



INTELLIPLANS

INTELLIPLANS BRAND GUIDE

LOGOS

PRIMARY LOGO



INTELLIPLANS

BLACK PRIMARY LOGO



INTELLIPLANS

WHITE PRIMARY LOGO



INTELLIPLANS

LOGOMARK



BLACK LOGOMARK



WHITE LOGOMARK



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SAFE ZONE

ENSURE YOU ARE GIVING THE LOGO THE APPROPRIATE SPACING TO OTHER OBJECTS.
THERE SHOULD BE SPACE THE SIZE OF "X" BETWEEN THE LOGO AND ANY OTHER ELEMENT



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PROHIBITED USE OF THE LOGO

DO NOT ROTATE THE LOGO



DO NOT SKEW OR WARP THE LOGO



DO NOT CHANGE OR ALTER THE
COLORS



DO NOT APPLY FILTERS



NO SIMILAR BACKGROUND COLORS



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COLORS

OUR PRIMARY COLOR IS ONE MINUTE TO MIDNIGHT. IT IS SUPPORTED BY ZUNDA GREEN,



ONE MINUTE TO MIDNIGHT

#002E85

RGB 0, 46, 133

CMYK 100, 65, 0, 48

CONTRAST 12.14 (AAA)



ZUNDA GREEN

#66C532

RGB 102, 197, 50

CMYK 48, 0, 75, 23

CONTRAST 2.19 (FAIL)

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GRADIENTS



#002E85 #66C532



#66C532 #BDE6A7



#002E85 #001439



#002E85 #91A5CB



#002E85 #66C532

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FONTS

AA

OPEN SANS EXTRABOLD

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

AA

OPEN SANS SEMIBOLD

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

AA

OPEN SANS LIGHT

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

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TYPOGRAPHIC SCALE

OUR TYPOGRAPHIC SCALE IS BUILT ON THE MAJOR THIRD RATIO, WHICH HAS A SCALE FACTOR OF 1.250. IT ENSURES OUR TEXT WILL LOOK HARMONIOUS AND AVOIDS SCENARIOS WHERE IT'S HARD TO TELL OUR HEADINGS APART.

h1 3.05em (48.828px)

LOREM IPSUM

h2 2.44em (39.063px)

LOREM IPSUM DOLOR

h3 1.95em (31.25px)

LOREM IPSUM DOLOR SIT AMET

h4 1.56em (25px)

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING

h5 1.25em (20px)

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING

Body text 1em (16px)

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING

Caption text 0.8em (12.8px)

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING

Small print 0.64em (10.24px)

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING