



intact brand guidelines

SOFTWARE



brand guidelines

Welcome to the INTACT brand guidelines

A brand is much more than logotypes, colors, trademarks, and business card formats.

INTACT's brand is really the product of many different factors that create an overall impression of our organisation in people's minds. Our brand image is the way that people think, feel, and respond when they hear the word "INTACT."

The guidelines are here to help you create communications in the INTACT style.

With every contact we have, there is an opportunity to strengthen our brand.

We ask that all employees, suppliers and partners comply with these identity standards

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introduction

The INTACT logo is the primary communication of the INTACT brand and it should be applied consistently in every use so that INTACT's identity is readily recognisable in all communications.

Here is an overview of usage:

- It needs to be present on the front cover of every INTACT communication.
- The INTACT logo should NEVER be recreated.
- There should NEVER be any deletions or additions to the logo.
- The logo should NEVER be screened back to a percentage of its colour.
- These guidelines should ALWAYS be followed for web and digital format.



the logo

The INTACT logo comprises of three elements.

- main logo type
- descriptor
- icon

The logo is always to be accompanied by the descriptor except when the size is less than 3cm in width.

extended strapline

The logo can also be used with
the extended strapline.





logo size

The suggested size of the logo for an A4 document is 60mm by 34mm. This ensures that the logo is prominent and the strapline is legible.

logo exclusion zone

An exclusion zone of blank space should be left around the logo. This can be calculated for all sizes by using the width of the interior portion of the heart element as a measure.



PMS 307
CMYK: 100/22/2/18
RGB: 0/117/176
HTML: 0075B0



PMS 1235
CMYK: 0/36/98/0
RGB: 255/182/18
HTML: FFB612



PMS 430
CMYK: 33/18/13/40
RGB: 129/138/143
HTML: 818A8F

logo colour

The INTACT logo colours are as shown, PMS 307 blue, PMS 1235 gold and PMS 430 gray. These, or their CMYK and web equivalents are the favoured treatments for all full colour applications when used over a white.



other logo
colour treatments

The full colour logo is the preferred logo for use.



The grey logo should be limited mainly to press ads, PC produced materials and faxes.



Flat black logo should also be limited mainly to press ads, PC produced materials and faxes.



A



B



C



D



reversing out the logo

It is preferable to use the full colour logo on a white background as much as possible. However, it may be necessary to reverse the logo out of a dark colour or photograph from time to time.

A The preferred logo for reversing out of dark background colours.

using the logo with photographs

The darkness and colouration of the photo should dictate which logo is used. The options shown are preferable.

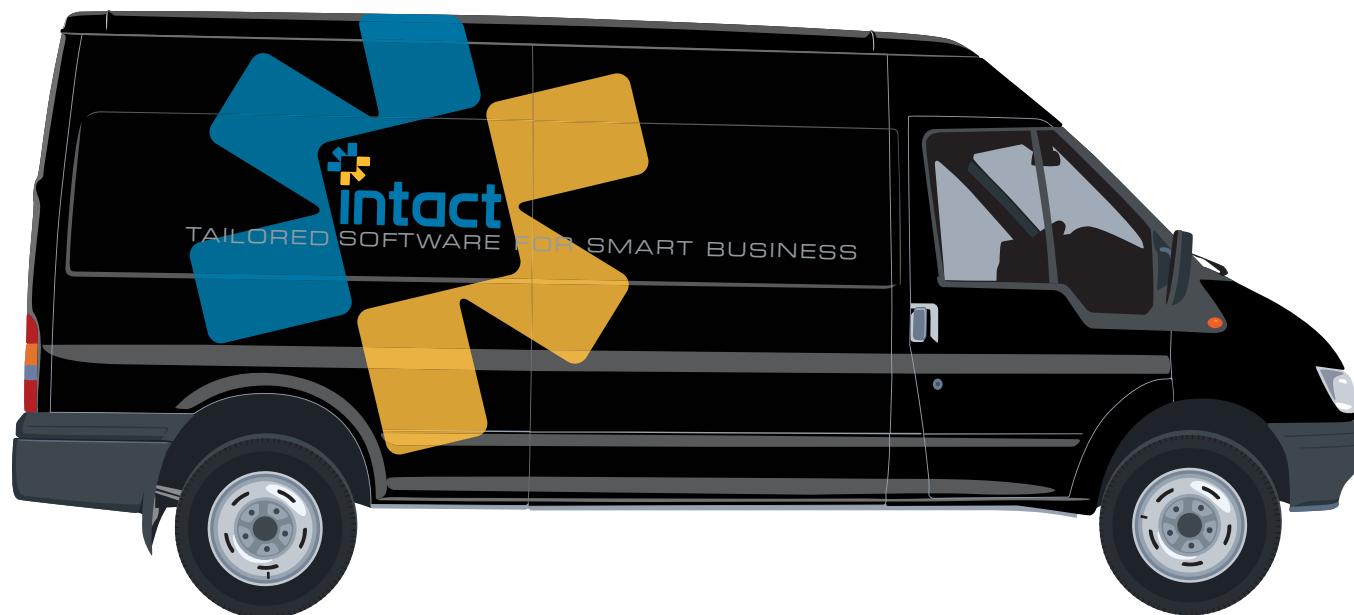
B The preferred logo for reversing out of dark pictures.

C **D** Options for using the logo on a light background.

**logo on black backgrounds**

The full colour logo can also be applied to a black background.

This should be limited to signage and livery.





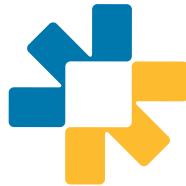
logo misuse

Here are some examples of logo misuse.

Never reproduce the logo using your own fonts or graphics.

Using the provided logo files will help avoid misuse or colour variation in most cases.

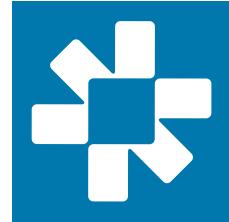




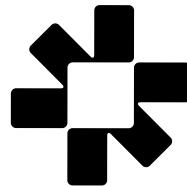
full colour icon



gray icon



reversed icon



solid black icon

the intact icon

It is permissible to use the INTACT icon as a design element.

However, it is strongly recommended that it is only used in addition to the full logo rather than completely on its own.

| Folder Name | File Name | Uses |
|--|----------------------------|---|
| INTACT FULL LOGO | IntactCMYK.eps | Full colour print (all printed colour communications) |
| | IntactGrey.eps | Black and White, Black on a colour |
| | IntactBlack.eps | Black and White, Black on a colour |
| | IntactPMS.eps | 2 spot PMS colours (Printed Stationery etc) |
| | IntactPPT.png | Power Point colour logo, or where a transparent background is needed |
| | IntactRev.eps | Reversed out white logo for print |
| | IntactRev.png | Reversed-out white logo for Power Point |
| | IntactWEB.jpg | JPEG for web or other electronic media use |
| | IntactWEB.gif | GIF version for web or other electronic media use |
| | IntactLogoW-StrapCMYK.eps | Full colour print (all printed colour communications) |
| INTACT FULL LOGO WITH STRAPLINE 'TAILORED SOFTWARE FOR SMART BUSINESS' | IntactLogoW-StrapGrey.eps | Black and White, Black on a colour |
| | IntactLogoW-StrapBlack.eps | Black and White, Black on a colour |
| | IntactLogoW-StrapPMS.eps | 2 spot PMS colours (Printed Stationery etc) |
| | IntactLogoW-StrapPPT.png | Power Point colour logo, or where a transparent background is needed |
| | IntactLogoW-StrapRev.eps | Reversed out white logo for print |
| | IntactLogoW-StrapRev.png | Reversed-out white logo for Power Point |
| | IntactLogoW-StrapWEB.jpg | JPEG for web or other electronic media use |
| | IntactLogoW-StrapWEB2.gif | GIF version for web or other electronic media use |
| | IntactOnlyCMYK.eps | Full colour print (all printed colour communications) below 30mm |
| | IntactOnlyGrey.eps | Black and White, Black on a colour below 30mm |
| INTACT LOGO WITHOUT 'SOFTWARE' | IntactOnlyBlack.eps | Black and White, Black on a colour below 30mm |
| | IntactOnlyPMS.eps | 2 spot PMS colours (Printed Stationery etc) below 30mm |
| | IntactOnlyPPT.png | Power Point colour logo, or where transparent background is needed below 30mm |
| | IntactOnlyRev.eps | Reversed-out white logo for print below 30mm |
| | IntactOnlyRev.png | Reversed-out white logo for Power Point below 30mm |
| | IntactOnlyWEB.jpg | JPEG for web or other electronic media use below 30mm |
| | IntactOnlyWEB.gif | GIF for web or other electronic media use below 30mm |
| | IntactIconCMYK.eps | Full colour print (all printed colour communications) |
| | IntactIconGrey.eps | Black and White, Black on a colour |
| | IntactIconBlack.eps | Black and White, Black on a colour |
| INTACT ICON | IntactIconPMS.eps | 2 spot PMS colours (Printed Stationery etc) |
| | IntactIconPPT.png | Power Point colour logo, or where a transparent background is needed |
| | IntactIconRev.eps | Reversed out white logo for print |
| | IntactIconRev.png | Reversed-out white logo for Power Point |
| | IntactIconWEB.jpg | JPEG for web or other electronic media use |
| | IntactIconWEB2.gif | GIF version for web or other electronic media use |

which logo, when

This matrix shows the file names and types of logos provided and the application to which they are most suited.

Individual pieces of software may require particular file types but the formats provided should cover most needs.



Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=[]';/.,!@#\$%^&*()_+}{“:?”<

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=[]';/.,!@#\$%^&*()_+}{“:?”<

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=[]';/.,!@#\$%^&*()_+}{“:?”<

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=[]';/.,!@#\$%^&*()_+}{“:?”<

fonts

The illustrated font type should be used on all INTACT documents, and promotional literature both internally and externally.

Arial has been chosen due to its wide availability and legibility.

Arial is also web friendly and should be used as the main web font.

Body copy Arial
10/13pt
Aligned left

Header Arial Bold 18pt

Commodo, ipsum sed pharetra gravida, orci magna rhoncus neque, id pulvinar odio lorem non turpis. Nullam sit amet enim. Suspendisse id velit vitae ligula volutpat condimentum. Aliquam erat volutpat. Sed quis velit. Nulla facilisi. Nulla libero. Vivamus pharetra posuere sapien. Nam consectetur. Sed aliquam, nunc eget euismod ullamcorper, lectus nunc ullamcorper orci, fermentum bibendum enim nibh eget ipsum.

Body copy Arial
10/14pt
Aligned left

Header Arial Bold 18pt

Commodo, ipsum sed pharetra gravida, orci magna rhoncus neque, id pulvinar odio lorem non turpis. Nullam sit amet enim. Suspendisse id velit vitae ligula volutpat condimentum. Aliquam erat volutpat. Sed quis velit. Nulla facilisi. Nulla libero. Vivamus pharetra posuere sapien. Nam consectetur. Sed aliquam, nunc eget euismod ullamcorper, lectus nunc ullamcorper orci, fermentum bibendum enim nibh eget ipsum.

Small text
Arial 7/9pt

Commodo, ipsum sed pharetra gravida, orci magna rhoncus neque, id pulvinar odio lorem non turpis. Nullam sit amet enim. Suspendisse id velit vitae ligula volutpat condimentum. Aliquam erat volutpat. Sed quis velit.

font size and colour

The purpose of type is to communicate a message and therefore needs to be used in an appropriate way so it is legible. It needs to be accessible for those with sight difficulties or imperfections, so sizes and leading need to reflect this.

The examples shown illustrate appropriate uses of the font.

Type should only appear in brand colours.

Care should be taken to avoid large amounts of reversed out text as this can be very difficult to read.

The smallest permissible size for copy (captions, disclaimers, editorial boxes etc) is 7pt.

