

IP Toolworks Design Guide

Primary

RGB
CMYK
HEX



200, 138, 18
21-40-10-3%
#c78b2b



66, 65, 67
68-62-58-45%
#424143



255, 255, 255
0-0-0-0%
#ffffff

Color palette:

High-impact contrast using primary colors (yellow and dark grey, with white). Reverse type white text on yellow and dark grey backgrounds.

Secondary



137, 90, 35
36-61-100-26%
#575759



206, 151, 50
19-41-96-2%
#ce9732



140, 140, 140
41-39-40-3%
#8c8c8c

Supporting graphic elements with secondary colors, additional brown and light gold, with various grays.



227, 227, 227
10-7-7-0%
#e3e3e3



102, 102, 102
60-51-51-20%
#666666



128, 128, 128
52-43-43-8%
#808080

General modern, bold aesthetic. Edge-to-edge designs with 90-degree angles.

Gotham Bold 30pt

Gotham Book 24pt

Ingra Book 20pt

Calibri Regular 12pt

- Bullet point
- Bullet point
- Bullet point

- List item
- List item
- List item

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud"



iP Toolworks
WE MAKE GOOD IP ATTORNEYS BETTER



iP Toolworks
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17 Strong Style Guide

By Ying Liang
Eng 411

Franklin Gothic Demi

Franklin Gothic Book

Franklin Gothic Demi

Franklin Gothic Book

“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.”

CAPITALIZED

Bolded

Italicized

- Unordered List Item
 - Unordered List Item
 - Unordered List Item
1. Ordered List Item
 2. Ordered List Item
 3. Ordered List Item

“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi lum dolore”

└─┘
.25 inch

TEXT

30/36 pt

H1 24/28.8 pt

H2 20/24 pt

H3 20/19.2 pt

Font specifications: size of font/leading space between lines. Paragraph text: 12 pt Arial font for readability, 14.4 pt leading, left-aligned and, non-hyphenated text for easire reading. San-serif fonts provide modern feel while Franklin Gothic has Grotesque roots reminiscent of historical news headings (a combination of old and new).

MARGINS

Bleed design: running colors and images to the edge to give modern feel, otherwise .25 (1/4th) inch margins for text and print in case bleed specifications not available.

17 Strong Style Guide



Dark Green
R73/G117/B69
C73/M33/Y86/K20

Blue
R107/G169/B213
C57/M21/Y3/K0

Yellow
R255/G215/B46
C1/M13/Y91/K0

Green
R112/G169/B70
C62/M13/Y96/K1

Light Gray
R192/G191/B189
C25/M20/Y22/K0

Dark Gray
R66/G66/B66
C67/M60/Y59/K46

COLOR

Primary and secondary color palettes: primary colors fairly monochromatic with emphasis on central, bright green based off of City of Hamilton's style guide. Conveys bright, inviting growth and sustainability. Secondary colors are accents that add a pop wherever emphasis and variety is needed.

LOGO

Proposed logo change: confusion between city branding, small text, and star/number 17 on original logo. New logo uses bold greens, is more concise, and uses the map of Hamilton neighborhoods.

Black on white and white on black options available.





Corporate Style Guide

Introduction

The purpose of this document is to define and maintain the corporate style guide for **ConnXus, Inc.** and all its company-affiliated materials and assets. Our goal is to maintain brand integrity from all aspects of design in a way that aligns with the company's values. We proudly deliver software to our clients by providing clean, modern, and simple solutions. Our branding guideline follows these core concepts. We use flush-edged designs, modern typeface, and high-contrast color combinations to provide material that is both easy to read and navigate.

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Logo Guidelines

The corporate logo is the primary graphic for the identity of the company. It has been designed for application to various forms of media. The logo must not be altered, redrawn or modified in any way.

Mono And Reversed

For certain applications, it may be necessary to use a reverse to white or black version of the logo. Only the approved alternate versions shown here may be used. Please ensure there is sufficient contrast between the logo and the background. These logos are unique and can never be altered. In the black and white versions, the circle is set to 20% & 50% opacity respectively.

Minimum Size

The logo should appear equal to or larger than any other logos, or as large as appropriate if appearing in isolation. The word “ConnXus” and the registered trademark symbol (®) must be legible. The minimum size this logo may be reproduced is 2” (50.8mm) wide, or its DPI (Dots Per Inch) equivalent.

Clear Area

No graphic or text elements can appear within the clear area around the logo. This is to preserve to logo’s integrity and maximize visual impact. The minimum clear area to be left around the logo is at least the height of the diamond in the X of the logo, as shown.

Orientation & Text Position

The logo should always appear level and horizontally oriented. It should not be tilted or rotated in any way. The text “ConnXus” may not be removed, edited, or modified in any way. The letters must be present and in their original positions. The X must be expressed by the ConnXus Mark (the X inside the circle).



Minimum size 2” wide



◆ | Diamond height: 0.23” to 3.5” logo (6.57%)



Alternative Logo

In instances where the full corporate logo cannot be used, an alternative version, the ConnXus Mark, can be applied instead. The X and the registered trademark symbol (®) must be legible in all reproductions of the logo. The minimum size this logo may be reproduced is 0.5" (12.7mm) tall, or its DPI equivalent. Clear area rules remain the same (distance relative to height of center diamond). Reverse to white and black versions of the ConnXus Mark are available as needed.

A version of the ConnXus Mark without the registered trademark symbol (®) is reserved only for 1) favicon use, and 2) app development. Size restricted from 30px by 30px to 50px by 50px.



Minimum size 0.5" tall with clear area



Unavailable for general use

Single Color Adaption

In instances where shading cannot be differentiated and the corporate logo can only be expressed in one color, for example custom apparel orders, the circle may be replaced by a circular outline.



ConnXus Cares

ConnXus Cares™ is the philanthropic arm of ConnXus, Inc. The logo is similar to the corporate logo, with a heart shape instead of a circle. The trademark symbol (™) and the registered trademark symbol (®) must be legible in all reproductions of the logo, with a minimum size of 2.5" (63.5 mm) wide, or its DPI equivalent. All other corporate logo rules apply. Mono and reverse versions available.



Minimum size 2.5" wide with clear area

Incorrect Examples

Below are a few examples of incorrect logo use. This is a non-exhaustive list. Approved instances of new graphics with the ConnXus Mark and any logo changes will be updated in this style guide as necessary. All changes require formal approval.



Color Guidelines

The main ConnXus corporate colors are black, white, red, and gray, used around 10%, 40%, 25%, and 25% of the time respectively. These colors should prominently appear in all printed and digital material, including those created specifically for ConnXus product lines. Proper use of the logo includes accurate and consistent use of color.

Primary Colors

Color	White	Red	Gray	Black
Hex	#ffffff	#ab192d	#d0d3d4	#000000
RGB	255, 255, 255	171, 25, 45	208, 211, 212	0, 0, 0
CMYK	0, 0, 0, 0	22, 100, 87, 15	17, 12, 12, 0	75, 68, 67, 90
PMS	-	187 C	427 C	Black 6 C

Supplementary Colors

In more complicated design pieces, a variety of colors may be needed. ConnXus follows a neutral scheme with a focus on simultaneous color contrast. Alternative reds are approved for accent color use.

Color	Light Red	Dark Red	Deep Gray	Medium Gray	Mid Gray
Hex	#d58b95	#79242f	#54575a	#76777b	#a8a8aa
RGB	213, 139, 149	121, 36, 47	84, 87, 90	118, 119, 123	168, 168, 170
CMYK	15, 53, 29, 0	33, 92, 73, 38	66, 56, 53, 29	56, 46, 44, 10	36, 29, 28, 0
PMS	500 C	188 C	425 C	Cool Gray 9 C	Cool Gray 6 C

Gradients

Limited use of gradients (gray to white, red to white, red to gray) may be used to achieve a certain mood.



Color Use

The official color values listed in this document should be used exclusively in the design and application of the brand. As colors can change between file conversions and color modes, only the color codes corresponding to a particular design project should be used. Colors should not be sampled between files. Hex and RGB codes should be used in all digital brand material (with RGB color space files). CMYK and PMS should be used in all commercial prints and custom products (with CMYK color space files).

Only high contrast color combinations should be used: white on black, red, and mid to dark gray.

Avoid: black on red red on black Text/images with conflicting, non-transparent backgrounds

Typeface Guidelines

With consistent use, the typeface will support the brand and make distinctive communications. Eurostile and Lato are the primary fonts for all communications. Lato (headlines and paragraph text) is used exclusively in all ConnXus applications. This font is used in combination with Eurostile for stylistic variation in ConnXus marketing material. A complimentary web font, Open Sans, has been identified for use on the ConnXus website. In the event of unavailable fonts, Verdana is a suitable replacement.

Headlines/Callouts

Eurostile Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*0

Eurostile Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*0

Paragraph Text

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*0

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*0

Lato Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*0

Lato Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*0

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*0

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*0

Script Fonts

In ConnXus Cares branding, the chosen script font is Savoye LET Plain. The stylistic choice for this font is to connect the letters together after type. All promotional material with ConnXus Cares branding shall follow this style. Alternatively, SignPainter HouseScript may be used as needed for ConnXus material.

Share Your Story

Original text in Savoye LET Plan

Share Your Story

Stylized text connecting letters per word

Savoye LET Plain

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*0

SignPainter HouseScript

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*0

SignPainter HouseScript Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*0

Text Style

Sentence case should be used in conjunction with the product capitalizations, for example:

ConnXus
SmartScrub®
TierTracker®
ConnXSmart®
Risk DeteXion™

In all application of branding, text should not be stylized in any way. Avoid all text effects, with the exception of a crisp offset drop shadow used minimally in designed material. Below is a non-exhaustive list of incorrect text styles. This style guide also applies to all ConnXus graphics and visual media.

Underline

Glow Effects

Drop Shadow

Fade/Gradient

Bevel & Emboss

Boxed Elements

Background Box

Outlines

Reflections

Acceptable Style

Flat, clean and crisp text style complements overall brand stance.

Acceptable Alternative

Crisp offset text effect with enough contrast between letters and shadow.

Brand Identity Suite

These examples show how the ConnXus identity lives within the brand identity suite. Common graphic elements are used to tie the pieces together - both with each other and with other ConnXus branded material. Assets will be revisited and revised as necessary to maintain consistency and brand integrity.

Internal & External Presentation Templates



Letter Head



2018 Letterhead

Pre-loaded body text, headings and subheadings are available in the "Styles" section to help organize your document.

Subheader

This is the body text.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

SubHeading 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

SUPPLIER MANAGEMENT MADE SIMPLE®

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Email Signature



[5155 Financial Way Suite 3](#)
[Mason, OH 45040](#)

News:

[ConnXus Announces Strategic Partnerships with Mark Labs and SynerTrade](#)
[ConnXus Introduces Diverse Marketplace and eCommerce Beta](#)

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Product Icons

Each ConnXus product line has been assigned a specific icon. The icon should be prominently displayed on all marketing pieces while still maintaining the integrity of the brand. This strategy leverages the ConnXus brand across all products while effectively conveying the benefit of each unique product line.

Product icons should appear equal to or larger than any other logos/icons, or as large as appropriate if appearing in isolation. The trademark or registered trademark symbol (™ or ®) must be legible in all reproductions of ConnXus product icons, with a minimum size of 1" (25.4mm) wide, or its DPI (Dots Per Inch) equivalent. The minimum clear area for product icons will be proportional to the icon size, 1/10th the width/height. For example, an icon 1"x1" will require clear space extending an additional 0.1" in all directions. Simplified versions of each icon will be reserved for limited use.

Tier 1 Spend



Database



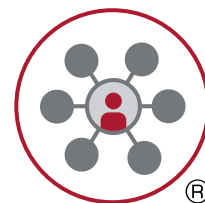
Risk Scorecard®



Risk DeteXion™



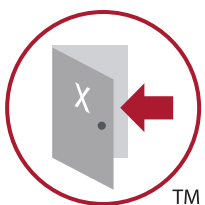
My Suppliers



TierTracker®



Portal



SmartScrub®



ConnXSmart®



My ConnXion™



SmartSearch



Economic Impact Report®



Copyrights & Trademarks

The following should be references using copyrights and trademarks that ConnXus holds:

Registered Trademark Symbol (®):

ConnXus®
ConnXus Cares®
ConnXus Platinum®
ConnXSmart®
SmartScrub®
TierTracker®
Economic Impact Report®
Risk Scorecard®
Supplier Management Made Simple®

Trademark Symbol (™):

Risk DeteXion™
MyConnXion™

Trademark Symbol Usage

In business writing and press releases, trademark symbols should only be used on the first instance of the trademarked word/phrase, or with the most prominent use. Remaining instances of the mark throughout the rest of the communication piece should be without the symbol. (For example, in a press release about our philanthropy branch, the writing should reference **ConnXus Cares®** once and **ConnXus Cares** (without the ®) in all instances thereafter. The full trademarked name and proper capitalization should always be used. As a possible exception, if the first instance of the mark is in the title, the symbol may be used on the first instance in the text. When using logos, always include the ® or ™ in every instance.