# Keeping Our
# Brand Consistent

**INTENGO**

PREDICTING PEOPLE

# DESIGN GUIDE

GoIntengo.com

The Intengo logo was designed as conceptual mark that serves to reinforces the values of the organization. It is a representation of our brand, and therefore should be used in a consistent manner with no unnecesssary alterations across collateral. The pages that follow provide guidelines around the usage of our logo.

# Colors



PANTONE 375C
C-46 M-0  Y-100 K-0
R-149 G-214 B-0
HEX #95D600

PANTONE 417C
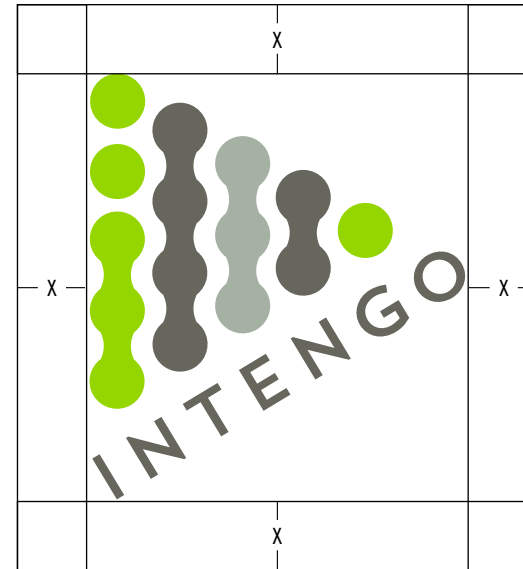C-58 M-49  Y-58.5 K-22.5
R-102 G-102 B-93
HEX #66665D

PANTONE 5645C
C-37.5 M-22  Y-36 K-0
R-165 G-177 B-163
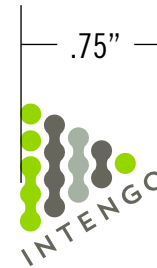HEX #A5B1A3

# Clear Space

Leave sufficient space around our logo to retain it's integrity.

# Minimum Size

There will be times when the logo needs to appear in small areas,

but please do not make it any smaller than 3/4" wide.z



.75"

# Take care of our logo

**DO NOT** squash or
stretch our logo

**DO NOT** invade our
logo's clear space

*Prediction Markets*

**DO NOT** put our logo on
non-Intengo colors

**DO NOT**
rotate our logo

**DO NOT** put our logo on
distracting backgrounds

**DO NOT** alter the appearance
or colors of our logo

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# Acceptable Logo Alternatives

1-color positive

1-color negative for dark backgrounds

Color reversed on dark backgrounds

Stacked tagline

Horizontal tagline

# Sancoale Slab

## Sancoale Slab Normal Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

## Sancoale Slab Normal Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

## Sancoale Slab Normal Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

## Sancoale Slab Normal Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

## Sancoale Slab Condensed Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

# TRADE GOTHIC

## TRADE GOTHIC BOLD CONDENSED NO. 20
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

## TRADE GOTHIC BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

## Trade Gothic Condensed No. 18
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

## Trade Gothic Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

# Acceptable System Font Substitutions

For applications that require the use of system fonts, use Trebuchet Regular for body copy and Trebuchet Bold in place of Sancoale Slab headings. Use Calibri Bold all caps in place of Trade Gothic headings

## Trebuchet Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

## Trebuchet Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

## CALIBRI BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

# Color Palette

The Intengo color palette uses high-contrasting bold colors. It allows us to use simple layouts and flat colors across our collateral while still making bold statements. Use this color layout to get a sense of how much of each color should be used in our creative.

WHITE

PANTONE 375C
C-46 M-0 Y-100 K-0
R-149 G-214 B-0
HEX #95D600

PANTONE 432C*
C-78 M-64.5 Y-52.5 K-44
R-51 G-62 B-72
HEX #323E48

PANTONE 5645C
C-37.5 M-22 Y-36 K-0
R-165 G-177 B-163
HEX #A5B1A3

PANTONE 298C
C-65 M-10 Y-0 K-0
R-61 G-181 B-230
HEX #3DB5E6

PANTONE 100C
C-6 M-0 Y-76 K-0
R-247 G-235 B-98
HEX #F7EB62

PANTONE 417C
C-58 M-49 Y-58.5 K-22.5
R-102 G-102 B-93
HEX #66665D

PANTONE 7459C
C-73 M-27 Y-21 K-0
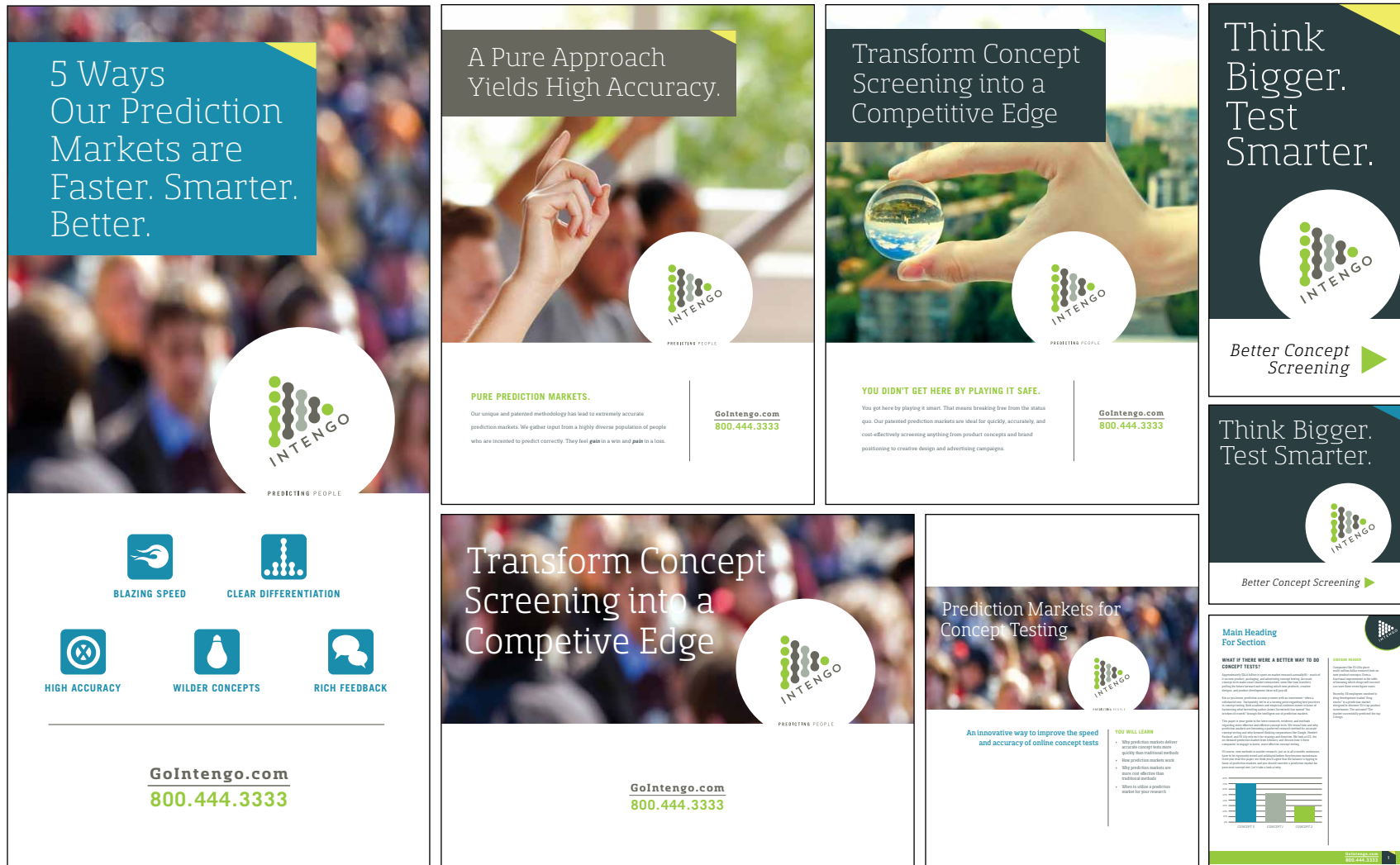R-66 G-151 B-180
HEX #3F97B5

*It is acceptable to use black as a substitute color for text.

# Corporate ID Package

# Collateral

The look & feel of our collateral was developed to be simple with bold, contrasting elements without the need for gradients and drop shadows.

# Graphic Elements

**5 Ways
Our Prediction
Markets are
Faster. Smarter.
Better.**

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BLAZING SPEED　　CLEAR DIFFERENTIATION

HIGH ACCURACY　　WILDER CONCEPTS　　RICH FEEDBACK

GoIntengo.com
800.444.3333

**5 Ways
Our Prediction
Markets are
Faster. Smarter.
Better.**
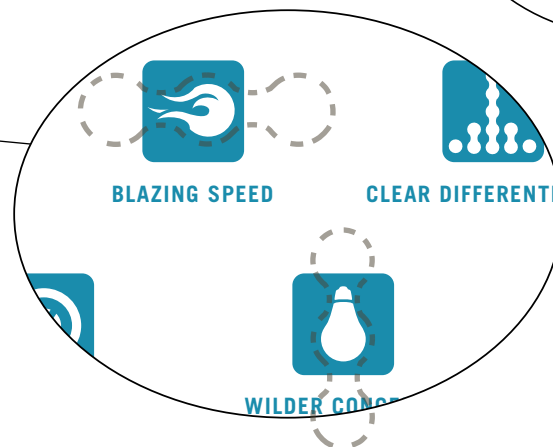
Headlines can be set off in a solid color box that bleeds off the left photo border. Use an accent color as a flag in the upper right of the headline box that contrasts boldly with the box color.

*Note: A box around the headline is not always necessary, but please make sure the headline contrasts boldly with the background photo.*

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When possible, set the logo off in a white circle that overlaps the bottom of the photo. This allows our logo to be very prominent without overpowering the message.

*Note: The tagline should be aligned with the bottom border of the photo.*

BLAZING SPEED　　CLEAR DIFFERENTI

WILDER CONC

Icons should be designed in a way that plays off the image elements of the logo. This will help us create a consistent family of icons.