IGNITE
change your world

MARKETING GUIDELINES

These guidelines are intended to protect the professional brand image presented by Ignite across all communications platforms.

Colors and fonts should remain consistent across print and digital materials. In special instances it may be appropriate to identify an additional accent font or color palate (i.e. for a signature event for which there is a large amount of event collateral to be produced). However, as much as possible fonts and colors should be limited to those listed below.

C: 100% **M:** 73% **Y:** 43% **K:** 35% **R:** 0 **G:** 59 **B:** 86 **HTML:** #003B56	**C:** 86% **M:** 43% **Y:** 10% **K:** 0% **R:** 3 **G:** 125 **B:** 179 **HTML:** #037DB3	**C:** 43% **M:** 5% **Y:** 2% **K:** 0% **R:** 135 **G:** 203 **B:** 236 **HTML:** #87CBEC

HEADING FONT: JOSEFIN SLAB

Josefin Slab is avaliable free via the Google Fonts database. Headings may also be accented by setting font in all-caps and increasing the spacing between letters.

Body Text Font: Avenir

Logo Font: FF Ernestine (not a free font, cost ~ $310)

Tag-line Font: Avenir (letter spacing, 200)

LOGO - PROPER USE

The Ignite logo is the most important element of our visual brand identity. It should be used on all communications.

The Ignite logo consists of three elements: the Ignite wordmark (that is, the name Ignite set in specially designed type), the triangle simbol, and the tagline, with a designated area of clear space surrounding these elements.

PREFERRED CONFIGURATIONS

STACKED CENTERED
with or without tagline

IGNITE
change your world

IGNITE

HORIZONTAL ALIGNED
note: versions with and without tagline are distinct in this configuration

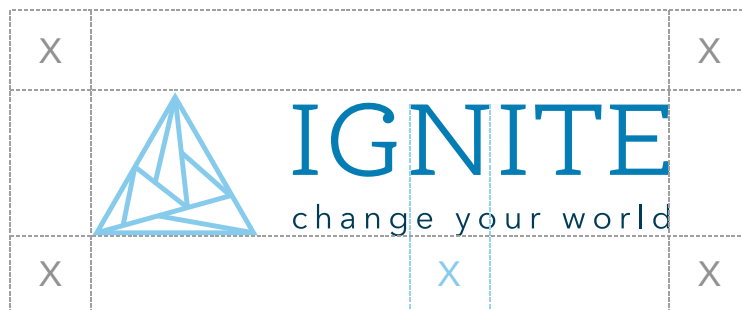**IGNITE**
change your world

IGNITE

The Ignite logo should be used with the tagline in print when the width of the printed logo in the print piece will be wider than 1.5 inches. When printed width will be less than 1.5 inches, the tagline should not be included. For digital media, both variations can be used as appropriate, however the tagline should not be included when the logo will be appearing less than 100 pixels wide.

< 1.5 in
or 100 px

IGNITE

MINIMUM CLEAR SPACE

Clear space maximizes the visual impact of the Ignite logo. The clear space may be white, or the color of the background medium, photo or color. Do not place any other trademark, logo or logotype, or any other graphic, text, photograph or illustration in the minimum clear space area. Never attach a tagline other than the included "change your world"

The diagram here shows the correct amount of space that should surround the Ignite logo. The minimum clear space is based on the height of the "N" in the wordmark.

COLOR TREATMENT

The original blues are the preferred color for the Ignite logo. However it can also reproduce as shown here.
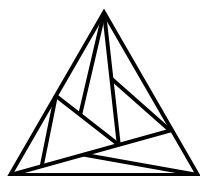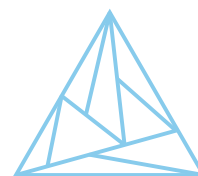
The one-color black logo is an option when working with a reduced number of colors. This version of the logo may appear as 100% black or a percent of black, no less than 30%. The logo can also be reproduced with all the elements presented as one of the three Ignite brand colors.

The Ignite logo should be reversed out in white against darker colored fields or photographic backgrounds.

The logos are supplied artwork and should never be altered from their original form, or created as a new piece of art.

ISOLATED LOGO MARK

The triangle logo symbol may be isolated and used independent of the wordmark in limited cases when it will stylistically be representing the brand within a broader designed piece. The full logo with wordmark should appear elsewhere within the piece; never should the triangle symbol appear in produced collateral that does not, elsewhere within that same, piece include the full logo.
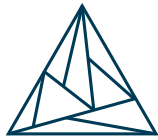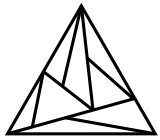
IMPROPER USE

To preserve the integrity of the Ignite logo, never alter the approved configurations, substitute elements or deviate from the guidelines outlined in this document.

Examples of improper use of the Ignite logo are listed below and are shown here.

1. Do not change the approved colors.

2. Do not attach alternate taglines to the logo.

3. Do not reposition or resize any elements.

4. Do not improperly scale the logo, mutate or otherwise distort it.

5. Do not place on a background that provides insufficient contrast for any part of the logo or compromises the readability.

6. Do not add a drop shadow.

7. Do not retype any logo element.

Ignite reserves the right to review all externally produced collateral that uses the Ignite name, logo or brand image in any way before it is finalized and distributed.

All questions regarding Ignite brand identity should be directed to Stephanie Denzer (sdenzer@sparkventures.org).