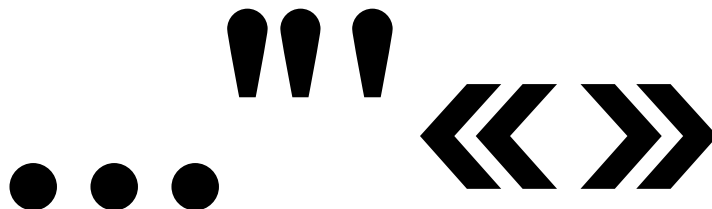
In general one to ten are to be written out:

one, two, three, four, five, six, seven, eight, nine, ten.

Number 11 onwards should be written in figures:

He was 12 years old.

All numbers at the beginning of sentences should be written out:

Five years ago.

Weights, times, measures and dates should be stated numerically.

Add an 's' to numerals and dates to pluralize them:

1940s, B-52s

Always write numbers with commas. Larger ones do:

1,750 and 50,000

Decades are written as 80s, 90s, 00s. Centuries are written as nineteenth century,

twentieth century.

12345 67890

The URL should be used when there is relevant and corresponding information on the InnoCellence website.

The URL should always be range left and can appear either broken or unbroken. The break is for long URLs and should occur at natural breakpoints (mainly at slashes).

The preferred URL position is bottom left. Yet it can move up and down the left hand side of the page to accommodate imagery.

It must always be the smallest piece of information (in size) on the page. However care must be taken to maintain the URL's visibility.

URL Construction

innocellence.com

innocellence.com/page

**innocellence.com/
extendedpagetitle**

5.3 LOGO POSITION

The following guidelines outline use of the logo on art directed work. These guidelines should also be adhered to when creating word or PowerPoint documents - however please use the templates provided.

The logo will retain the right position in any print format. It must not be placed in any other position but it may be moved vertically up and down the page.

The size of the logo is fixed according to each format.

It should never appear at any other size. All measurements are in millimeters.

Note: The alternate logo does not sit within these rules and can be resized and placed on the left.

A4 Landscape
Actual size: 297 x 210 mm

Logo height = 10 mm (minimum)
Right/Left margin: 8 mm
Top margin logo: 5 mm (minimum)
Top margin type: 11 mm
Bottom margin: 8.5 mm
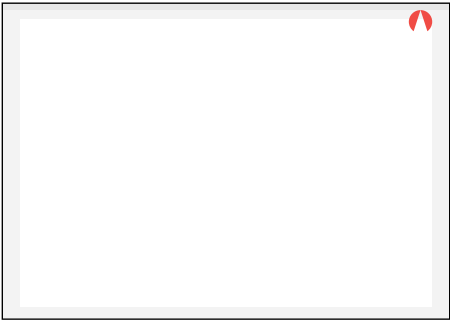
A4 Portrait
Actual size: 210 x 297 mm

Logo height = 10 mm (minimum)
Right/Left margin: 12 mm
Top margin logo: 10.75 mm (minimum)
Top margin type: 18.75 mm
Bottom margin: 11.55 mm
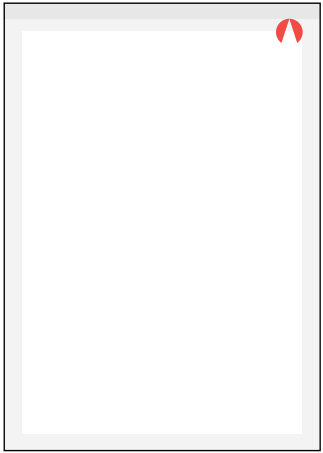
A3 Landscape
Actual size: 297 x 420 mm

Logo height = 12 mm (minimum)
Right/Left margin: 8 mm
Top margin logo: 7 mm (minimum)
Top margin type: 11 mm
Bottom margin: 10.8 mm
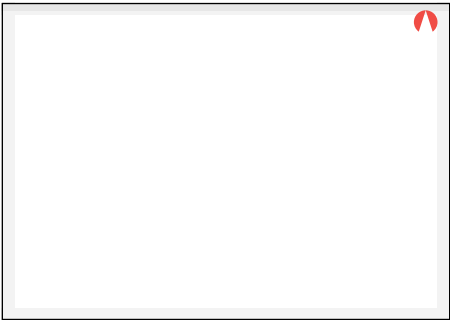
A3 Portrait
Actual size: 420 x 297 mm

Logo height = 12 mm (minimum)
Right/Left margin: 12 mm
Top margin logo: 11 mm (minimum)
Top margin type: 18.75 mm
Bottom margin: 11.8 mm
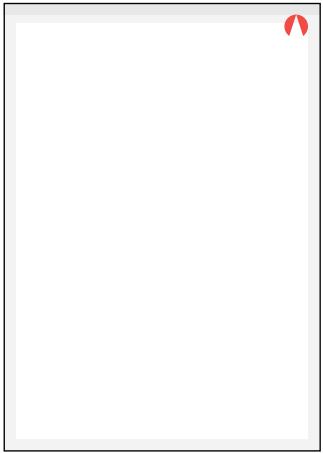
To provide more flexibility and to accommodate images, information can be positioned anywhere within the margins provided.

See examples below.

Be sure to observe the aforementioned logo guidelines.

This is a headline

This is Proxima Nova Bold set at 15 point with 18 point leading. It is a sub heading.

This is a Small Title

This is body copy using Proxima Nova Light. It is 10 point type with 12 point leading.

The lorem ipsum text is typically a mangled section of De finibus bonorum et malorum, a 1st-century BC Latin text by Cicero, with words altered, added, and removed that make it nonsensical, improper Latin.

A variation of the common lorem ipsum text has been used during typesetting since the 1960s or earlier, when it was popularized by advertisements for Letraset transfer sheets.

It was introduced to the Digital Age by Aldus Corporation in the mid-1980s, which employed it in graphics and word processing templates for its breakthrough desktop publishing program, PageMaker for the Apple Macintosh.

This is a headline

This is Proxima Nova Bold set at 15 point with 18 point leading. It is a sub heading.

This is a Small Title

This is body copy using Proxima Nova Light. It is 10 point type with 12 point leading.

The lorem ipsum text is typically a mangled section of De finibus bonorum et malorum, a 1st-century BC Latin text by Cicero, with words altered, added, and removed that make it nonsensical, improper Latin.

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InnoCellence
Innovation meets excellence

This is a headline

This is Proxima Nova Bold set at 15 point with 18 point leading. It is a sub heading.

innocellence.com/urlgoeshere

This is a headline

This is Proxima Nova Bold set at 15 point with 18 point leading. It is a sub heading.

This is a Small Title

This is body copy using Proxima Nova Light. It is 10 point type with 12 point leading.

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A variation of the common lorem ipsum text has been used during typesetting since the 1960s or earlier, when it was popularized by advertisements for Letraset transfer sheets.

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Sometimes there will be a need to include subsidiary information such as a sponsor's logo. This is most likely to occur on posters and advertisements. Such information should be positioned at the base of the layout, ranging right or occupying the same width as the InnoCellence logo.

Additional logos may be permissible in cases where it is necessary to reflect the identity of an external sponsor or partner organization.

In general, any additions to advertising should be kept as discreet as possible and in no way be allowed to obstruct or visually dominate the InnoCellence logotype. Strict adherence to the clear-space regulations must be followed.

No two logotypes are the same shape or dimension, so it is impossible to give strict size guidelines. However, as a guide additional logos must not exceed the width (or height) of the InnoCellence logo.

e.g.

The following pages contain page layouts combining a mixture of the guidelines noted in this document. They provide an overview of the use of logo, type color and layout and can be used for reference.

An Example Page Layout.

It combines some of the aforementioned guidelines.

This is a Small Title.

This is body copy using Proxima Nova Light. It is 10 point type with 12 point leading.

The lorem ipsum text is typically a mangled section of De finibus bonorum et malorum, a 1st-century BC Latin text by Cicero, with words altered, added, and removed that make it nonsensical, improper Latin.

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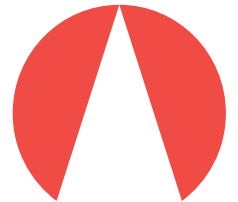
InnoCellence
Innovation meets excellence

An Example Page Layout.

It combines some of the aforementioned guidelines.

This is body copy using Proxima Nova Light. It is 10 point type with 12 point leading.

The lorem ipsum text is typically a mangled section of De finibus bonorum et malorum, a 1st-century BC Latin text by Cicero, with words altered, added, and removed that make it nonsensical, improper Latin.

A variation of the common lorem ipsum text has been used during typesetting since the 1960s or earlier, when it was popularized by advertisements for Letraset transfer sheets.

It was introduced to the Digital Age by Aldus Corporation in the mid-1980s, which employed it in graphics and word processing templates for

its breakthrough desktop publishing program, PageMaker for the Apple Macintosh.

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An Long Heading on an Example Page Layout.

This is a small sub-heading that summarizes the article.

It combines some of the aforementioned guidelines.

This is body copy using Proxima Nova Light. It is 10 point type with 12 point leading.

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innocellence.com/examplepagelayout

PAGE TITLE GOES HERE

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Fig A

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7 STATIONARY

Consistency is critical throughout all printed InnoCellence material to ensure easy brand identification among users and clients.

The following pages outline some of the key design styles used within InnoCellence. The styles should always be observed.

InnoCellence offers a name card to all client facing employees in each of our international offices.

The following cards have been created to contain all formal business information and a second language where possible. English is the default language for all cards.

Card Front

innocellence.com

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Singapore / International

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Singapore / International
Second Language

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Max Li Xi
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Project Manager
项目经理

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No.7 Hui Xian Yuan   11-05A室
Dalian Hi-tech Industrial Zone
LN 116025, P.R.China

tel: +86 411 6683 8010   li.xi@innocellence.com

China

The InnoCellence Powerpoint has been designed to accommodate various types of document formats. Reports, Presentations, Sales Pitches and Proposals can all be created with the template provided.

The template has been styled to focus on content; accommodating large amounts of text, sharp headers with large background images.
The combination of these design rationales help to enforce the InnoCellence identity throughout the document.

Be advised that the PowerPoint template contains custom fonts, which will be substituted to Arial on machines without them installed.

To avoid read errors and IP infringement good practice suggests that PDF documents should be exported from PowerPoint files.

Powerpoint files should not be shared externally.

Company Credit
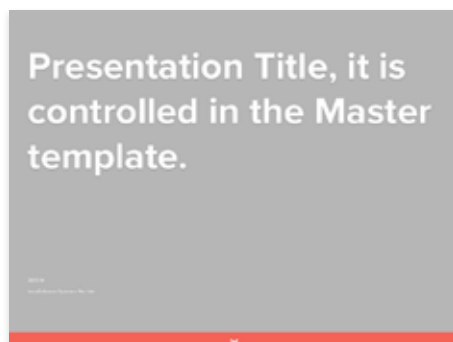
Presentation Title
(Replace Grey w/image)

Agenda

Default Slide - Single Column

Shallow Floor

Deep Floor

Section Title
(Replace Grey w/image)

Split Area

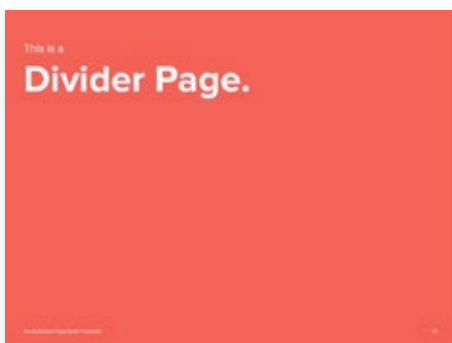**Full Page Image**
(Replace Grey w/image)

Title Only
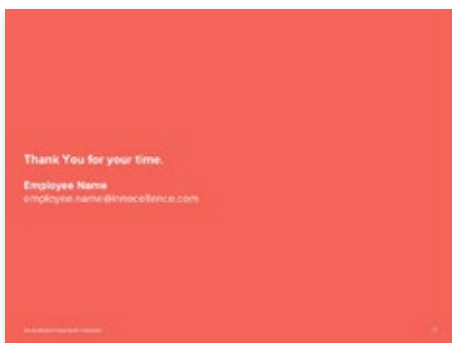
Side Panel

Default Slide - 2 Column

Divider

Default Table Style

Default Graph Style

**Author Credit**

Margins

Blank

An InnoCellence Word template has been designed to accommodate various types of document formats. Reports, Documents and Proposals can all be created with the template provided.

The template has been created with a cover page and standard page layout. It is good practice to include a cover page in all documents, however it can be omitted if desired.

The Word template does not contain any custom fonts and it can be exported to PDF or saved in .docx format before being shared internally or externally.
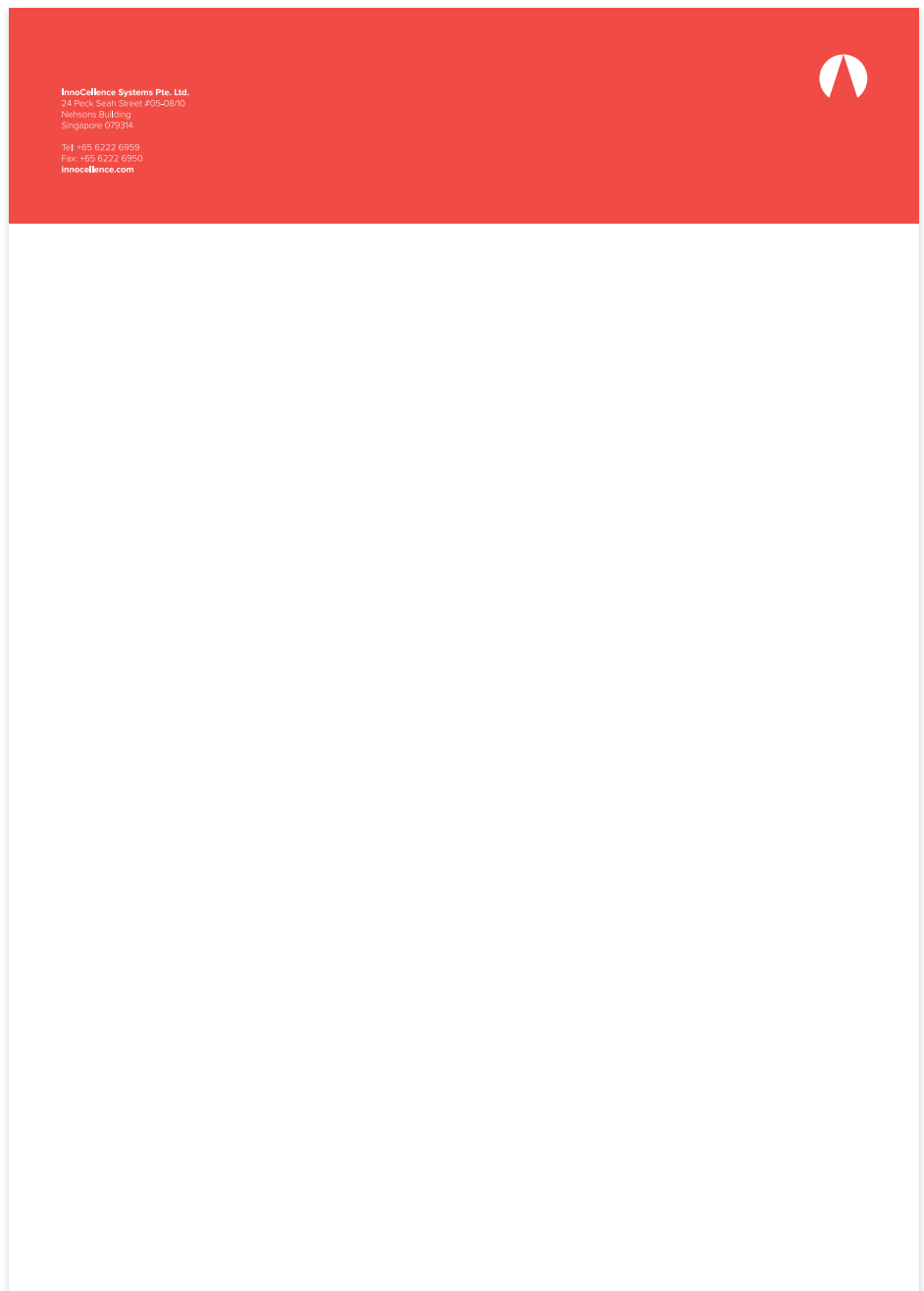
Cover Page
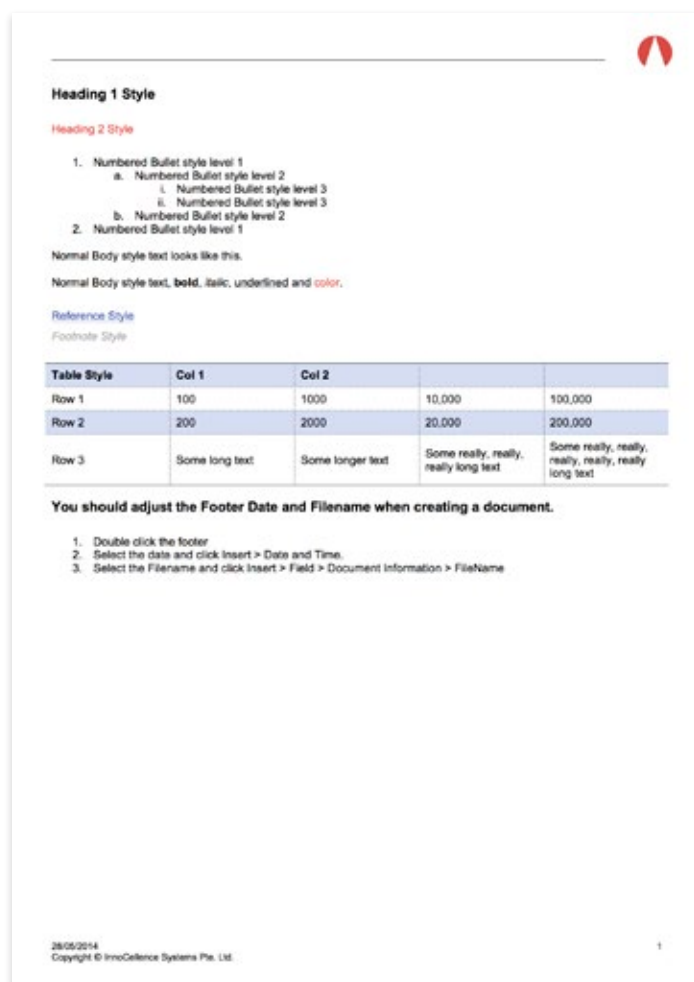
Internal Page

InnoCellence Letterheads have been provided, they can be used for any A4 formal documentation.

The Letterhead contains the full company name, registered address, telephone/fax numbers and URL.

When using the Letterhead with Word, a top margin of 58mm should be used to clear the header. Left and Right margins should be set at 12mm.

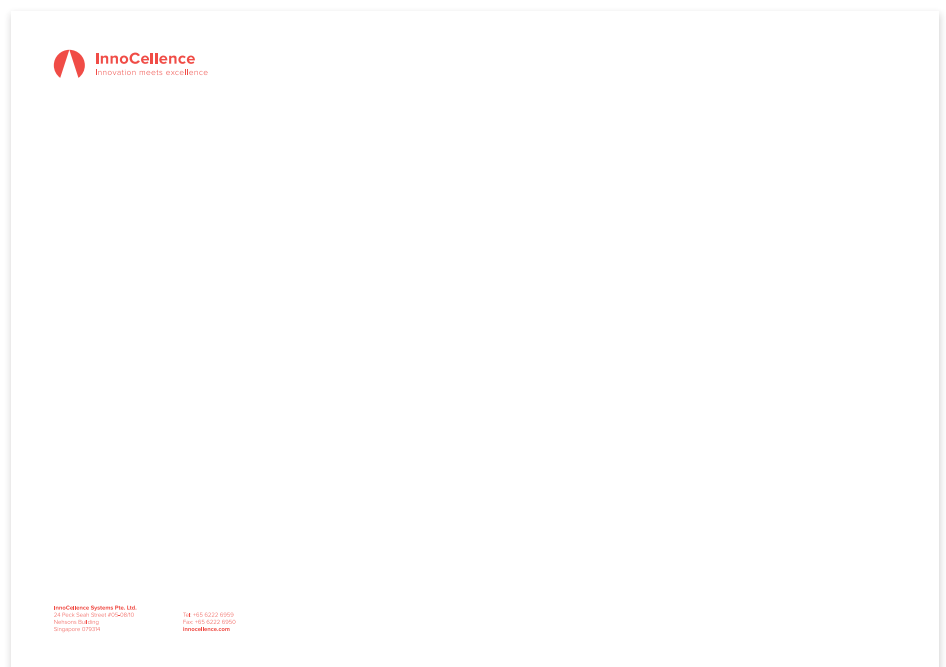**InnoCellence Systems Pte. Ltd.**
24 Peck Seah Street #05-08/10
Nehsons Building
Singapore 079314

Tel +65 6222 6959
Fax: +65 6222 6950
innocellence.com

2 Sizes of Envelope have been provided for use with InnoCellence stationary.

The Envelope contains the full company name, registered address, telephone/fax numbers and URL.
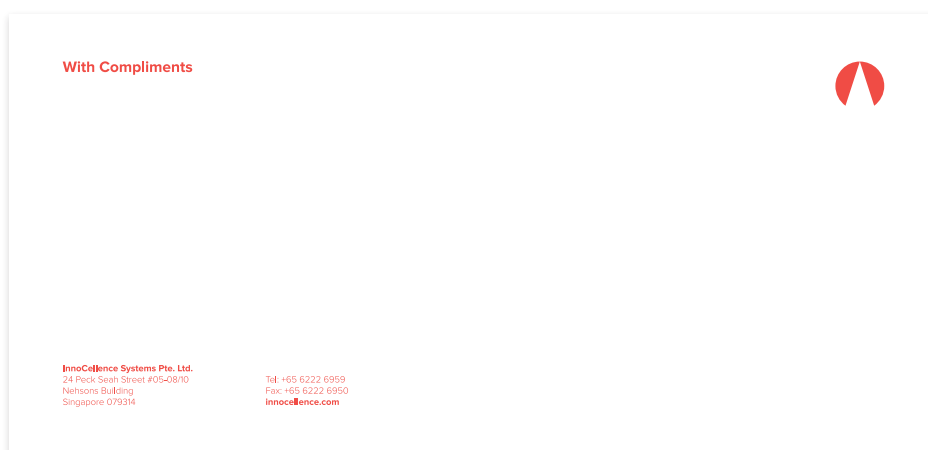

Small
220x110mm

Large
324x229mm

7.6 COMPLIMENT SLIP

The InnoCellence Compliment Slip has been provided and can be used for hand-written memos and informal documentation.

The slip contains the full company name, registered address, telephone/fax numbers and URL.

The slip is provided in the following sizes:

210x100mm

With Compliments

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END

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