



Brand Guidelines

January 2024

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OUR NAME & LOGO

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About us



Empowering businesses with transformative digital solutions

InApp is a full-cycle software development company established in 2000 that specializes in providing cutting-edge solutions to clients globally. We serve a wide range of industries, including SaaS and software vendors, as well as businesses seeking to drive innovation through digital transformation and emerging technologies.

Our comprehensive portfolio of services includes Custom Software Development, Mobile App Development, Cloud Computing, DevOps, Big Data solutions, IoT, Blockchain, AR/VR technologies, and more.

Our Vision

InApp empowers our clients through transformative digital solutions, exceptional customer service, timely delivery, and outstanding communication. We take pride in being our client's quality partner for the long term—committed to innovation and excellence in both our work and our organizational culture.

Brand Attributes



Leaders In Pioneering Technology Solutions

At InApp, we prioritize people and are committed to empowering businesses through advanced technology. As an equal-opportunity employer, we pride ourselves on a foundation of trust and reliability, values that have been integral to our heritage and are greatly appreciated by our clients. Our focus on customer satisfaction and innovation drives our success and distinguishes us in the industry. By combining these core principles, we ensure that our clients receive unparalleled service and cutting-edge solutions.

Trustworthy

At InApp, our exceptionally high client retention ratio reflects our commitment to trustworthiness and reliability, ensuring clients consistently receive exceptional service and value from our technology solutions.

Reliable

For over 22 years, InApp has built a reputation for unparalleled quality and reliability. Our clients trust us to deliver dependable, high-quality solutions consistently, making us a reliable partner in the ever-evolving technology landscape.

Customer-focused

At InApp, we treat clients like partners, ensuring their needs and goals are our top priority. Our customer-focused approach means we work closely with clients, offering personalized solutions and support to drive their success and foster long-term relationships.

Innovative

At InApp, innovation is at the heart of everything we do. We constantly explore new technologies and solutions, ensuring our clients stay ahead in the digital landscape. Our innovative approach drives success and sets us apart.

Our Name & logo

© InApp 2024

Brand name



When using the company name, please follow the guidelines below.

Name: Globally

InApp

Email signatures, marketing, event signage, copyright line, trademark attribution, business cards, social accounts, sponsorships, etc.

NEVER

~~inApp~~

~~inapp~~

~~Inapp~~

~~INAPP~~

~~InAPP~~

Or any other variation.

Brand Messaging

In 1999, as the digital age began to flourish, we finalized our company name. At that time, the World Wide Web was capturing the imagination of people and businesses alike. However, websites were predominantly informational rather than transactional. Though a few e-commerce applications existed, the concept of conducting transactions online was not yet mainstream.

Despite this, our founders had a visionary outlook. They believed that the future of the Internet lay in its transactional capabilities, facilitated through Internet applications. This belief inspired the name "InApp," a nod to our focus on Internet Applications.

When it came to creating our logo, we wanted something that embodied this vision. We combined the letters 'I' and 'A', with the 'A' creatively transformed into the '@' symbol—a universally recognized icon of the Internet and email. This logo perfectly encapsulates our commitment to pioneering the future of transactional Internet use.

InApp Logos



Standard InApp logos



InApp domains

inapp.cloud

inapp.co

inapp.co.in

inapp.com

inapp.jp

inapp.in

inapp.net

inapptechnologyservices.com

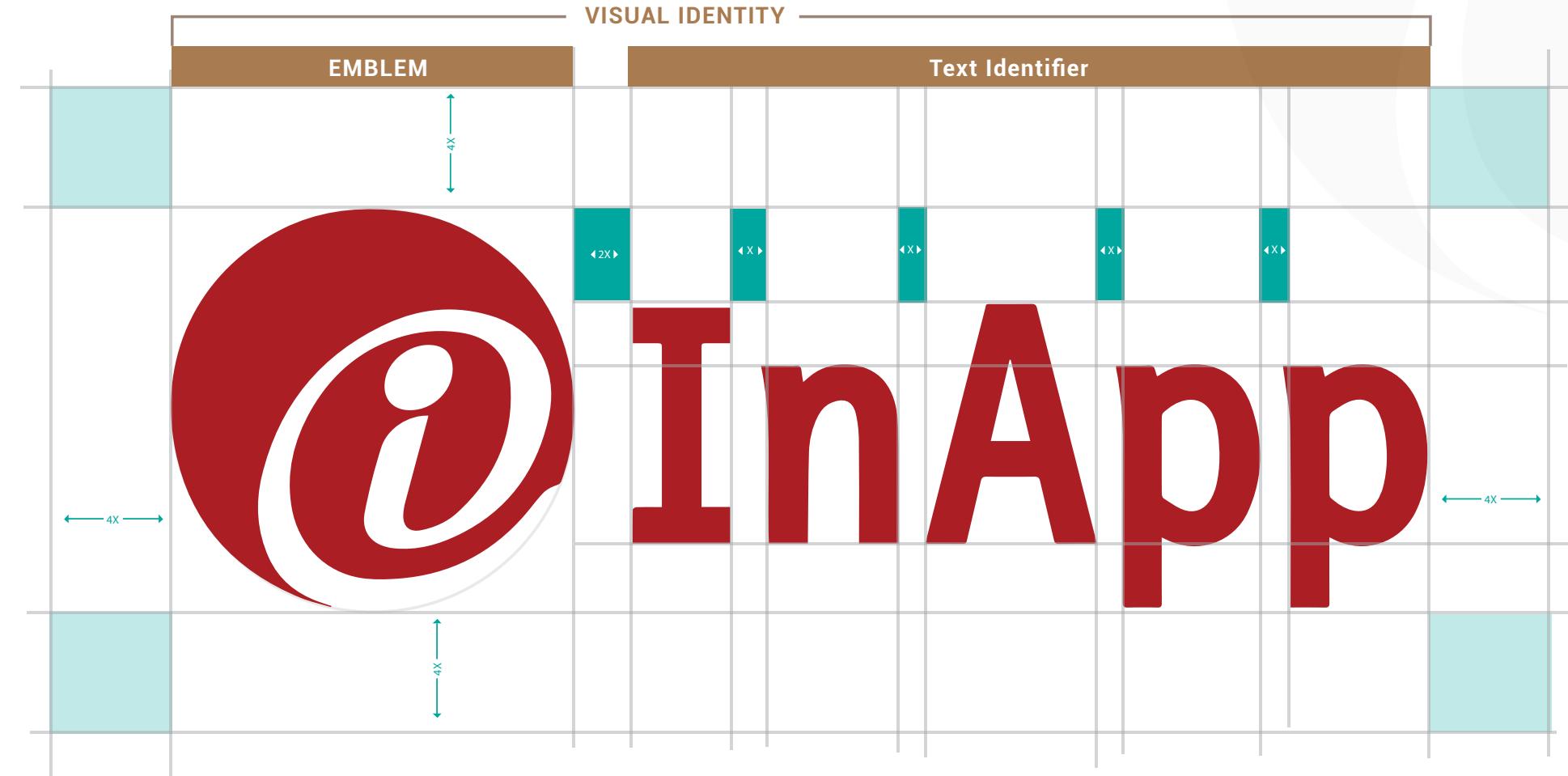
Legal Messaging

The InApp logo and Name is a registered trademark and the exclusive property of InApp. Unauthorized use, reproduction, or distribution of the InApp logo is strictly prohibited. Any illegal or unwanted usage, including but not limited to commercial exploitation, misrepresentation, or association with inappropriate content, will be subject to legal action. To request permission for legitimate use of the InApp logo, please contact us at branding@inapp.com

Logo Usage



To ensure visual integrity of the logo, a relative amount of clear space should surround the logo on all sides.



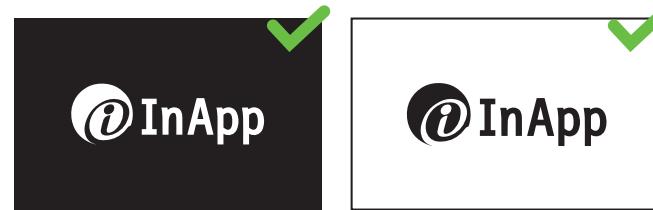
Logo Usage



DO's



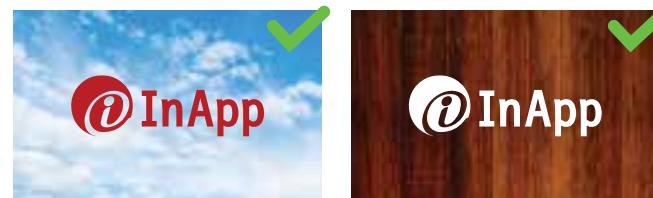
STANDARD



For black & white printing use
white logo on black BG or
black logo on white BG



For multicolor use
white logo on InApp Red BG
or InApp Red logo on white BG



When using the logo on a
light image use the InApp
Red Logo and on a dark image
use the white logo

Logo Usage



DONT's



Do not stretch or condense



Do not redraw the logo, it will be difficult to match the original specifications



Do not use two, three or more colors



Do not rotate the logo



Do not add an outline of any color to the logo



Do not use the red logo against a dark background



Do not add any special effects to the logo



Please make sure to only use the specified color and avoid using any other colors.

Projecting Our Identity - How We Represent Our Brand

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Adhering to our brand guidelines is crucial when presenting ourselves in marketing collaterals, emails, social media, and other materials. Consistency in look, feel, tone, and manner ensures that all InApp materials are immediately recognizable. This consistency builds brand equity and fosters trust among our audience.

For InApp, creativity in the materials should be achieved within the confines of the approved color palettes, typography, and imagery. Using new colors, different typefaces, and unrelated imagery does not build on the InApp equity and only confuses customers since there is no similarity to our established look and feel.

We should communicate our positioning as a company leading the way in technology services and solutions for the business services market. It should always strive to put a human face on technology and understand that our target is a person – and not just a business person. It should also understand that the implications of technology can stretch far beyond and it can change the way we live.

By maintaining a cohesive visual and communicative style, we strengthen our brand's presence and ensure a unified, professional appearance across all platforms. This approach enhances brand recall, creates a stronger emotional connection with our audience, and differentiates us from competitors.

Using Color (Primary Color)

● ● ● ● ● ● ● ●

Upsdell Red (similar) Color | ab1e23



#AB1E23

Hex : #ab1e23

Rgb : Red: 171 (67.1%), Green: 30 (11.8%),
Blue: 35 (13.7%), Alpha: 1 (100.0%)

CMYK : Cyan: 0.00% Magenta: 82.46%
Yellow: 79.53% Key: 32.94%

Hsl : 358° , 70% , 39%

RgbaColor : rgba(171,30,35,1.00)

Lab XyzColor : 17.562, 9.708, 2.538

HsvaColor : hsva(357.87,82.46%,67.06%,1)

HsvColor : 358° , 82% , 67%

CIE L*a*b* : 37.31, 54.99, 34.79

Primary Colors

The primary colors should be the main feature of all print materials. Supporting and accent colors can complement the primary palette but should not overshadow it. Supporting colors should not cover more than 50% of the design.

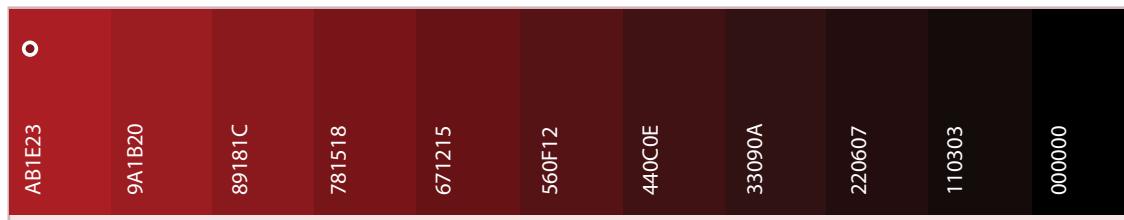
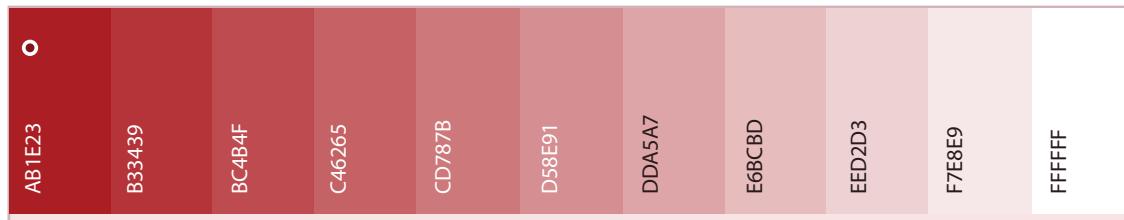
Supporting Colors

Supporting colors should be selected from the options listed in the branding guideline. These colors must complement the primary palette without overshadowing it. Ensure that supporting colors do not cover more than 50% of any design to maintain visual balance and brand consistency.

Using Color (Primary Color)



Color Shades Lighter / Darker shades of the color



The supporting colors should be used with the primary palette but should not overwhelm it.

Similar / Matching Pantone color(s)

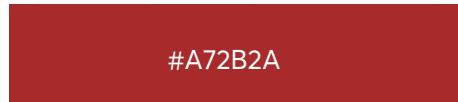
for Upsdell Red (similar) Color | ab1e23 Color | Hex code #ab1e23

For printing purposes only use any of the following similar Pantone shades



PANTONE 7621 C

ΔE - 1.07 (98.9% similar)



PANTONE 7627 C

ΔE - 1.74 (98.3% similar)



PANTONE P 49-8 C

CMYK Color Guide Coated



PANTONE 7621 CP

CMYK Color Guide Coated



PANTONE 2350 C

Solid Color Coated



PANTONE 18-1657 TCX

Fashion, Home + Interiors

Color Combinations



#AB1E23 color palettes and scheme combination



Monochromatic Color Palette

Monochromatic colors belong to the same hue angle but different tints and shades. Monochromatic color palette can be generated by keeping the exact hue of the base color and then changing the saturation and lightness.

The supporting colors should be used with the primary palette but should not overwhelm it.



Analogous Color Palette

Analogous colors are a group of colors adjacent to each other on a color wheel. Group of these adjacent colors forms Analogous color scheme Palette. Analogous Palette can be generated by increasing or decreasing the hue value by 30 points.



Triadic Color Palette

The triadic color palette has three colors separated by 120° in the RGB color wheel

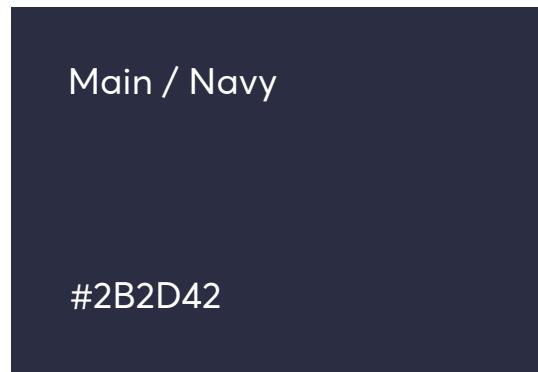


Tetradic Color Palette

The tetradic colour scheme composed of two sets of complementary colors in a rectangular shape on the color wheel.

Using Color (Secondary Colors)

① ② ③ ④ ⑤ ⑥ ⑦ ⑧



Secondary colors support your brand identity, adding depth and dimension to your overall color scheme. Use them to highlight accents, backgrounds, and typography and create a harmonious color palette that tells your brand's unique story.

To create a seamless combo, select two to three colors that perfectly harmonize with your primary color.

The supporting colors should be used with the primary palette but should not overwhelm it.

Supporting Colors

Typography / Primary	Typography / Secondary	Other / Borders
#2B2D42	#AB1E23	#d0d5e1

Grayscale / Gray 1	Grayscale / Gray 2	Grayscale / Gray 3	Grayscale / Gray 4
#ffffff	#B6001D	#9b9fad	#5a5b67

Opacity / Red 30%	Opacity / Red 10%
#F7BAC5 [#EF233C 30%]	#F9E5EC [#EF233C 10%]

Opposite Color

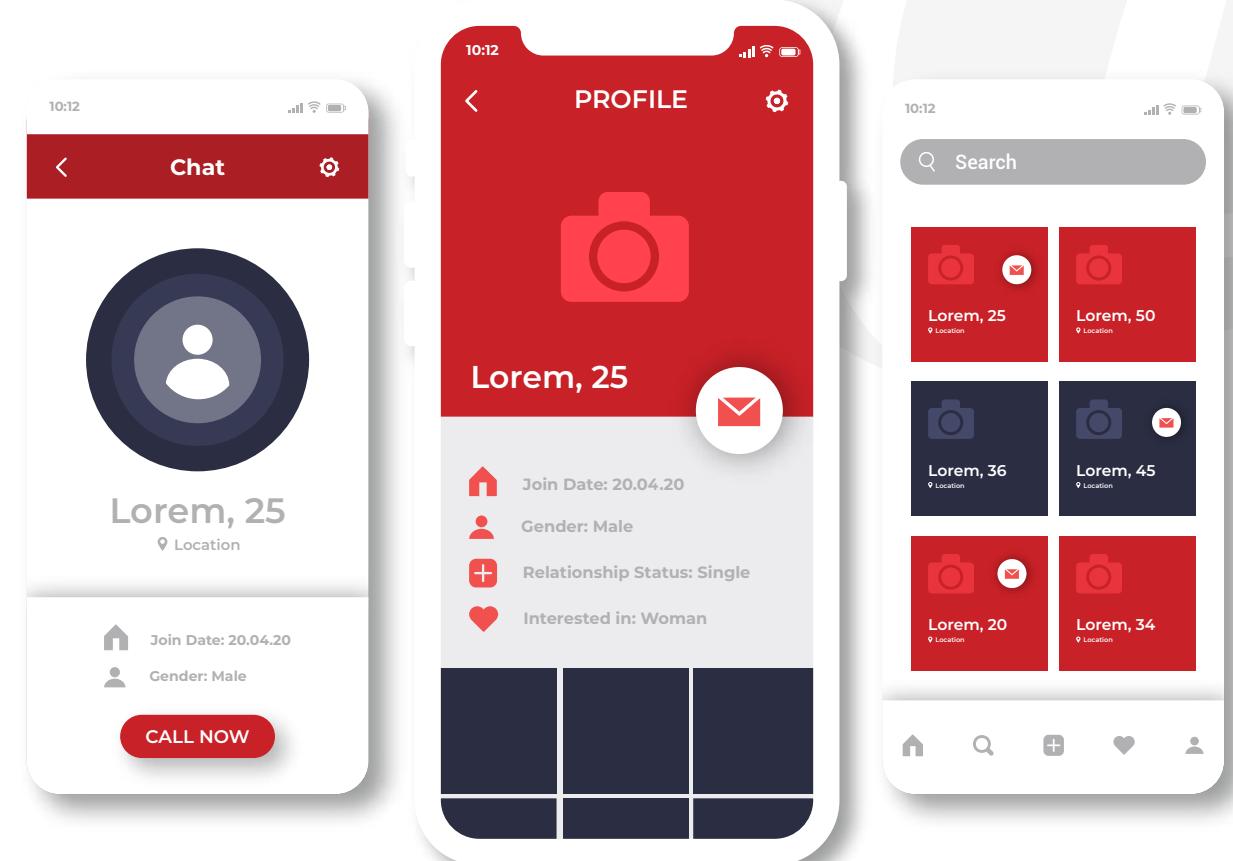
#AB1E23



Color Images and Mockup



The supporting colors should be used with the primary palette but should not overwhelm it.



Mobile app mockup example for #AB1E23 color

Color Images and Mockup



**Empowering businesses
with transformative
digital solutions**

Lorem ipsum dolor technology and sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis is the nostrud exerci tation suport and ullamcorper suscipit lobortis nisl.

Providing cutting-edge technology services
to diversified verticals

DISCOVER THE NEW TECHNOLOGY



TIME
TO BE
MORE



ALL INCLUSIVE

ALL INCLUSIVE

ALL INCLUSIVE

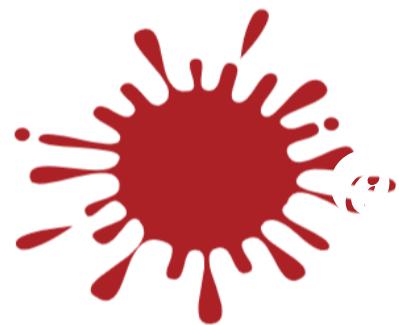
CREATIVE HEADLINE & SLOGAN

Color Images and Mockup



The Jersey colors should be used with the primary color but should not overwhelm it. The supporting colors may be used but should not exceed 50%.

Jersey mockup example



Read more

Download

#AB1E23 Color Images and Pattern

Brand Guidelines: Stationery



Corporate stationery uses the standard InApp logo.

Business card front



PPT Template



Letterhead



Envelope

Kindly use provided template only

Brand Guidelines: Stationery



Corporate stationery uses the standard InApp logo.



Brand Guidelines: Typography

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Typography

H1	Digital solutions	Size 60 / LH 72, Bold
H2	Digital solutions	Size 40 / LH 48, Bold
H3	Digital solutions	Size 36 / LH 48, Bold
H4	Digital solutions	Size 32 / LH 32, Bold
H5	Digital solutions	Size 24 / LH 32, Bold
H6	Digital solutions	Size 20 / LH 32, semibold

B1	Digital solutions	Size 16 / LH 28, regular
B2	Digital solutions	Size 14 / LH 24, regular

Averta Std PE / *Great Vibes*

Button 80	Digital solutions	Size 16 / LH 28, regular
Button 48	Digital solutions	Size 14 / LH 24, regular
Button 40	Digital solutions	Size 14 / LH 24, regular
Numbers	Digital solutions	Size 54 / LH 64, extrabold
Labels	Digital solutions	Size 12 / LH 16, semibold

Decorative	<i>Great Vibes</i>	
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Email Signature

— @ @ @ @ @ @ @ @ —

Email Signature



PRIMARY E-MAIL SIGNATURE

Your Name

Designation (font size smaller than Name)

E: {email}

P: +91 (471) 277 -1800

P: US +1 650 433 6070



USA INDIA JAPAN



www.inapp.com

Always copy and paste the signature from the provided link. Do not use 'Paste Without Formatting'.

<https://its-inapp.s3.amazonaws.com/InApp-Email-Signature.html>

Do not change the font or font color of the provided signature.

Your name: Please use the first name that matches the name on the record. Ensure font style and color consistency when editing.

Your position: Must include your designation by selecting the sample designation placeholder text

Your phone number: As per the new email signature format, you have the provision to add two phone numbers. By default, the template includes:

1. Indian office number
2. US office number

- **Adding Personal Number:** If you prefer to include your personal number, you can replace the first number (Indian office number) with your personal number.
- **Retaining Office Numbers:** If you do not wish to add your personal number, retain both the Indian and US office numbers provided in the template.
- **Mandatory Requirement:** Your email signature must always include two phone numbers.

Company address: Please ensure that the InApp logo, locations, social media icons, and web address remain unchanged as per the template. Do not modify or delete any of these elements.

Email Signature

• • • • • • • •

Your Name

Designation (font size smaller than Name)

E: {email}

P: +91 (471) 277 -1800

P: US +1 650 433 6070

InApp Information Technologies

USA INDIA JAPAN

www.inapp.com

If you are using Gmail on an Android mobile device, then please add the following signature through your mobile phone using this link:

<https://its-inapp.s3.amazonaws.com/InApp-Email-Signature-V2.html>

Do not add this signature on your desktop, as it is specifically designed for Gmail mobile.

Due to technical limitations, the email signature uploaded through the Gmail web interface may not be reflected in the Gmail Android app. Therefore, team members who primarily use the Gmail app on Android devices are required to manually upload the provided email signature directly within the app settings. Here are the steps to upload the email signature on the Gmail Android app:

Below are the steps to upload the email signature on the Gmail Android app:

1. Open the Gmail app on your Android device.
2. Tap the "Menu" icon (typically three horizontal lines) located in the top-left corner.
3. Scroll down and select "Settings."
4. Choose the email account for which you wish to add the signature.
5. Scroll down to the "Signature" section and tap to edit.
6. Paste the provided email signature into the text field.
7. Tap "Save" to confirm and apply the changes.

Email Signature

① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨

EMAIL SIGNATURE FOR TEAMS

Team Name



InApp Information Technologies

USA INDIA JAPAN

www.inapp.com

Team Email Signature Usage

This email signature is designated for group email IDs (Team IDs). Please ensure that this signature is employed solely for group/team email ID's only and do not use it for personal email ID.

Link: <https://its-inapp.s3.amazonaws.com/InApp-Email-Signature-V3.html>