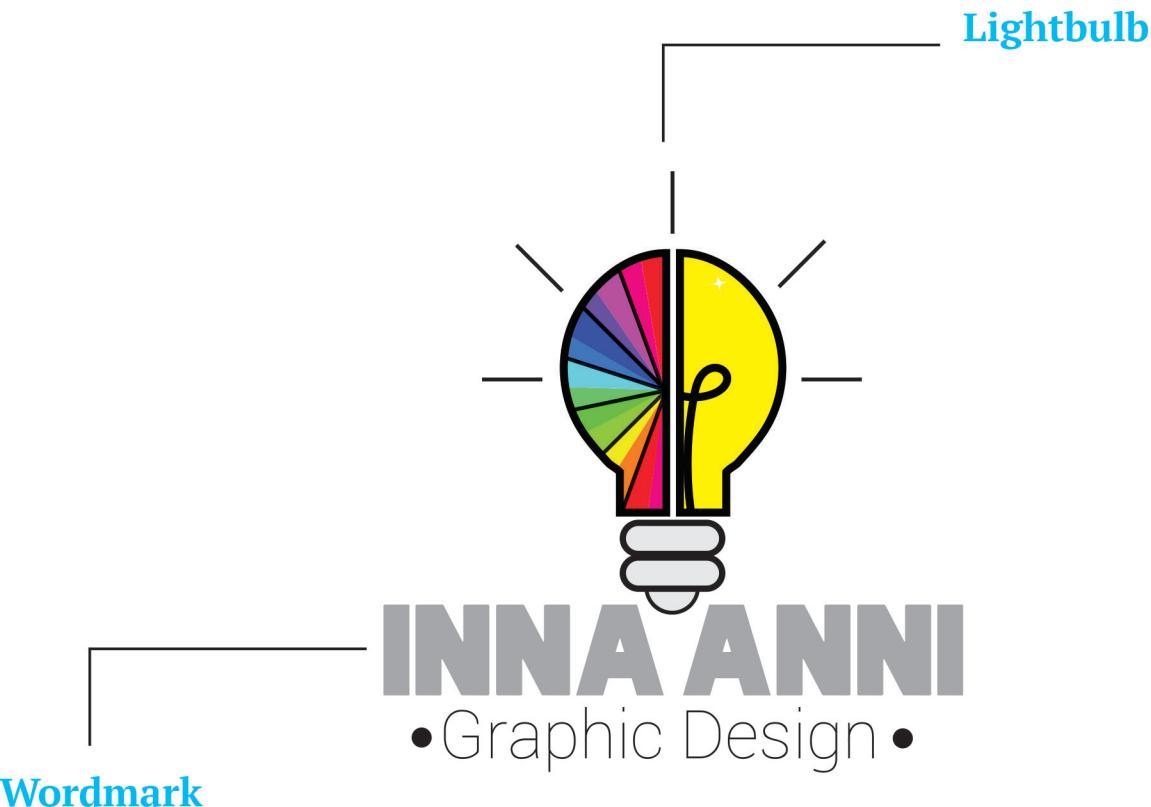




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THE LOGO

The basis of the Inna Anni Graphic Design Brand Identity is the logo. The logo consists of two parts: the lightbulb and the wordmark. The lightbulb represents creativity. The wordmark is unique and has been specifically crafted.





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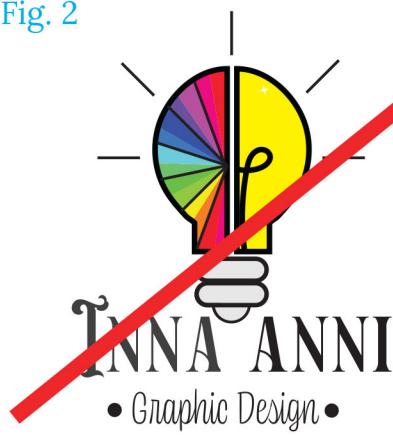
Appropriate use

The Inna Anni Graphic Design logo may only be used to identify the Inna Anni Graphic Design Brand's identity, its programs and its services (see Figure 1). The development and use of any other logo, mark and/or symbol is strictly prohibited. The Inna Anni Graphic Design logo may not be combined with any other feature – including, but not limited to, other logos, words, graphics or symbols. The shape, proportion or color of the Inna Anni Graphic Design logo may not be altered in any way. The logo may not be redrawn or altered (see Figure 2). When in doubt about the appropriate use of the Inna Anni Graphic Design, contact the Office of Communications and Marketing of Inna Anni Graphic Design company for assistance.

Fig. 1



Fig. 2



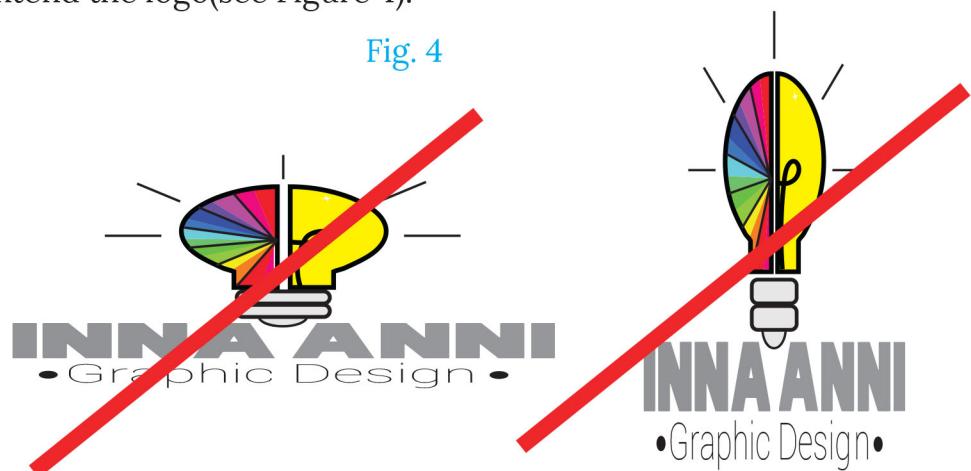
Logo Size and Proportions

To ensure legibility, the Inna Anni Graphic Design logo should never be reproduced at sizes smaller than 1 inch wide(see Figure 3). The Inna Anni Graphic Design logo's proportions should never be altered. Do not condense or extend the logo(see Figure 4).

Fig. 3



Fig. 4



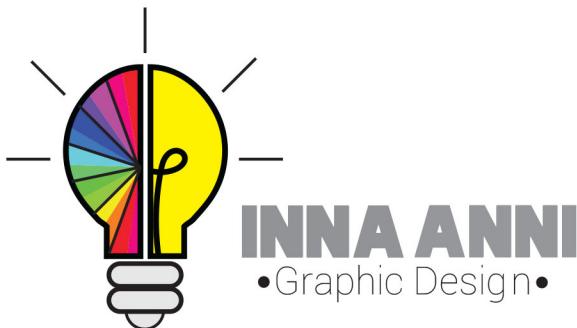


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Alternative Logos

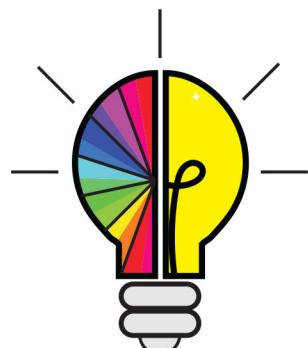
The Inna Anni Graphic Design Graphic Identity is flexible. Variations of the logo have been created to fulfill almost any situation's needs. Contact the Office of Communications and Marketing for assistance in determining when it's appropriate to use an alternative logo.



Alternative 1: Inna Anni Graphic Design logo horizontal
To be used in situations where vertical space is limited.

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Alternative 3: Inna Anni Graphic Design wordmark
To be used in situations where clarity or size is an issue. The wordmark can be reproduced at very small sizes.



Alternative 4: Inna Anni Graphic Design Lightbulb
The lightbulb is generally reserved for promotional items such as cups, tie-tacks or other branding application material. It is also used as part of the Special Programs logos.



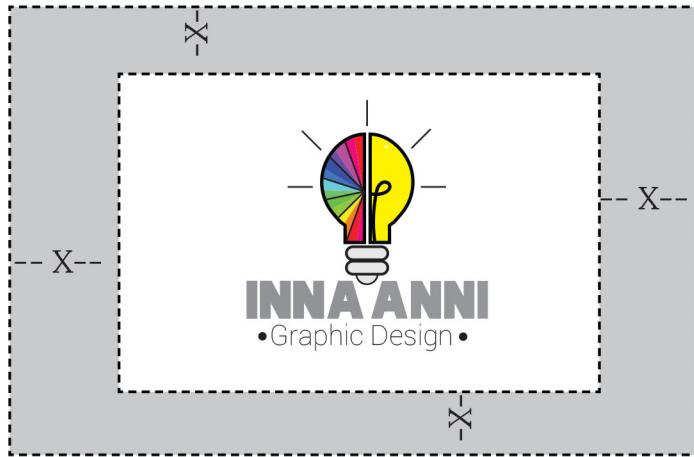
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Control Area

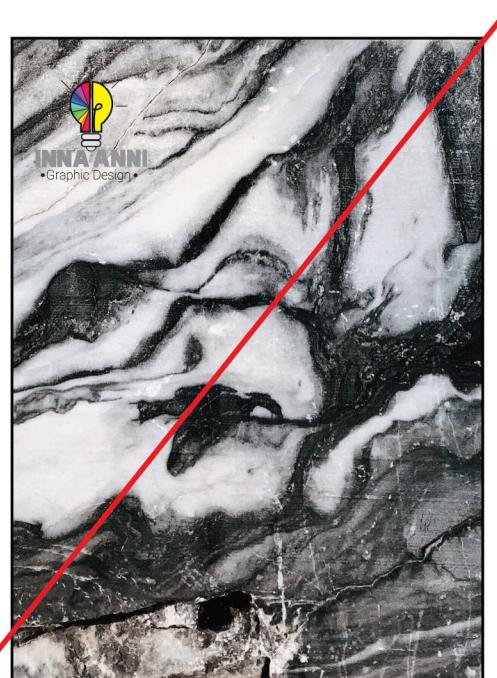
To be visually effective, the Inna Anni Graphic Design logo requires an open area around it. This open area is called “the Control Area” in this manual. No other visual elements may appear in the Control Area(see Figure 5).

Fig. 5



Photographs may be used behind the logo, though care should be taken to ensure the logo is free from clutter and is easy to read(see Figure 6).

Fig. 6





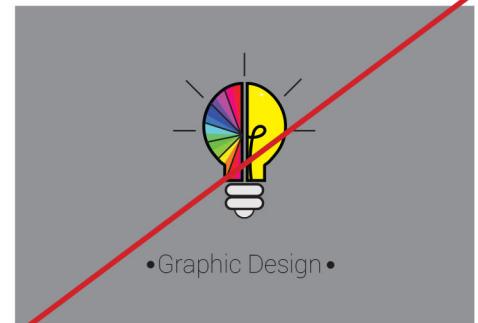
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Legibility

Clarity and readability are key to the overall strength of the Inna Anni Graphic Design. Do not place the logo on colored or patterned backgrounds that impair the readability of the mark. The preferred color background for the Inna Anni Graphic Design logo is white. Colored backgrounds are acceptable (see Figure 7). For assistance in selecting the appropriate version of the Inna Anni Graphic Design logo to use, contact the Office of Communications and Marketing.

Fig. 7



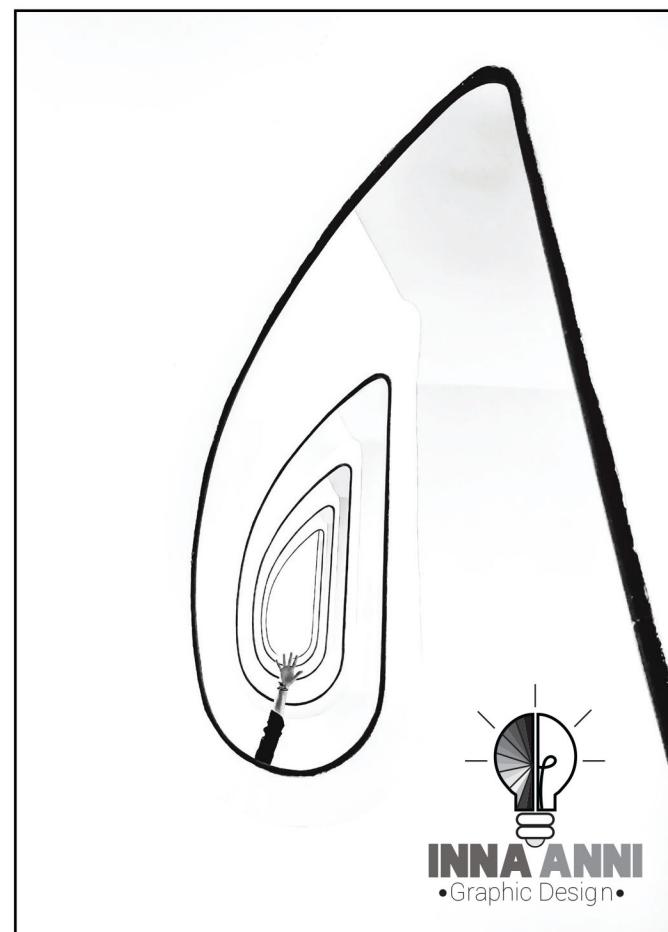
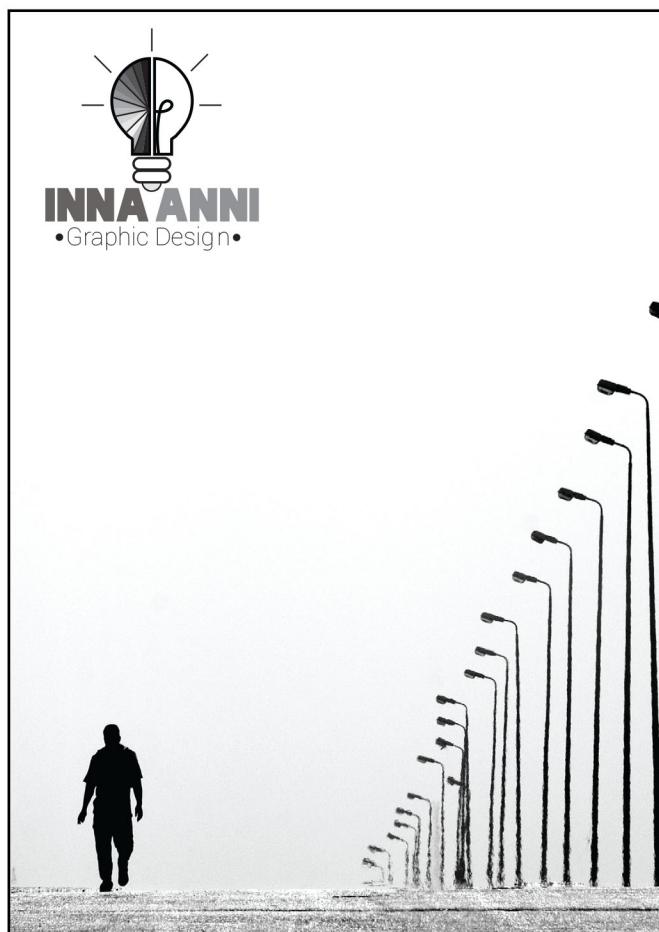


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Black&White

There may occur instances when color is not an option, such as a newspaper advertisement or a flyer. Black and white versions of the logo have been developed for use on these occasions(see Figure 8).

Fig. 8





Color Palette

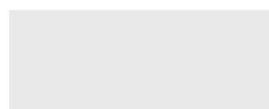
Primary Palette



PANTONE Yellow C
C7 M0 Y91 K0
R244 G235 B47
#F4EB2F



PANTONE Black 6 C
C0 M0 Y30 K100
R35 G31 B32
#231F20



PANTONE
Cool Gray 1 C
C8 M6 Y6 K0
R231 G231 B231
#E7E7E7



PANTONE Red 032 C
C6 M96 Y91 K0
R224 G45 B47
#E02D2F



PANTONE
Rhodamine Red C
C0 M98 Y14 K0
R237 G23 B126
#ED177E



PANTONE Purple C
C28 M82 Y1 K0
R184 G81 B156
#B8519C



PANTONE Violet C
C69 M78 Y0 K0
R106 G84 B163
#6A54A3



PANTONE Blue 072 C
C88 M77 Y1 K0
R59 G83 B162
#000F49



PANTONE
Reflex Blue C
C77 M50 Y1 K0
R67 G120 B186
#4378BA



PANTONE 631 C
C52 M0 Y13 K0
R111 G204 B220
#6FCCDC



PANTONE Green C
C59 M0 Y78 K0
R112 G193 B107
#70C16B



PANTONE 802 U
C62 M0 Y98 K0
R107 G190 B71
#6BBE47



PANTONE 360 C
C47 M1 Y98 K0
R149 G198 B64
#95C640



PANTONE 7417 C
C0 M62 Y100 K0
R245 G126 B32
#F57E20



PANTONE
Cool Gray 11 C
C0 M0 Y30 K100
R35 G31 B32
#231F20

Consistent use of the color palette reinforces the cohesiveness of the Inna Anni Graphic Design brand. The primary palette consists of the fifteen colors from the logo and should be used as the dominant palette for all visual presentations across platforms.

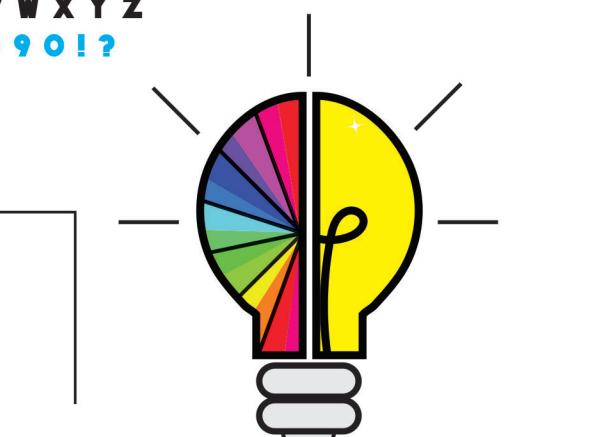


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Typography

CC-FAT-REGULAR
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! ?



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Roboto Thin
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! ?

The typography of the Inna Anni Graphic Design logo is composed of two core fonts. These fonts are **CC-Fat-Regular** and **Roboto Thin**.



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Typography

A consistent approach to typography reinforces the effectiveness of the Inna Anni Graphic Design Brand Identity. With consistent use, these typefaces, also known as fonts, will create a strong and recognizable identity for Inna Anni Graphic Design.

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?

Use Roboto Bold for headings, callouts and large quotes



Serif

Franklin Gothic Medium

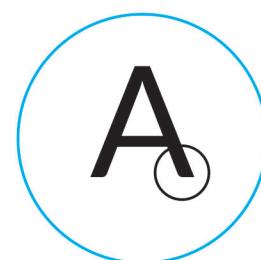
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?

Use Franklin Gothic Medium as a secondary font for headings or large pieces of content, for example, large factoid numbers

Lora

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!?

Use Lora for body content



Sans Serif

Following typefaces are brand's primary typefaces and mostly used for correspondence such as memos, letters and flyers and also are used for designing brochures and posters. Fonts/typography, when used consistently, unifies messaging and creates familiarity.