inform

CONTENTS

1.0 Logo Usage

LOGO USAGE

1.1 Primary logo

The colour version of the Inform logo is our primary logo.

Only use the white out version on backgrounds where the primary logo is not legible.

Use the CMYK version on all printed collateral and the RGB version for screen including tv, web, social and digital banners.

Where possible use the EPS vector logo which can scale up to any size without compromising quality.

When using the jpeg or PNG check that the resolution meets with the requirements of the output.

Inform-logo-icon_type_CMYK.eps
Use to build all printed collateral.

Inform-logo-icon_type_RGB.eps
Use to build all digital collateral and as a smart object in Photoshop.

Inform-logo-icon_type_WHITE.eps
For use on all collateral when colour logo is illegible

Inform-logo-icon_type_CMYK.jpg
To supply to third parties when requested. Check that the resolution is high enough (300dpi at printed size).
A jpeg has a white background by default.

Inform-logo-icon_type_RGB.png
To supply to third parties when requested. Check that the resolution is correct (72dpi at viewed size).
This PNG has a transparent background.

Inform-logo-icon_type_WHITE.png
To supply to third parties when requested. Check that the resolution is correct (72dpi at viewed size).
This PNG has a transparent background.

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LOGO USAGE

1.2 Icon

The Inform icon is only to be used on layouts, as part of an illustration or diagram, where the Primary Inform logo already exists.

Inform-logo-icon_CMYK.eps

Use to build all printed collateral.

Inform-logo-icon_RGB.eps

Use to build all digital collateral and as a smart object in Photoshop.

Inform-logo-icon_WHITE.eps

For use on all collateral when colour logo is illegible

Inform-icon_CMYK.jpg

To supply to third parties when requested. Check that the resolution is high enough (300dpi at printed size).

A jpeg has a white background by default.

Inform-logo-icon_RGB.png

To supply to third parties when requested. Check that the resolution is correct (72dpi at viewed size).

This PNG has a transparent background.

Inform-logo-icon_WHITE.png

To supply to third parties when requested. Check that the resolution is correct (72dpi at viewed size).

This PNG has a transparent background.
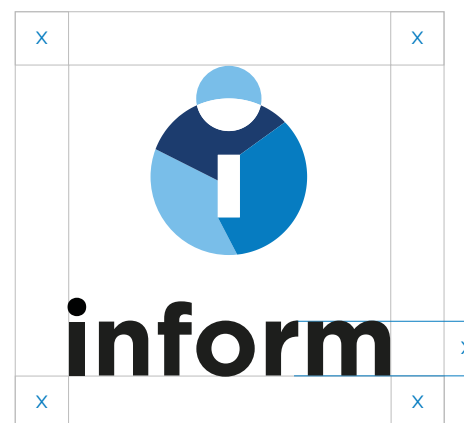
LOGO USAGE

1.3 Minimum size

To adhere to accessibility requirements, please ensure the minimum size stipulated is always followed.

1.4 Clear space

To ensure the integrity of the brand, please following these guidelines for clear space.

20mm   45px

Minimum size

X   X

X

X   X

Clear space

LOGO USAGE

1.5 Don'ts

Please do not distort or alter the logo in any way for any application.

Do not rotate the logo

Do not distort the logo

Do not alter distance between icon and type

Do not alter position of icon and type

Do not swap the colours of icon or type

Do not change the colours of icon or type

2.0 Typography

TYPOGRAPHY

2.1 Primary typeface

Montserrat (OTF)

This is our primary font and is used for headlines and key messaging across all platforms.

It is a simple and friendly font. This makes content easily readable across print and digital applications.

The fonts can be downloaded here:

https://fonts.google.com/specimen/Montserrat

Montserrat (OTF) Bold - headlines
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

AaBbCcDdEe

Montserrat (OTF) Semi bold - sub heads
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

AaBbCcDdEe

Montserrat (OTF) medium - body copy
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

AaBbCcDdEe

TYPOGRAPHY

2.2 Secondary typeface

Raleway (OTF)

This is our supporting font and is used for long form copy in the advised range of weights. It is a clean and easily legible font.

The fonts can be downloaded here:

https://fonts.google.com/specimen/Raleway

Raleway - Semi bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

AaBbCcDdEe

Raleway - regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

AaBbCcDdEe

Raleway - light
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789
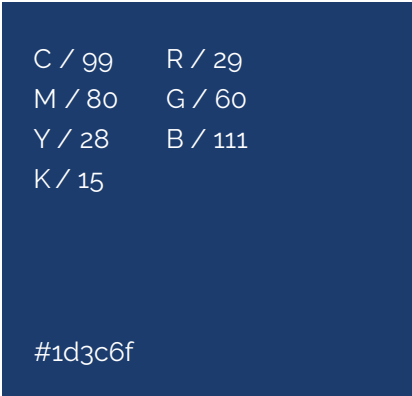
AaBbCcDdEe

3.0 Colour palette
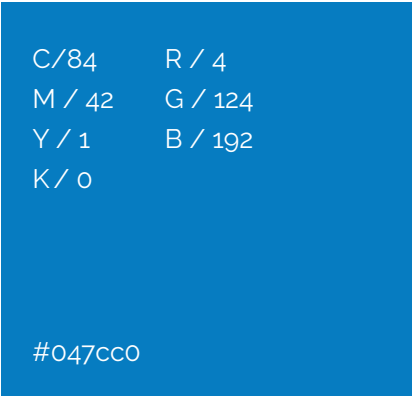
COLOUR
PALETTE

3.1 Primary colour

Navy is our primary colour.
Please use in combination with
Cobalt and Sky blue across
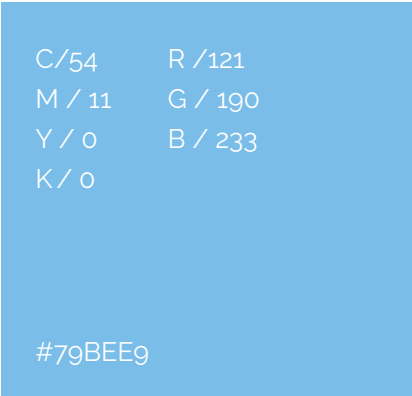each piece of communication.

3.2 Secondary colours

Secondary colours are used to
highlight key areas and bring
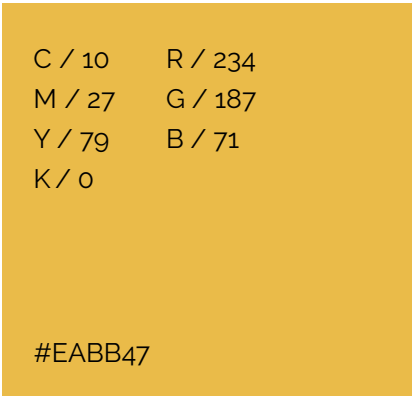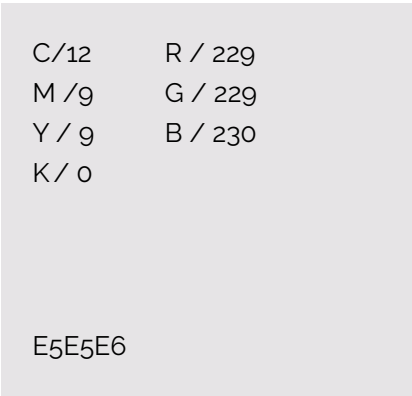visual interest to a piece of
communication.

C / 99   R / 29
M / 80   G / 60
Y / 28   B / 111
K / 15

#1d3c6f

Primary colour - Navy

C/84   R / 4
M / 42   G / 124
Y / 1   B / 192
K / 0

#047cc0

Primary colour - Cobalt

C/54   R /121
M / 11   G / 190
Y / 0   B / 233
K / 0

#79BEE9

Primary colour - Sky

C / 10   R / 234
M / 27   G / 187
Y / 79   B / 71
K / 0

#EABB47

Secondary colour - Gold

C/12   R / 229
M /9   G / 229
Y / 9   B / 230
K / 0

E5E5E6

Secondary colour - Grey

C/ 4   R / 247
M / 3   G / 247
Y / 3   B / 247
K / 0

#F7F7F7

Secondary colour - Stone

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