Brand identity & design guidelines

Ipsos iSay

Introduction

Brand guidelines are a set of rules and recommendations that define how a brand should be presented and communicated to the public.
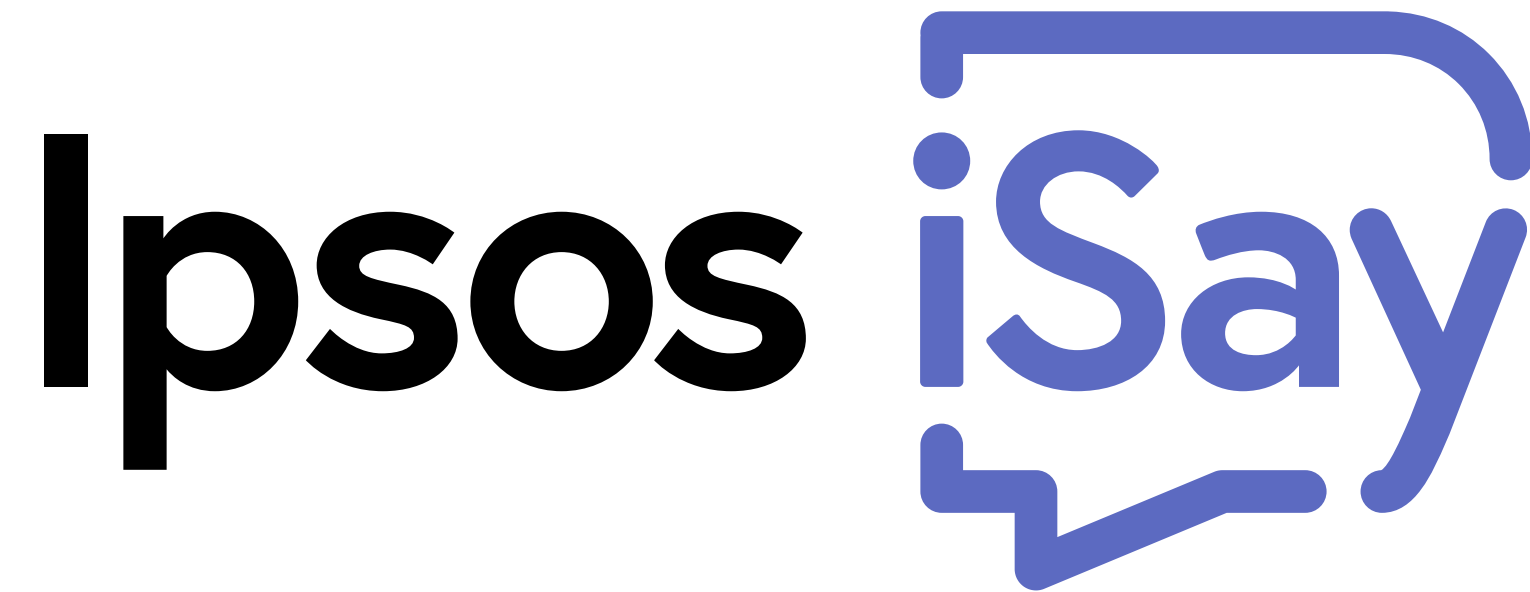
They establish the visual and verbal elements that make up a brand's identity, such as the logo, typography, color palette, tone of voice, and messaging. For Ipsos iSay, a leading global market research company, brand guidelines are crucial in ensuring consistent and effective communication across all channels and touchpoints.

Influence the future. Discover the difference you will make.
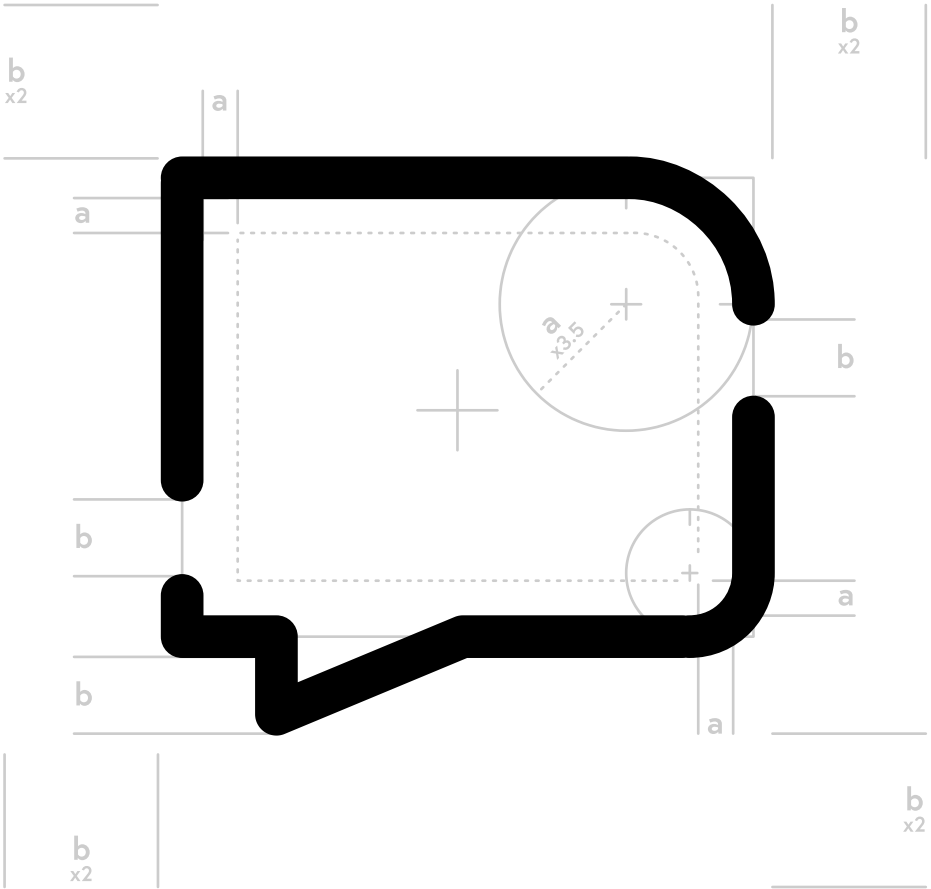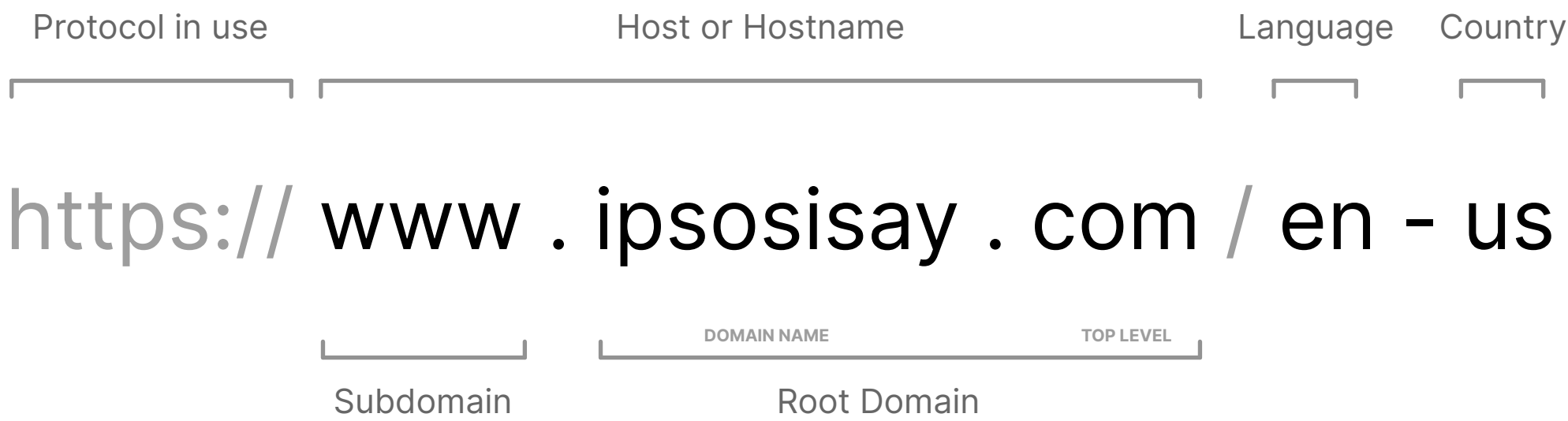
Logo

Logo

Logo

Ipsos iSay

Font: Europa Bold

Logo - Chat bubble

Logo - Social Media Icon

Domain - URL

Protocol in use | Host or Hostname | Language | Country

https:// www . ipsosisay . com / en - us

DOMAIN NAME | TOP LEVEL

Subdomain | Root Domain

Domain - email

surveys @ ipsosisay.com

Name | Domain

Typography

Inter

Inter is a variable font family carefully crafted & designed for computer screens.

Inter features a tall x-height to aid in readability of mixed-case and lower-case text. Several OpenType features are provided as well, like contextual alternates that adjusts punctuation depending on the shape of surrounding glyphs, slashed zero for when you need to disambiguate "0" from "o", tabular numbers, etc.

The font is licensed under the Open Font License, it can be used freely in products & projects - print or digital, commercial or otherwise.

https://fonts.google.com/specimen/Inter
https://scripts.sil.org/cms/scripts/page.php?site_id=nrsi&id=OFL

Inter Regular

Inter Bold

Typography - Glyphs

Inter Regular

A B C Č Ć D Đ E F G H I J K L M N O P Q R S Š T U V W X Y Z Ž a b c č ć d đ e

f g h i j k l m n o p q r s š t u v w x y z ž А Б В Г Ѓ Д Ђ Е Ё Є Ж З Ѕ И І Ї Й Ј К

Л Љ М Н Њ О П Р С Т Ћ У Ў Ф Х Ц Ч Џ Ш Щ Ъ Ы Ь Э Ю Я а б в г ѓ д ђ е ё є ж

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Θ Ι Κ Λ Μ Ν Ξ Ο Π Ρ Σ Τ Υ Φ Χ Ψ Ω α β γ δ ε ζ η θ ι κ λ μ ν ξ ο π ρ σ τ υ φ χ ψ

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ê ô ơ ư 1 2 3 4 5 6 7 8 9 0 ' ? ' " ! " (%) [#] { @ } / & \ ← + ÷ × ⇒ ® © $ € £ ¥

¢ : ; , . *

Typography - Displays & Headings

Display 1

Display 2

Display 3

Display 4

H1/Inter/Bold/40px

Headline 1

H2/Inter/Bold/32px

Headline 2

H3/Inter/Bold/28px

Headline 3

H4/Inter/Bold/24px

Headline 4

H5/Inter/Bold/20px

Headline 5

H6/Inter/Bold/16px

Headline 6

Typography - Sizes

Extra Large - XL
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae

Large - LG
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Medium - MD
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia

Small - SM
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit,

Extra Small - XS
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui

Typography - Font stacks

```css
/* System Fonts as used by GitHub */
body {
  font-family: -apple-system, BlinkMacSystemFont, "Segoe UI", Roboto, Helvetica, Arial, sans-serif,
"Apple Color Emoji", "Segoe UI Emoji", "Segoe UI Symbol";
}


/* System Fonts as used by Medium and WordPress */
body {
  font-family: -apple-system, BlinkMacSystemFont, "Segoe UI", Roboto, Oxygen-Sans, Ubuntu, Cantarell, "
Helvetica Neue", sans-serif;
}
```

Default sans-serif fonts by OS

MacOS (El Capitan and newer)	**Windows (Vista and newer)**	**iOS (9 and newer)and iPadOS**	**Android (4.0+)**
San Francisco	Segoe UI	San Francisco	Roboto

MacOS (Yosemite)	**Windows (XP)**	**iOS (8 and older)**	**Android (older versions)**
Helvetica Neue	Tahoma	Helvetica/Helvetica Neue	Droid Sans

MacOS (older versions)	**Ubuntu**	**watchOS**	
Lucida Grande	Ubuntu	San Francisco Compact	

Color

Color

Palette

Ipsos Indigo
#5C6AC1

Ipsos Teal
#26A69A

Green
#9CCC65

Light Blue
#29B6F6

Orange
#FFCA28

Red
#EF5350

Gray
#666666

Color - Saturation

	Ipsos Indigo	Ipsos Teal	Green	Light Blue	Orange	Red	Gray
100	#EFF0F9	#E9F6F5	#F5FAF0	#EAF8FE	#FFFAEA	#FDEEEE	#F0F0F0
200	#D1D5EE	#C2E6E3	#E3F1D4	#C3EBFD	#FFF0C3	#FBCFCE	#D4D4D4
300	#B4BBE3	#9BD6D1	#D2E8B8	#9DDDFB	#FFE79C	#F8B0AF	#B9B9B9
400	#97A0D7	#74C6BE	#C0DE9C	#76D0F9	#FFDD75	#F5918F	#9D9D9D
500	#7985CC	#4DB6AC	#AED581	#50C3F8	#FFD44F	#F27270	#828282
600	#5C6AC1	#26A69A	#9CCC65	#29B6F6	#FFCA28	#EF5350	#666666
700	#475194	#1D7F76	#789C4D	#1F8CBD	#C49B1F	#B7403D	#4E4E4E
800	#313967	#145952	#536D36	#166183	#886C15	#802C2B	#363636
900	#1C203A	#0B322E	#2F3D1E	#0C374A	#4D3D0C	#481918	#1F1F1F
AA TEXT	#5C6AC1	#1D7F76	#53831F	#007DB9	#987000	#D53B3D	#666666

WCAG 2.0 level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text. Large text is defined as 14 point and bold or larger, or 18 point or larger.

Color

Warm colors

Cool colors

Complementary

Monochromatic

Ipsos Indigo   Ipsos Teal   Green   Light Blue   Orange   Red   Gray

Icon Design

Font Awesome

For websites, surveys & email templates

Rules

- Starting point: Font Awesome Pro - Thin

- Always convert font to outlines (vector)

- Grid

  Icons should be placed as centered in the grid as possible.

  Size - maintain consistency.

- Background shape

  Use illustrator's pencil tool, set Fidelity to to max smoothness.

  Object > Path > Simplify

  Background shape follows or has similarities with the main icon's shape.

  Background shape can contain 100% of the icon, or part of the icon can expand beyond the background.

  Shape color: Teal 400

  #74C6BE

Material Design Icons

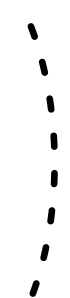For mobile apps

Background Shapes
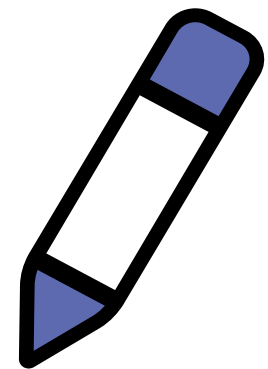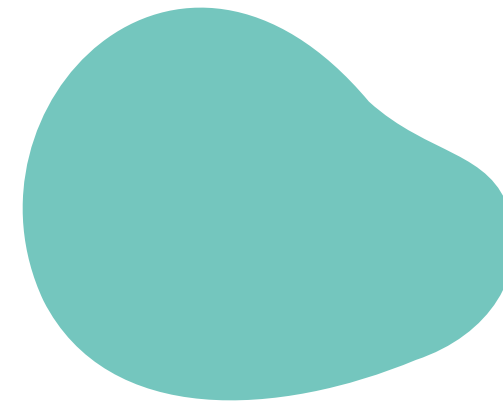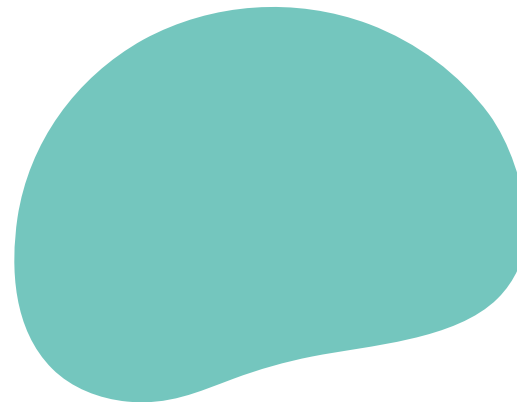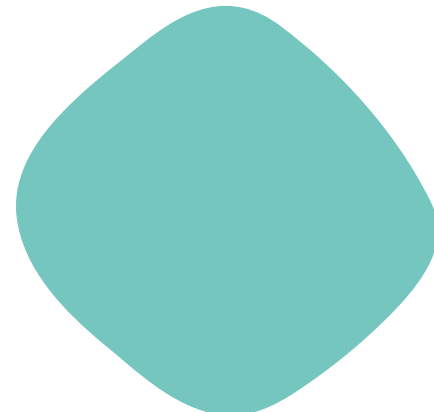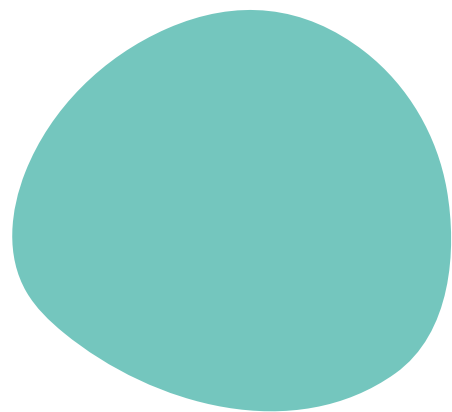
Misc Items
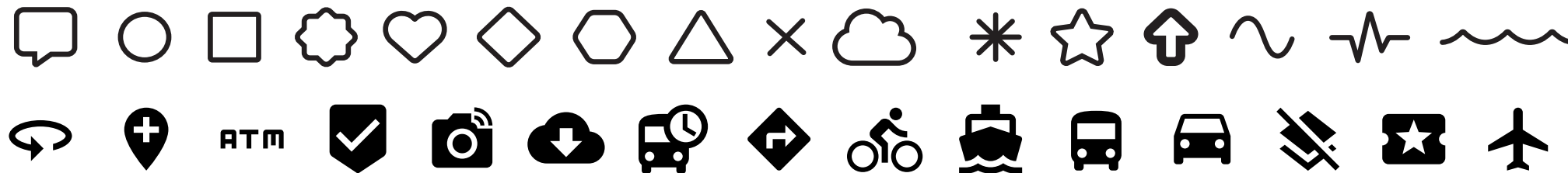
Material Icons are available in five styles and a range of downloadable sizes and densities. The icons are based on the core Material Design principles and metrics. The icons are free for everyone to use. Published under an Apache 2.0 license.

https://fonts.google.com/icons

Icons For mobile apps

3 floating misc items:

Dotted line
follows part of the background shape
2.5 px dashed line
4pt dash - 10pt gap

X Icon

Circle Icon

Color Info

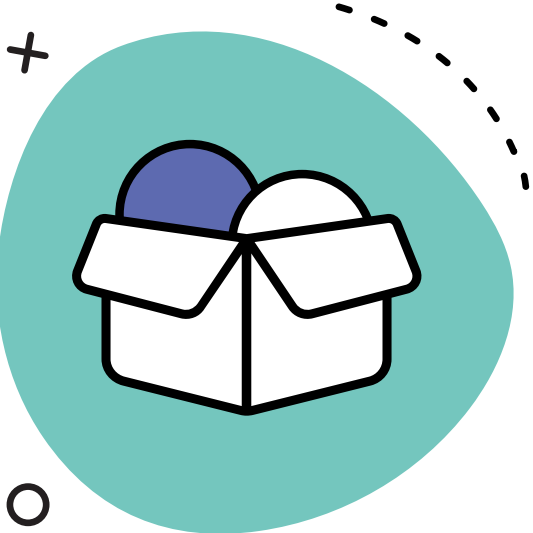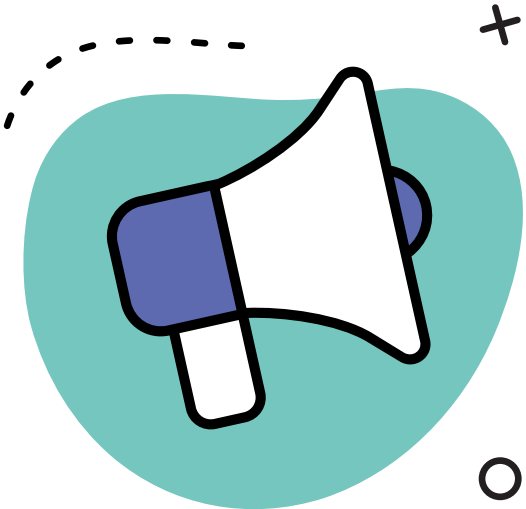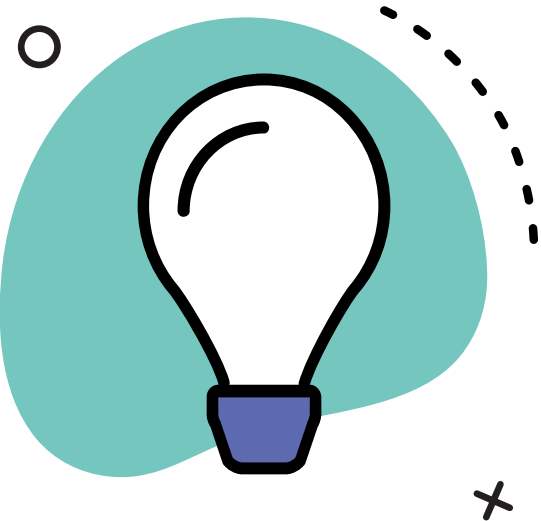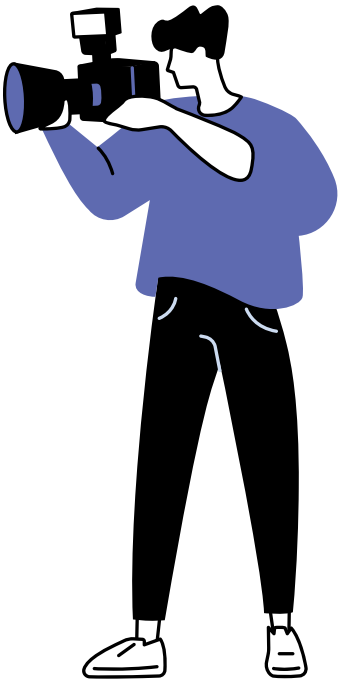| Stroke	Black	#000000
Background	Teal 400	#73C5BD
Highlights	Blue 600	#73C5BD

Icons

FontAwesome6 Pro - Thin - 12px

Icons
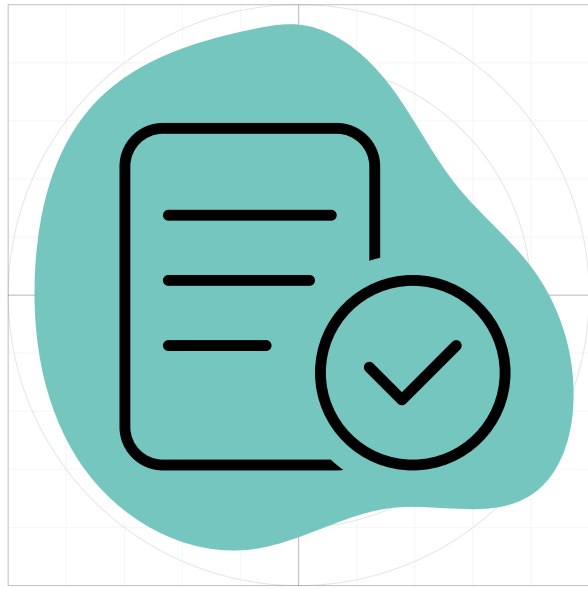
Icons & Illustrations

Icons

Illustrations

Color Info

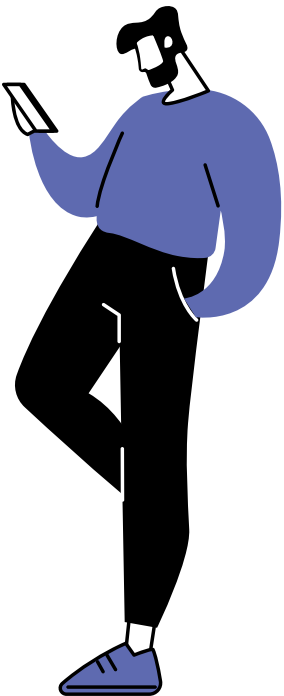|		
Stroke	Black	#000000
Highlights	Blue 600	#5C6AC1

Illustrations

Color Info

Stroke   Black   #000000
Highlights Blue 600   #5C6AC1

Website

Website landing page

Ipsos iSay

Surveys   **My Profile**   **Rewards**

New studies are ready for you!

Make your valued opinion heard. Start a survey to influence the future and earn up to:

⭐ **20 points**

We'll find the best study for your profile.

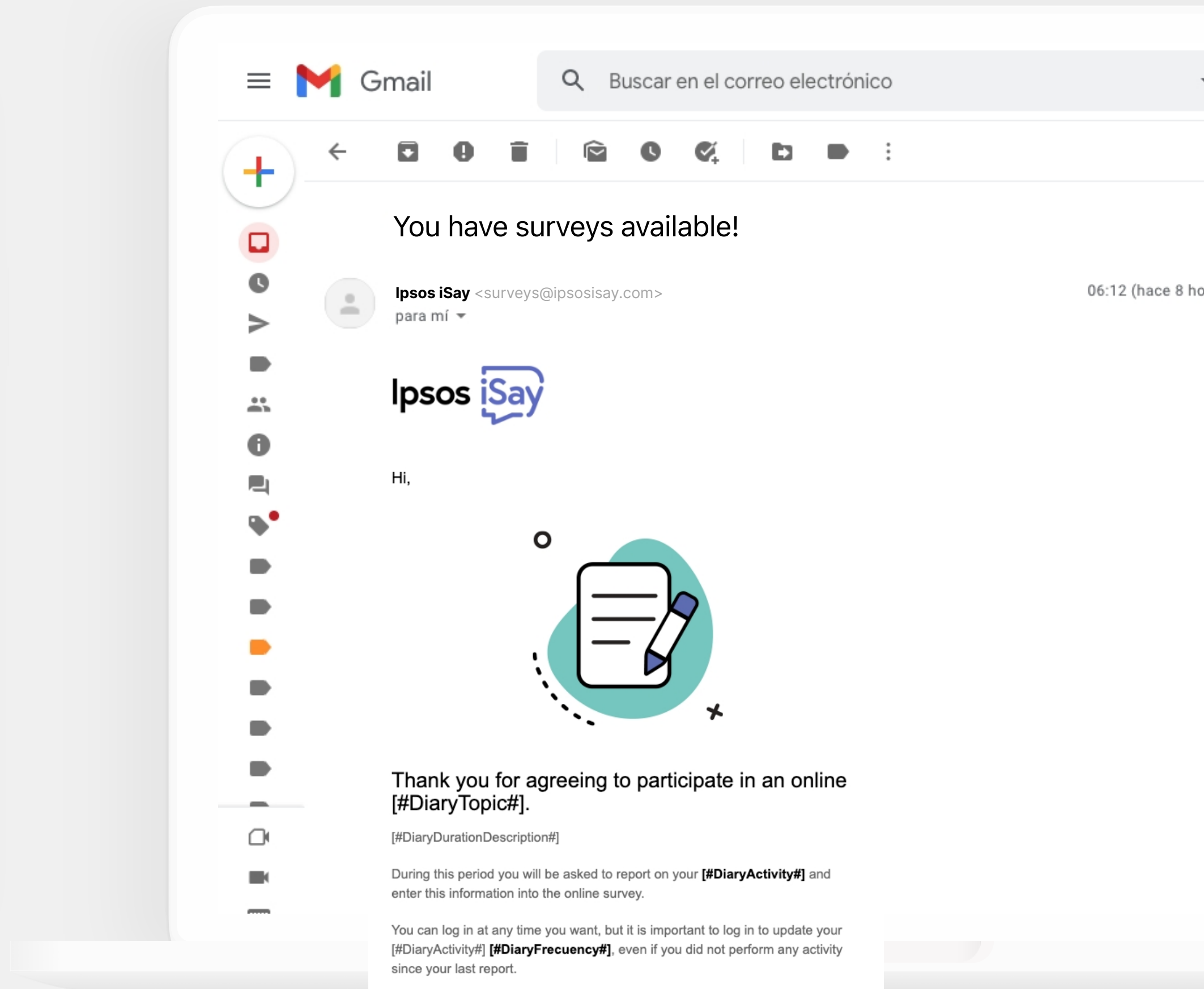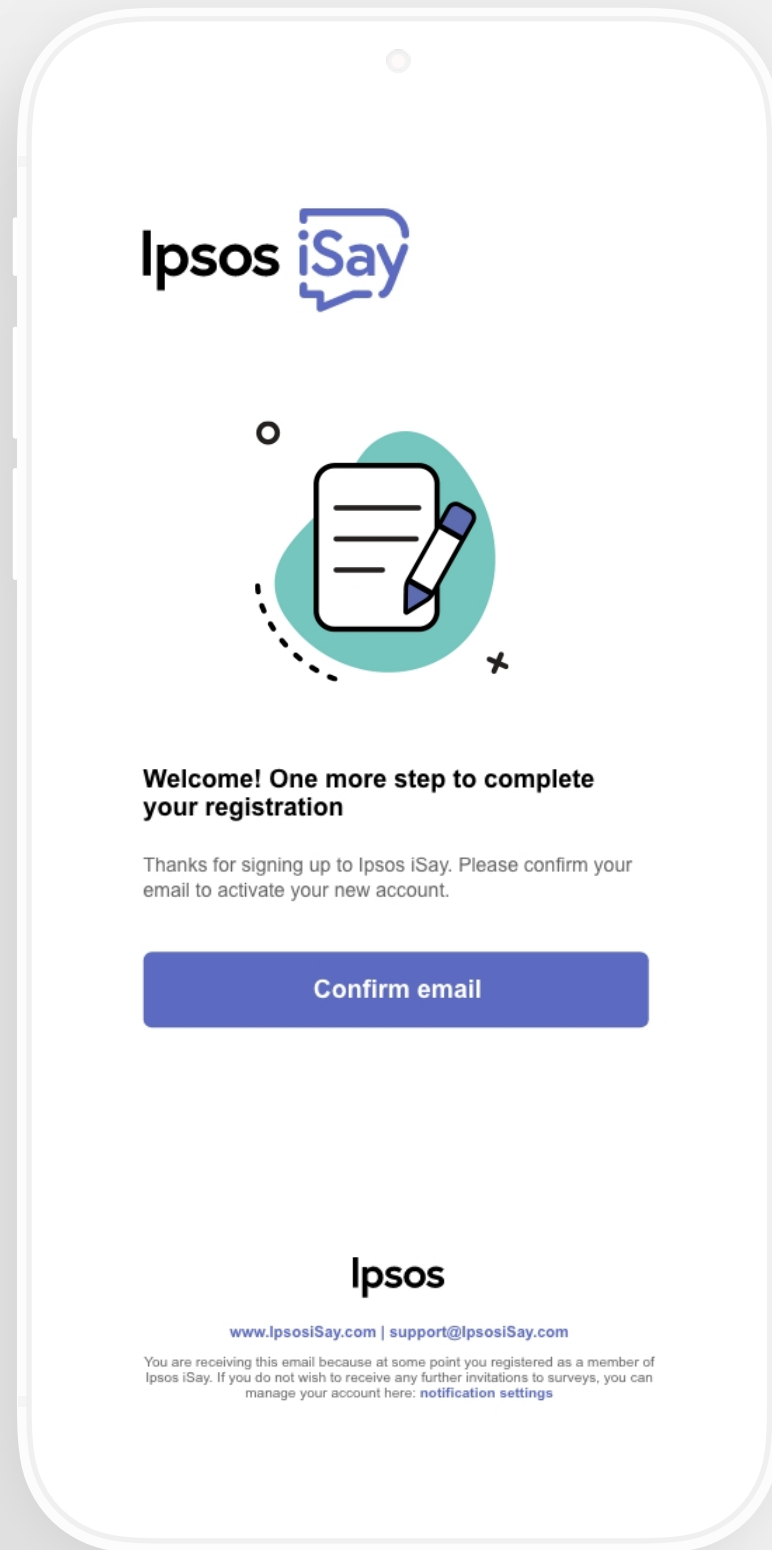**Start a Study**

▸**See more studies**

My Profile

Complete your **Consumption information** profile so we can more easily match you to studies that fit your lifestyle!

63%

Complete profile

Choose a different topic

Email templates

Transactional emails

Ipsos iSay

Welcome! One more step to complete your registration

Thanks for signing up to Ipsos iSay. Please confirm your email to activate your new account.

Confirm email

Ipsos

www.IpsosiSay.com | support@IpsosiSay.com

You are receiving this email because at some point you registered as a member of Ipsos iSay. If you do not wish to receive any further invitations to surveys, you can manage your account here: notification settings

Gmail

Buscar en el correo electrónico

You have surveys available!

Ipsos iSay <surveys@ipsosisay.com>

para mí

06:12 (hace 8 ho

Ipsos iSay

Hi,

Thank you for agreeing to participate in an online [#DiaryTopic#].

[#DiaryDurationDescription#]

During this period you will be asked to report on your **[#DiaryActivity#]** and enter this information into the online survey.

You can log in at any time you want, but it is important to log in to update your [#DiaryActivity#] **[#DiaryFrecuency#]**, even if you did not perform any activity since your last report.

Survey & profiling template

Ipsos iSay

Special Categories of Personal Data

`60%`

* The next question(s) will be about your health. Answering is voluntary, however, collecting such information enables us to pre-qualify you for existing surveys and to keep your iSay profile up to date. A "Prefer not to answer"option is also available for you to select, at your discretion. You can withdraw your consent at any time, by accessing the section "Special Categories of Personal Data" from your iSay profile. The data will be held by us until you make a change in your profile at your discretion.

Do you accept the collection of your health information?
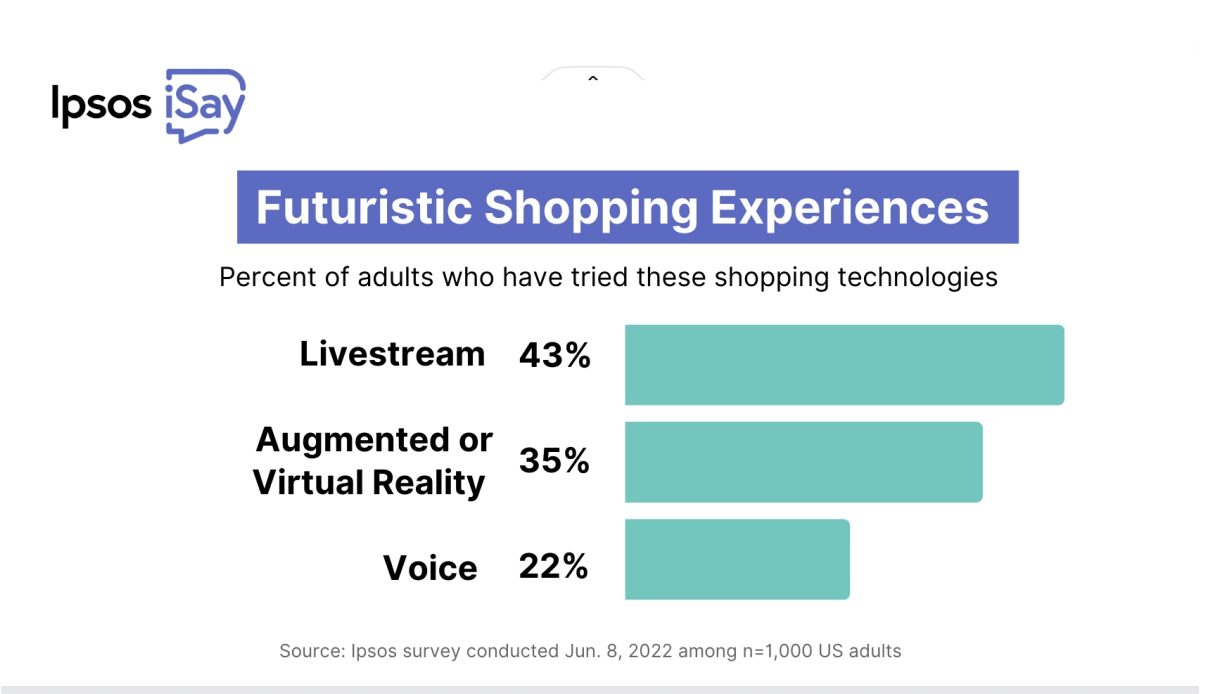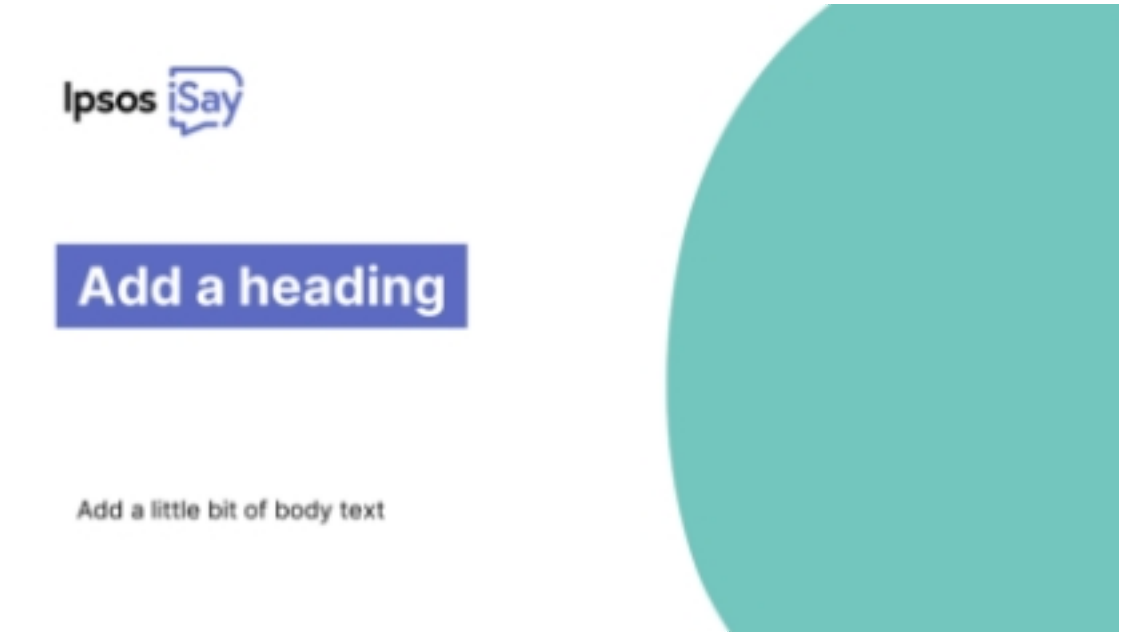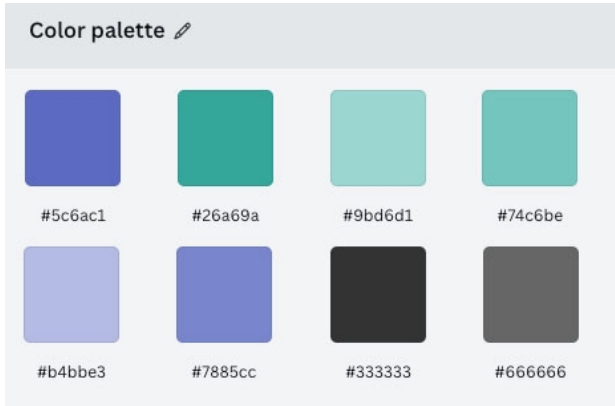
◯ Yes, I accept

◯ No, I don't accept

〈 Previous page

Next page 〉

Profiling template

Social Media and Images

Facebook

• Logo on the left
• Stay in color palette
• Main text white on blue
• Use the Inter font for all text

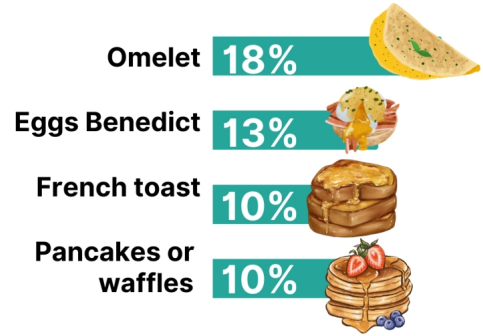Maintain consistency to reinforce brand identity and professionalism

Color palette ✏

#5c6ac1	#26a69a	#9bd6d1	#74c6be
#b4bbe3	#7885cc	#333333	#666666

Ipsos iSay

Add a heading

Add a little bit of body text

Ipsos iSay

Futuristic Shopping Experiences

Percent of adults who have tried these shopping technologies

Livestream **43%**

Augmented or Virtual Reality **35%**

Voice **22%**

Source: Ipsos survey conducted Jun. 8, 2022 among n=1,000 US adults

Instagram

- No logo needed
- Stay in color palette
- Main text white on blue
- Mix of photos and illustrations

Most chosen

Favorite Brunch Foods

among interviewed US Ipsos iSay members who **go to brunch**

Omelet **18%**
Eggs Benedict **13%**
French toast **10%**
Pancakes or waffles **10%**

Source: Ipsos iSay study conducted Mar. 20-Apr. 10, 2023, on 2,868 US Ipsos iSay members

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Post with white logo and black transparency

---

1 in 3 US shoppers say they made their most recent in-store **impulse purchase** to treat themselves

Source: Ipsos survey conducted Jun. 8, 2022 among n=1,000 US adults

---

Most chosen

Reasons to Enjoy Brunch

among interviewed US Ipsos iSay members who **go to brunch**

Chance to socialize

Variety of foods **45%**   **43%**

Source: Ipsos iSay study conducted Mar. 20-Apr. 10, 2023, on 2,868 US Ipsos iSay members

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3 in 5 employees in the **US, France, Germany** and the **UK** expect **companies** to **pay** for their **training.**

Source: Ipsos study conducted Aug 29 – Sep 26 2021 on 6,014 adults in the US, France, the UK, Germany

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Among interviewed US Ipsos iSay members **who eat brunch**, the most chosen

Ideal Time to Start Brunch:

11:00am

Source: Ipsos iSay study conducted Mar. 20-Apr. 10, 2023, on 2,868 US Ipsos iSay members

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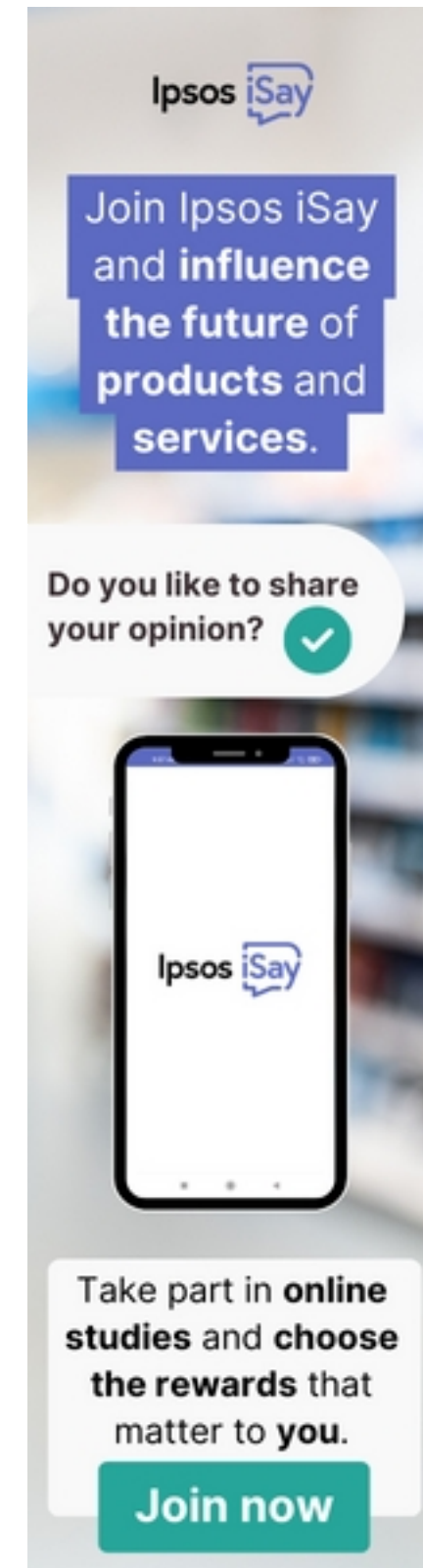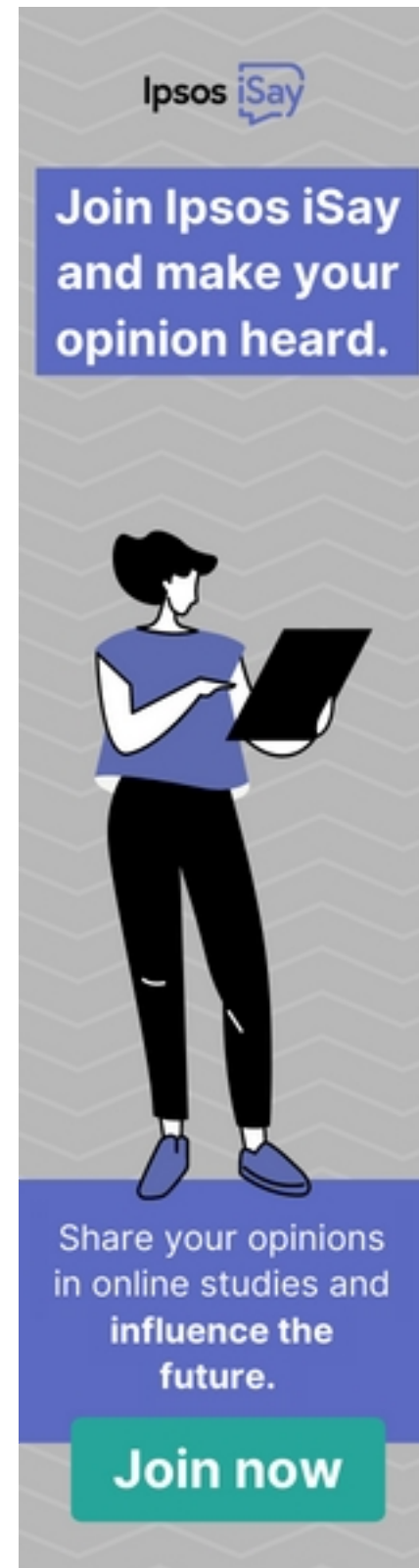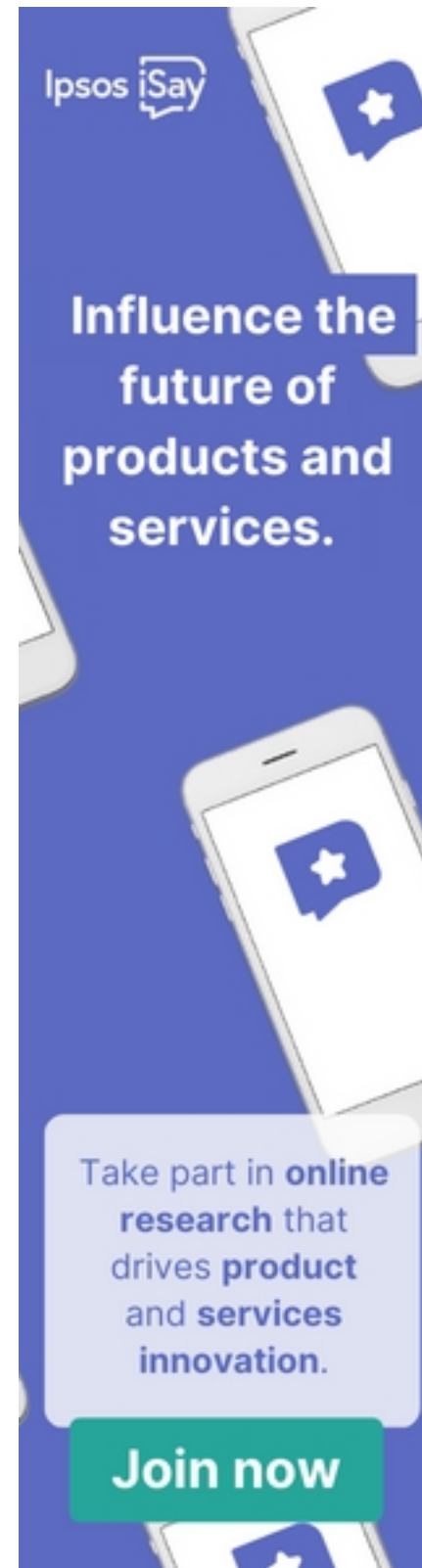
Have you seen our new **Linkedin** page?

Research Recap

Different purchasing options shoppers have today

Recruitment

- Logo on the left or center in tall images
- Stay in color palette
- Main text white on blue
- Teal call to action

Thank you!