



THE IO
FOUNDATION

MAY 1, 2020
VERSION 1.0

**CORE BRAND
ELEMENTS**
STYLE GUIDE





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ABOUT



OUR MISSION

To promote, protect and provide solutions for
Digital Rights.

OUR VISION

A world where Human Rights and Digital Rights
are one and the same.



LOGO

VERTICAL LOGO



HORIZONTAL LOGO



Original

With color
Background

With image background
Drop a shadow for logo

COLOR

PRINT

4 color process (CMYK)



C:0 M:50 Y:75 K:0



C:70 M:30 Y:33 K:2



C:60 M:10 Y:20 K:0



C:68 M:60 Y:50 K:31



C:33 M:28 Y:23 K:26

DIGITAL

Web & Video (RGB & HTML Color Codes)

R:247 G:149 B:82

#F79552

R:80 G:145 B:158

#50919F

R:102 G:181 B:197

#66B5C5

R:78 G:80 B:86

#4E5056

R:137 G:137 B:142

#89898E

COLOR & TYPOGRAPHY



Header,
Highlight



Header, Subtitle,
Highlight



Header, Subtitle,
Highlight



Header, Subtitle,
Bodycopy



Header, Subtitle,
Bodycopy

TYPEFACE

MONTERRAT

THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

PHOTOGRAPHY & IMAGERY



IMAGE STYLE GUIDE

The default color applied to the visual is black & white or grayscale.


Besides than this, ONLY base on the corporate colour     

apply into the visual as a base color or only use for a selected object.

ICONIC ASSETS



ICONIC STYLE GUIDE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. 

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi



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