



Style Guide

Version 1.0 | 02/01/2019

Master Logo



The above logo is the preferred use of the asset (without the tagline). However the use of the tagline is still available when appropriate. The logo may only be used in the blue / black color or in a full white on a blue or black background. The logo should be used in a flat horizontal layout, it may not be used in a vertical or angled layout. You may use the icon in the blue / black color or in all white if used on a blue or black background.

Logo Variations



Tagline Included



Inverted Colors



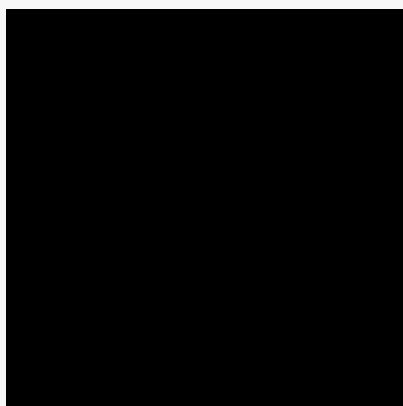
Logo Mark Only

Primary Colors



Eye-So Blue

#005398
R0 G83 B152
C100 M45 Y0 K40



Serious Black

#000000
R0 G0 B0
C100 M100 Y100 K100



Excellence Gold

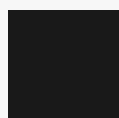
#D19C38
R209 G156 B56
C18 M39 Y93 K1

Color Palette

The above colors are the primary ISOOutsource colors. You can deviate from them when needed but only within the color palette below. Each item below represents a 10% opacity difference from the color above it. From a 100% opacity down to a 50% in the final box. Note the first color below starts with a 90% opacity, Full color is represented in the main boxes above.



#1963A1
R25 G99 B161
C84 M39 Y0 K37



#191919
R25 G25 B25
C0 M0 Y0 K90



#D5A54B
R213 G165 B75
C0 M23 Y65 K16



#3174AB
R49 G116 B171
C71 M32 Y0 K33



#313131
R49 G49 B49
C0 M0 Y0 K81



#D9AE5E
R217 G174 B94
C0 M20 Y57 K15



#4A84B5
R74 G132 B181
C59 M27 Y0 K29



#4A4A4A
R74 G74 B74
C0 Y0 M0 K71



#DCB771
R220 G183 B113
C0 M17 Y49 K14



#6395BE
R99 G149 B190
C48 M22 Y0 K25



#636363
R99 G99 B99
C0 M0 Y0 K61



#D0C084
R208 G192 B132
C0 M8 Y37 K18



#7CA5C7
R124 G165 B199
C38 M17 Y0 K22



#7C7C7C
R124 G124 B124
C0 M0 Y0 K51



#E4C997
R228 G201 B151
C0 M12 Y34 K11

The below fonts are the authorized fonts to be used. You can use either the Open Sans (light, regular, bold, or italic) as well as the Karla (regular, bold, italic, or bolditalic) as needed. You can mix the fonts within a document but a given section (excluding headers) should remain the same font.

Primary Typeface

“Almost before we knew it, we had left the ground.”

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 (@ & \$ * : ; ! ?)

Open Sans Light

“Almost before we knew it, we had left the ground.”

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 (@ & \$ * : ; ! ?)

Open Sans Regular

“Almost before we knew it, we had left the ground.”

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 (@ & \$ * : ; ! ?)

Open Sans Bold

Secondary Typeface

“Almost before we knew it, we had left the ground.”

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 (@ & \$ * : ; ! ?)

Karla Regular

Callouts

Quote

This is some quoted text

Info

This is some informational text

Title
This is some informational text

Warning

This is a warning

Title
This is a warning

Danger

It's super important that this is read

Title
This is super important

Console Text

This is some example text
Use Ctrl-Enter for a new line
Isn't this fun!

Tables

Heading1	Heading2	Heading3	Heading4
Normal	Text	Text	Text
Danger	Text	Text	Text
Warning	Text	Text	Text
Info	Text	Text	Text
Success	Text	Text	Text