

INOVATIV™

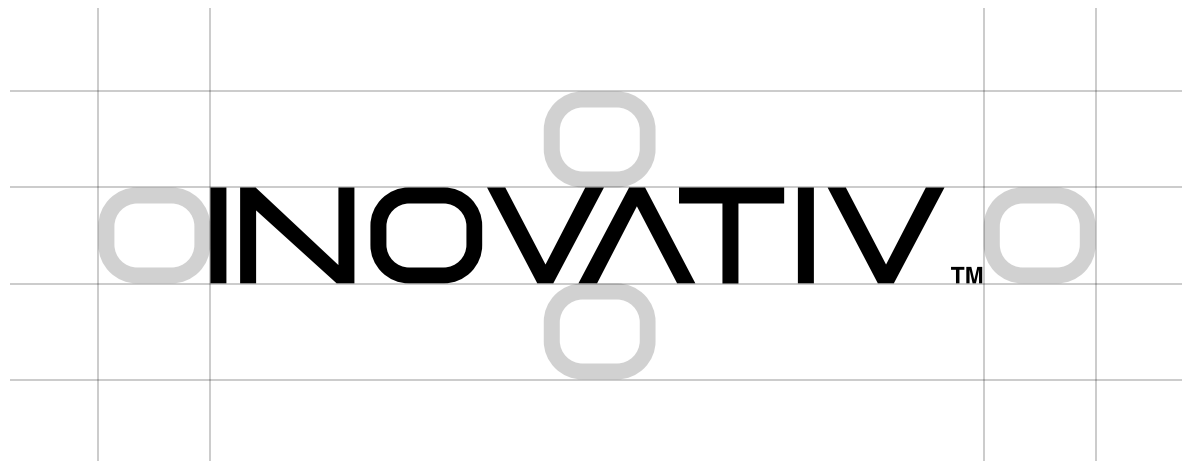


Brand  
Style **Guide**

INOVATIV<sup>TM</sup>

INOVATIV<sup>TM</sup>

INOVATIV<sup>TM</sup>



To ensure legibility, always keep a minimum clear space around the logo. This space isolates the logo mark from any competing graphic elements like other logos or body copy that might conflict with or overcrowd.

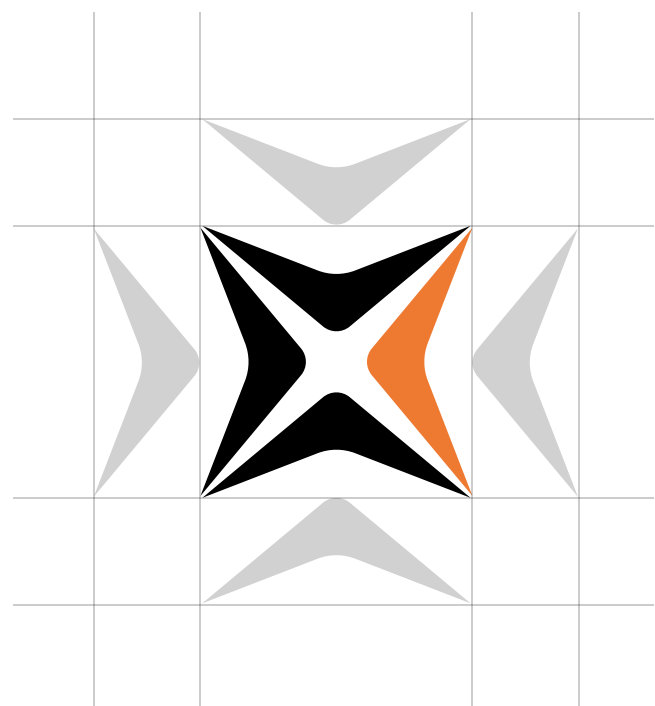
The minimum clear space for the logotype is defined as the height of the “O” letter.

---

The new logo lockup no longer includes the logo mark (seen next slides). For consistency, the mark should no longer be used in proximity to the LogoType.







To ensure legibility, always keep a minimum clear space around the mark. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with or overcrowd.

The minimum clear space for the mark is defined as the width of one of the mark waves

---

The Logo Mark is no longer part of the logo lockup, and thus should be used as a supporting graphical element only.

MAIN COLORS

Jaffa

HEX: #EE7A32  
RGB: 238, 122, 50  
HSL: 23, 84.7%, 56.5%  
CMYK: 0, 49, 79, 7



Usage: Accent Elements / Main Call to Actions / Elements Roll Overs

Hot Cinnamon

HEX: #D86720  
RGB: 216, 103, 32  
HSL: 23.2, 74.2%, 48.6%  
CMYK: 0, 52, 85, 15

Usage: Background / Text Roll Over

SECONDARY COLORS

Jambalaya

HEX: #502412

RGB: 80, 36, 18

HSL: 17.4, 63.3%, 19.2%

CMYK: 0, 55, 78, 69

Usage: Background

West Coast

HEX: #65431B

RGB: 101, 67, 27

HSL: 32.4, 57.8%, 25.1%

CMYK: 0, 34, 73, 60

Usage: Background

Timber Green

HEX: #182B25

RGB: 24, 43, 37

HSL: 161.1, 28.4%, 13.1%

CMYK: 44, 0, 14, 83

Usage: Background

Pure Black

HEX: #000000

RGB: 0, 0, 0

HSL: 0, 0%, 0%

CMYK: NaN, NaN, NaN,100

Usage: Text Color / Background

Pure White

HEX: #ffffff

RGB: 255, 255, 255

HSL: 0, 0%, 100%

CMYK: 0, 0, 0, 0

Usage: Text Color / Background

Silver

HEX: #D4D4D4

RGB: 212, 212, 212

HSL: 0, 0%, 83%

CMYK: 20, 14, 15, 0

Usage: Background

Aa

MICRO FLF

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

Used for primary information such as headings, subheadings, menus, call to actions and main body description. This font features a strong, modern / futuristic style.

Aa

HELVETICA

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

Used for secondary level information such as notifications, secondary level labels in uppercase, small body descriptions, due to flexibility in weights and readability.

# Heading 1

Micro FLF Regular, Font size: 70px  
Usage: Main Slider

## Heading 2 / **Bold**

Micro FLF Regular + Bold, Font size: 44px  
Usage: Sections headings like “Explore by Application”, “Contact”, “Need Help”, “About” etc. or page names like “Shop”.

### Heading 3

Micro FLF Regular, Font size: 32px  
Usage: Product names in “Learn” section, features names on landing pages.

#### Heading 4 / **Bold**

Micro FLF Regular + Bold, Font size: 22px  
Usage: Join Newsletter, Explore by Application tabs & Product Specs tabs.

##### Heading 5 / **Bold**

Micro FLF Regular + Bold, Font size: 16px  
Usage: Text Fields, Product Category, Product Price, Product Options & Add-Ons.

###### Heading 6

Micro FLF Regular, Font size: 14px  
Usage: Footer Menus, Slider Numerotations & “Starting at” price label for products.

###### LABEL MAIN

Micro FLF, Font size: 14px, Uppercase  
Usage: Section labels like “Popular Products” & main content that should be labeled but not necessary to have bigger heading.

###### LABEL SECONDARY

Helvetica Regular, Font size: 14px, Uppercase  
Usage: Notifaction bars, footer labels & copyright.

###### BODY MAIN

Mauris ut lobortis tortor, at ornare nunc. Fusce bibendum est nibh. Morbi nec dictum dolor, et ultrices felis. Praesent eleifend pulvinar eros, et molestie augue faucibus ut. Morbi sed neque ut ex tempor sagittis.

Micro FLF Regular, Font size: 18px  
Usage: Secondary level information description, usually 2-3 sentences.

###### BODY SECONDARY

Mauris ut lobortis tortor, at ornare nunc. Fusce bibendum est nibh. Morbi nec dictum dolor, et ultrices felis. Praesent eleifend pulvinar eros, et molestie augue faucibus ut. Morbi sed neque ut ex tempor sagittis.

Helvetica Regular, Font size: 14px  
Usage: Secondary level information description, usually 2-3 sentences.

###### MAIN CTA OPT 1

Micro FLF Regular, Font size: 18px



###### MAIN CTA OPT 2

Micro FLF Regular, Font size: 18px



###### SECONDARY CTA

Micro FLF Regular, Font size: 14px





# The Brand Feeling

This gallery is intended to express the feeling of the brand, products and how those should be perceived.

Color inspiration, textures, product shots and fonts approach - those should help INOVATIV team better understand how to represent products to achieve the modern, futuristic, industrial, clean approach to keep those inline with logo and website design.

