SAM DESIGN GUIDE

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BRANDING

[Voice]

- Friendly
- Nerdy
- Approachable
- Upfront
- Excited
- Understanding

SAM conveys a friendly atmosphere that is easy for the beginner, but flexible and powerful for the advanced user. The verbiage used in the software is reflective of the people working at InReach solutions. It is 100% authentic, no-BS database software where the clients work directly with SAM experts to setup, customize, and further support their needs.

Since SAM is so highly customizable, there are many ways to "screw up", like forgetting that you set the data type to "text" then create a field on a report that is supposed to calculate math on that field. SAM's clients love the flexibility, so we have very few rules, but to keep users on the right track, the UI is full of places where warnings and errors may pop up. Luckily, these messages are usually with a drop of humor, such as "Developer Only - Be Careful". Or the sidebar menu "Really Advanced Options". This sort of messaging keeps the software from being boring and dry.

[Mission Statement]

InReach Solutions empowers nonprofits to understand and care for their communities.

Our platform allows anyone to create a customized, interconnected database that increases productivity and drives change.

GUIDELINES

[Logo]

Montserrat Medium
All caps, Inreach Black

Inreach Black

#4E85C6, no outline

Montserrat Regular
Set 1 Opentype on l and t,
White

Montserrat Regular
Set 1 Opentype feature on
e & a, #CBD5EF (30% of
blue shape)

On a dark background

#FFFFE6

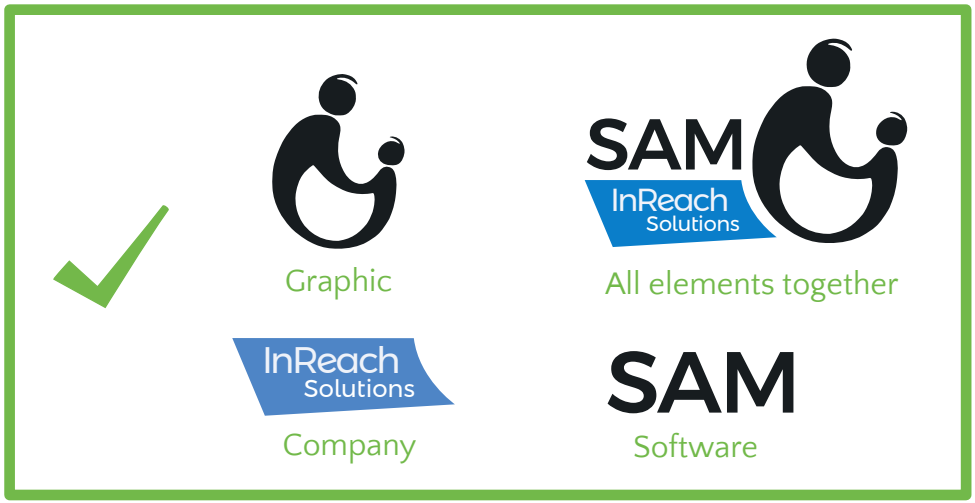
[Color Variants]

The Logo can also be colored with any of the six main colors plus InReach Grey.

USAGE

[How can the logo be used]

» All elements separate, or all together
» two elements cannot be used with out the third



[Size Ratio]

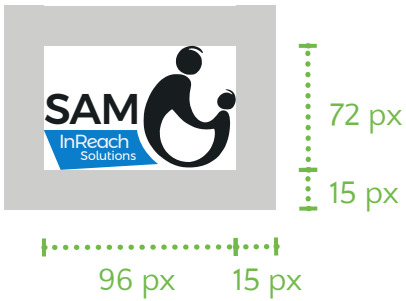
» 3 x 2 units

» Print: Minimum 1 inch wide, ¾ inches tall
» Digital: Minimum 96px wide, 72px tall

[Margins]

» Width of margin around the logo needs to be at least 15 px (1p3), or ¼ inch when printing at minimum size (1" width).

» Margin minimum scaled up proportionally to size of Logo. i.e. printed logo @2x requires ½ inch margin.



COLORS

[Main Shades]

#57B7E1
rgb(87, 187, 225)
Pantone 2915 C
CMYK(61, 19, 0, 12)

#b01f60
rgb(176, 31, 96)
Pantone 227 C
CMYK(27, 100, 40, 6)

#74b842
rgb(116, 184, 75)
Pantone 360 C
CMYK(60, 4, 95, 0)

#4E85C6
rgb(78, 132, 196)
Pantone 660 C
CMYK(71, 42, 0, 0)

#DF7B1D
rgb(223, 123, 29)
Pantone 7565 C
CMYK(10, 61, 100, 1)

#FCD50B
rgb(242, 205, 0)
Pantone 7405 C
CMYK(0, 11, 97, 2)

[Alternate Shades] All of the main shades can be used at 30% tint for a lighter shade when necessary:

#CDE9F6
rgb(205, 233, 246)
Pantone 9420 C
CMYK(18, 1, 1, 0)

#DFB5BE
rgb(223, 181, 190)
Pantone 502 C
CMYK(11, 31, 14, 0)

#D2E4C2
rgb(210, 228, 194)
Pantone 9580 C
CMYK(18, 2, 28, 0)

#CBD5EF
rgb(203, 213, 239)
Pantone 2706 C
CMYK(18, 11, 0, 0)

#F3D1B1
rgb(243, 209, 177)
Pantone 9181 C
CMYK(4, 18, 30, 0)

#FFEFBE
rgb(255, 239, 190)
Pantone 7499 U
CMYK(0, 4, 29, 0)

[Greys and Lights]

InReach Grey

#58585a
rgb(23, 28, 31)
Pantone 425 C
CMYK(2, 2, 0, 65)

InReach Black

#171C1F
rgb(23, 28, 31)
Pantone Black 6 C
CMYK(77, 67, 63, 76)

InReach Lite Grey

#CDCDCD
rgb205, 205, 205)
Pantone Solid Coated Cool Gray 2
CMYK(19, 15, 15, 0)

InReach White

#FFFFE6
rgb(255, 255,230)
Pantone 9060 C
CMYK(1, 0, 11, 0)

FONT

[Headings]

Montserrat

Regular
Medium
Semibold
Bold

16 point Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ¿ ? ¡ ! & @ ‘ ’ “ ”« » % * ^ # $
£ € ¢ / ( ) [ ] { } . , ® ©

[Body]

Quattrocento Sans

Regular
Italic
Bold

16 point Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ¿ ? ¡ ! & @ ‘ ’ “ ”« »% * ˆ # $
£ € ¢ / ( ) [ ] { } . , ® ©

SAM is made by InReach Solutions

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur diam felis, cursus ac dapibus sit amet, faucibus id turpis. Maecenas quis turpis lectus. Aenean dignissim justo nec purus fringilla, non cursus nisl finibus. Nulla facilisi. Nulla pretium eros porttitor, lacinia odio eget, sollicitudin diam. Morbi ligula est, aliquam non hendrerit non, fringilla quis turpis. Sed venenatis blandit lorem eget rhoncus. Cras accumsan mauris non commodo blandit. Nam eget scelerisque diam. Vivamus at elit quis dui mattis scelerisque. In porta id mauris vitae eleifend. Aenean egestas erat eget iaculis suscipit. Etiam feugiat ipsum in justo pharetra gravida eget at nulla. Ut quis mauris commodo, iaculis nisi blandit, molestie diam. Curabitur in sodales tellus, sed sollicitudin justo. Duis accumsan, augue et commodo bibendum, turpis mauris pulvinar orci, nec hendrerit dui diam eget metus. Vestibulum dolor leo, finibus eget est in, finibus imperdiet elit.

EXAMPLES

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InReach
Solutions

SAM
InReach
Solutions
Paris

SAM
InReach
Solutions

SAM
InReach
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