

Invity.io Brand Guidelines

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Last updated November 2020

Invity Brand Guidelines

Logo – Color Version



Use the horizontal color version of the Invity logo whenever technologically possible and appropriate. When not possible, use the black and white version.

Both versions are available as vector images in EPS and PDF formats and as raster images in PNG. RGB color models are available for displays and CMYK for print.

Invity Brand Guidelines

Logo – Black & White Version



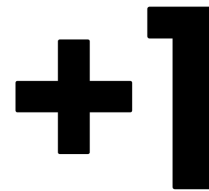
+Invity

If it is not technologically possible or appropriate to use the color version, the black and white version can be used.

Both versions are available as vector images in EPS and PDF formats and as raster images in PNG. RGB color models are available for displays and CMYK for print.

Invity Brand Guidelines

Symbol



A separate symbol may be used as an additional graphic element, but only if it is in clear connection with the Invity brand.

Examples where a symbol may be appropriate include

- a.) printed mailings where the full name of Invity and perhaps the full logo are included,
- b.) printing on promotional items distributed directly by Invity.

It is not permissible to use the symbol without any graphic or factual connection with the Invity company.

Invity Brand Guidelines

Color – Primary



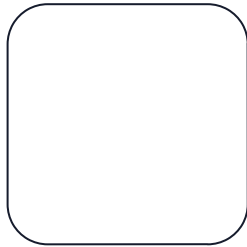
Invity Blue

HEX #1481D1

RGB 20 – 129 – 209

CMYK 90 – 38 – 0 – 18

Colors – Secondary



White

HEX #ffffff

RGB 255 – 255 – 255

CMYK 0 – 0 – 0 – 0



Black-ish

HEX #161C2D

RGB 22 – 28 – 45

CMYK 51 – 38 – 0 – 82

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Safe Space



The safe space is a blank space around the logo that should not contain any other graphic elements or text that is not part of the logo.

The safe space extends out from the logo a distance equivalent to the brand symbol, the stylized number 1.

Invity Brand Guidelines

Improper Uses



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Redesigning or modifying the shape or colors of the logo is not permitted. Only the appropriate version of the prepared logo or symbol may be used.

Invity Brand Guidelines

Typefaces – Primary

DINPro Medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789.:,;(*!?)

Typography is a major part of the Invity brand. The DINPro family of fonts promotes legibility and accessibility and should be used whenever technologically possible and appropriate.

Use DINPro Medium for headings and subheadings.

DINPro Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789.:,;(*!?)

Use DINPro Light for body texts.

Typefaces – Secondary

Roboto Regular

abcdefghijklmnopqrstuvwxy^z

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789.:;(*!?)

If it is not technologically possible or appropriate to use the DINPro family, secondary fonts may be used. All secondary fonts are open-source web fonts available through Google Fonts.

In general, use Roboto Regular or Roboto Bold for headings and subheadings.

Lato Regular

abcdefghijklmnopqrstuvwxy^z

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789.:;(*!?)

In general, use Lato Regular or Lato Bold for body texts.

Invity Brand Guidelines

Social Media

Facebook	<u>@invity.io</u>
Instagram	<u>@invity.io</u>
LinkedIn	<u>Invity.io</u>
Reddit	<u>u/InvityIO</u>
Twitter	<u>@invity_io</u>

Be sure to link to and interact with the official Invity social media accounts.

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