



BRAND GUIDELINES

Our identity is a valuable asset. It defines who we are, how we wish to be perceived by our customers, our employees, our partners, and our competitors.

This guide is provided to keep the brand focused and unique to ensure that our brand maintains a consistent look and feel no matter where in the world it's seen. This requires strict dedication to standards.

The logo is the core element of the Innova identity. To ensure that it is a strong representation of our company, it is vital that we all reproduce it according to the guidelines set forth in this style guide.

The approved light version of the corporate logo configuration is shown below:



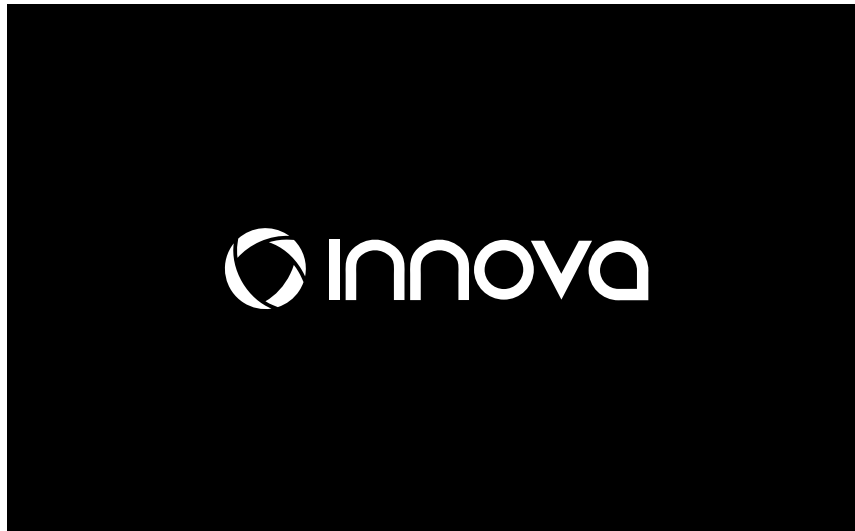
The approved dark version of the corporate logo configuration is shown below:



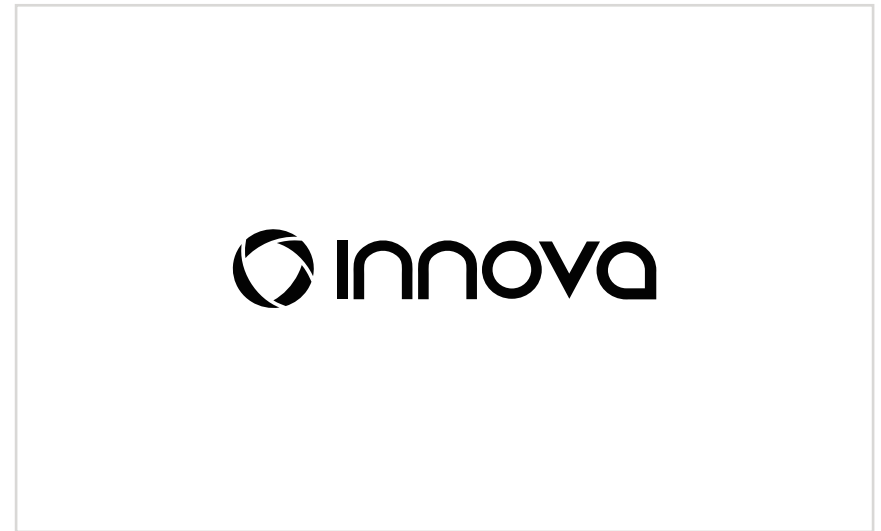
Always maintain a distinct contrast between your logo and the colour of the background on which it appears.

In some instances, the primary logo may not be appropriate given printing limitations or specific design considerations. Therefore, we have defined an alternate single colour logo. The application of this logo should be carefully considered to maintain clarity, legibility, and impact.

1. Whiteout version on black background.



2. Black version on white background.



Clear space is the minimum amount of “breathing room” maintained around our logo. The breathing space is 20% of the overall size of the logo and should be kept free of graphics, text, and other marks.

Clear space also defines the minimum distance from the logo to the edge of a printed piece. Always maintain the clear space around the logo to maximize the impact of the identity. We recommend at least 15-20% of the width of the logo size as a guide for the amount of breathing space. Therefore, we have defined an alternate grayscale logo. The application of this logo should be carefully considered to maintain clarity, legibility, and impact.

To ensure legibility of the typography and clarity of the mark, it is essential that the logotype should never be reproduced at less than 35mm in width. This is an absolute minimum, not a preferred size, and so should only be used when limited space dictates.



15-20% Breathing space



Absolute minimum size: 35mm wide

As an important piece of our brand identity, the logo must be protected through proper use.

To ensure this:

1. **DO NOT** tint or change the colour of the logo
2. **DO NOT** alter the proportions of the logo
3. **DO NOT** recompose or reformat the logo
4. **DO NOT** place the logo in a shape
5. **DO NOT** create a drop shadow
6. **DO NOT** create an outline of the logo
7. **DO NOT** incorporate the logo into body copy
8. **DO NOT** rotate the logo

✕ Do not change the colour.



✕ Do not distort.



✕ Do not rearrange



✕ Do not alter the positioning



Using brand patterns and motifs should be simple in execution.

These design elements are used to support the visual identity of Innova, to portray consistency within the brand identity. They should only be used as a 'background' element.



Use grey accent logo supplied



Use accent logo supplied at 10%-20% transparency on gradient background

The brand graphic is a valuable component of the brand identity.

The brand graphic supplied can be used alongside the light logo version as well as a background to other brand components.



Colour is one of the most important elements of a brand's identity. Your brand colours help to make your identity memorable and recognisable.

The primary colours for the Innova brand are outlined below. Consistent use of these colours will enable us to build brand recognition with our various audiences. Depending on the media in which they're applied, the representation of colours will vary slightly. For example, colours can vary from screen to screen or on different paper stock. This is perfectly normal and unavoidable.

When professionally printing, use Pantones where possible. When creating digital materials should use Hex codes where possible.



Pantone: Purple C

(Colour Bridge Coated)

C: 40%, M: 89%, Y: 0%, K: 0%

R: 187, G: 41, B: 188

Hex: #d121ea



Pantone: Reflux Blue

(Colour Bridge Coated)

C: 100%, M: 89%, Y: 0%, K: 0%

R: 38, G: 53, B: 140

Hex: #26358c



Pantone: 2612 CP

(Colour Bridge Coated)

C: 67%, M: 100%, Y: 0%, K: 5%

R: 119, G: 37, B: 131

Hex: #7200a3



Pantone: 2995 C

(Colour Bridge Coated)

C: 83%, M: 1%, Y: 0%, K: 0%

R: 0, G: 169, B: 224

Hex: #00c1ff

Pantone

Instead of combining colours via CMYK to create a composite image, a “spot” colour is a solid ink colour that is pre-mixed before printing to ensure consistency across different printed media and printing companies.

Supplied file formats: .eps

CMYK

CMYK stands for “Cyan, Magenta, Yellow, Black, and is the standard used on all offset and digital colour printers. Graphics are created by printing each colour over top of each other to create a composite colour image. Using CMYK colour outcome can vary between printers.

Supplied file formats: .eps, .jpg

RGB

For all on screen usage the RGB (red, blue, green) versions of the logo should be used. Colours will vary according to device, screen type, resolution and settings.

Supplied file formats: .eps, .png

Typography is a key element to communicate a unified personality for the brand. Our primary typeface is **Manrope**. This must be used anywhere where a strongly branded presence is needed.

AaBbCcDdEe
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !?.,;- --“”@£%&*()

Font name	Manrope
Font weights	Light, Regular, Medium, Bold and XBold
Type foundry	www.fonts.google.com
Usage	Web & Print

If Manrope is not available, our alternative typefaces are: **Helvetica Neue** or **Arial**.

When creating presentations in MS PowerPoint, Manrope Light is the recommended font to use. This is to ensure that formatting is exported correctly.

Main Heading

This is the intro paragraph size and style. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Sub heading

This is the body copy size and style. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam malesuada urna vitae malesuada ultricies. Donec pretium, augue fermentum euismod venenatis, enim nulla vulputate neque, id semper sem dolor at sem. Nullam vestibulum magna vel tortor semper tincidunt. In risus quam, aliquam eget vulputate sed, lobortis vitae eros. Duis faucibus, metus rhoncus facilisis placerat, elit neque tincidunt nunc, a posuere dui.

FONT VARIANTS

Bold

Medium

Light

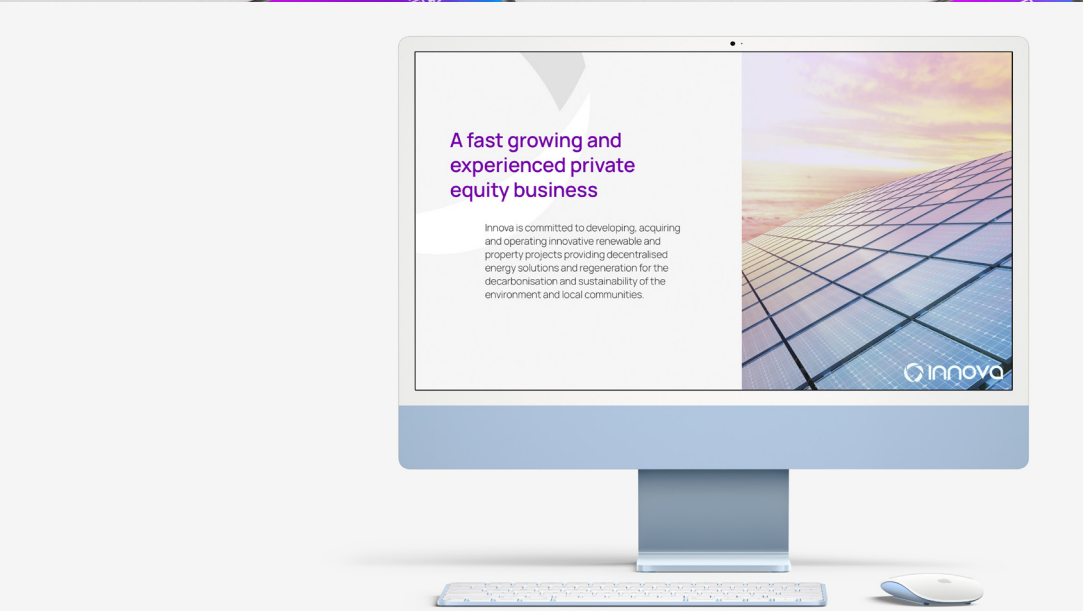
Presentations should be exported to a PDF and the PDF sent to external parties. This is to prevent Third Parties from being able to edit the presentation themselves.

There are templates available for branded presentations, letterheads and reports.

Other branded items

There is branded stationary available in both offices, or from the Marketing team, which includes, pens, notebooks, mousemats and PPE.







These guidelines are provided to maintain the integrity of the Innova brand. It is imperative that the rules set out in this document are applied consistently throughout all applications of the brand.

They are not intended to restrict or limit the brand, but to assure proper and consistent use in all applications - which may extend beyond the examples shown in this document.

For enquiries regarding these brand guidelines, please contact the branding guardian, Jiaming Green on:

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Email jjaming@innova.co.uk

Brand creators



SOZO Design Ltd (www.sozodesign.co.uk)