



LOGO MANUAL

style & usage guidelines

Welcome to the Logo Manual. The following pages are designed to guide you through Inc42 logo usage, colors and spacing, as well as provide some general rules for applying these guidelines in design process.

INTRODUCTION

Why have a Logo Manual?

- To avoid inappropriate or indiscriminate use of the Inc42 logo and its usage.
- To avoid the use of wrong colors and improper usage of the logo on promotional material.
- To avoid careless handling of the logo causing confusion and a perception of the company as cheap or unprofessional.
- To avoid segmentation of Inc42 products and present them as a whole unity.
- To avoid inconsistent messages that result in poor sales.

This logo manual will help you understand the Inc42 logo and what it stands for. It will also help you understand situations in which the Inc42 logo and its symbols can be used and cannot be used. It outlines the logo as well as specific colors, dimensions, and usage.

These logo guidelines are a foundation, and may be built upon slightly different based on application. Always refer to the relevant section within these guidelines when designing Inc42 materials.

To obtain digital artwork, receive answers to your questions, get the latest version of this guide, or ask approval for print or online production, please contact:

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CORPORATE LOGO

Our logo is the key building block of our identity and the primary visual element that identifies us. The logo is a type style and color – they have a fixed relationship that should never be embellished, outlined or altered in any way.

Always use an approved electronic version. To download the appropriate files please go to:

<https://inc42/assets>

Tagline and Trademark

Inc42 does not have a tagline. Logo type appears on its own without any copyright, trademark or service mark symbols.



CORPORATE LOGO

Logo clear space

It is important to keep Inc42 logo clear of any other graphic elements. To regulate this, an exclusion zone has been established around the Inc42 logo. This zone indicates the closest any other graphic element or message can be positioned in relation to the logo.



C measurement

The letter height of the C in the Inc42 logo is often used as a unit of measure. It is used to size and space graphic elements proportionally to the logo. Remember: the important measurement is the height – not the width – of the C.

Recommended File Formats

To achieve optimum reproduction quality of the Inc42 logo, please refer to the chart to determine which file format is the best suited to your application. These logo files are available upon request.

| Application | Windows | Macintosh |
|----------------------|---------------|---------------|
| Viewable files only | .pdf | .pdf |
| Microsoft Word | .png | .png |
| Microsoft Excel | .png | .eps |
| Microsoft PowerPoint | .png | .png |
| Web | .gif or .jpeg | .gif or .jpeg |
| Adobe Illustrator | .eps | .eps |
| Adobe Photoshop | .psd | .psd |
| Adobe InDesign | .eps | .eps |
| QuarkXPress | .eps | .eps |

Spacing examples

Inc42 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas vehicula dolor ut neque tempor, nec placerat lacus porta. Vestibulum consequat justo sit amet nisl tincidunt, vel pretium purus ultrices. Etiam vulputate, metus convallis lacinia venenatis, nibh lacus rhoncus turpis, quis consequat metus lacus a tortor. Donec dictum ultrices feugiat. Donec eleifend sapien id felis sodales, id rutrum mi consequat. Aenean nulla turpis, malesuada ac neque et, vestibulum auctor leo. In id pulvinar lorem, in laoreet nunc. Nulla facilisi.



CORPORATE LOGO

Minimum Size for Web and PowerPoint Use

The Inc42 logo must be perfectly legible, so the minimum acceptable width for on-screen use is 36px.

Minimum Size for Print Use

Depending on the material onto which the Inc42 logo is printed, it may require a greater width than the stated minimum. The logo should not be printed smaller than 1/2 inch in width.

The Approved Logo Versions



200px or 2.7 inches

A very comfortable size for covers of brochures and folders



65px

Comfortable web size



1/2 inch

36px

Smallest visible size.

Any smaller and number "45" will blend into a dark shape.

Black & Red on White: The standard. Use this version whenever possible.



Solid white: Use the solid white version against a dark photo or background when there is insufficient contrast between the Red "42" and the background.



Solid black: Use the solid black version only for applications requiring one- or two-color printing, where the second color is not PANTONE 185C. Usually, this version is used in black and white printing.



CORPORATE LOGO

Combination

When there is a need to place a third party logo with the Inc42 logo, a divider line must be used. This applies to all administrative, print, online marketing and publication materials. The preferred color for the rule line is black, except when used against a dark background in conjunction with the white logo and white text. In that situation, use a white divider line.



When placing third party logo, try to align the X heights. If logo is too large, try to visually align it, but never make third party logo bigger.

Secondary Option: Stacked



Half of "v" measurement to the x-height
If logo is 100 points wide

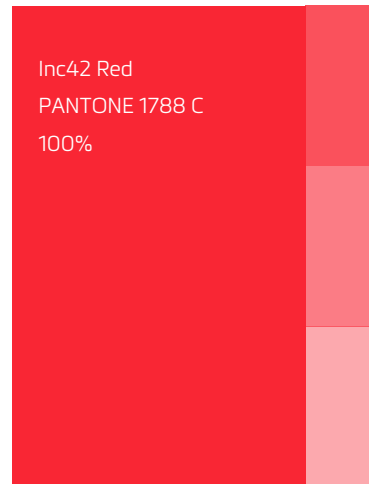


The type is 13pt Metronic Slab Pro Italic

MAIN Inc42 COLORS & PALETTE

Inc42 has substantial equity in the color red (use PANTONE 185C). The Inc42 red is the primary corporate color, while black is a support color. The colors have been adjusted to give a close CMYK match to the PANTONE reference. Please use the CMYK breakdowns as given below.

The colors shown on this page and throughout brand manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE color standards. For accurate standards refer to the current editions of the PANTONE Color Formula Guide. (PANTONE is a registered trademark of Pantone, Inc.) Color names has been established by Inc42. These names do not follow or correspond to other third party colors.

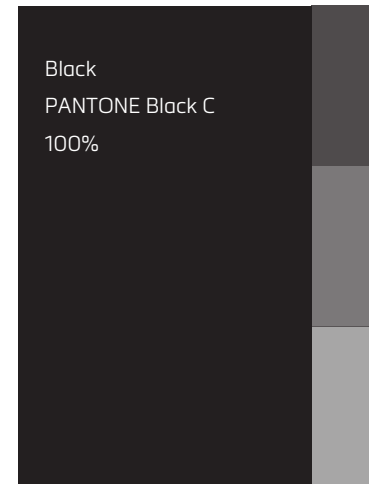


Inc42 Red
PANTONE 1788 C
100%

CMYK: 0 97 83 0

RGB: 244 37 52

HEX: #F42534

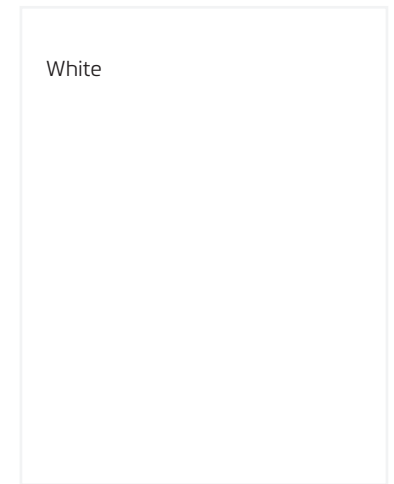


Black
PANTONE Black C
100%

CMYK: 0 0 0 100

RGB: 35 31 32

HEX: #000000



White

Contact

For questions and details:

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Inc42

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