

Brand Guidelines

Introduction

This document is your essential resource for understanding and implementing our brand's visual language.

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Logo

Logo

The primary logo in the default and most-used version of our logo, ensuring immediate brand recognition.

IIR Stacked Logo



IIR Single-Line Logo



Logo Backgrounds

Our logo is designed for versatility.
Always select a background color or
image that provides sufficient contrast
to ensure the logo is clearly visible and
maintains its integrity.

IIR Stacked Logo



Logo Backgrounds

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IIR Single-Line Logo



Logo Misuses

To protect our brand's integrity, the logo must never be altered. Avoid stretching, rotating, re-coloring, or adding effects. Proper and consistent use is essential.



Do not skew or stretch the logo. The proportions of the logos should not be altered in any way.



Do not skew or stretch the logo. The proportions of the logos should not be altered in any way.



Do not change the colors of any individual character of the logo.



Do not change the orientation of the logo by rotating it anyway.



Do not apply strokes on the logo.



Do not modify any parts of the logo.



Do not modify any parts of the logo.

Colors

Color Palette

Color is a fundamental element of our brand identity, evoking emotion and setting the tone for our visual communication. Our palette is divided into primary and accent colors.

Primary colors form the foundation of our brand, while accent and custom shades provide flexibility for a vibrant and dynamic visual language.

Primary Colors				Accent Colors			
Dark Blue				Orange			
				HEX:	#f88D2B		
				RGB:	0, 0, 0		
				CYMK:	0, 0, 0, 0		
Medium Blue				Teal			
				HEX:	#04757F		
				RGB:	0, 0, 0		
				CYMK:	0, 0, 0, 0		
Light Blue				White			
				HEX:	#FFFFFF		
				RGB:	0, 0, 0		
				CYMK:	0, 0, 0, 0		
				Light Grey			
				HEX:	#F7F9FB		
				RGB:	0, 0, 0		
				CYMK:	0, 0, 0, 0		
				Dark Grey			
				HEX:	#ACACAC		
				RGB:	0, 0, 0		
				CYMK:	0, 0, 0, 0		
HEX:	#00263D	HEX:	#194F90	HEX:	#4197CB	HEX:	
RGB:	0, 0, 0	RGB:	0, 0, 0	RGB:	0, 0, 0	RGB:	0, 0, 0
CYMK:	0, 0, 0, 0	CYMK:	0, 0, 0, 0	CYMK:	0, 0, 0, 0	CYMK:	0, 0, 0, 0

Typography

Typeface

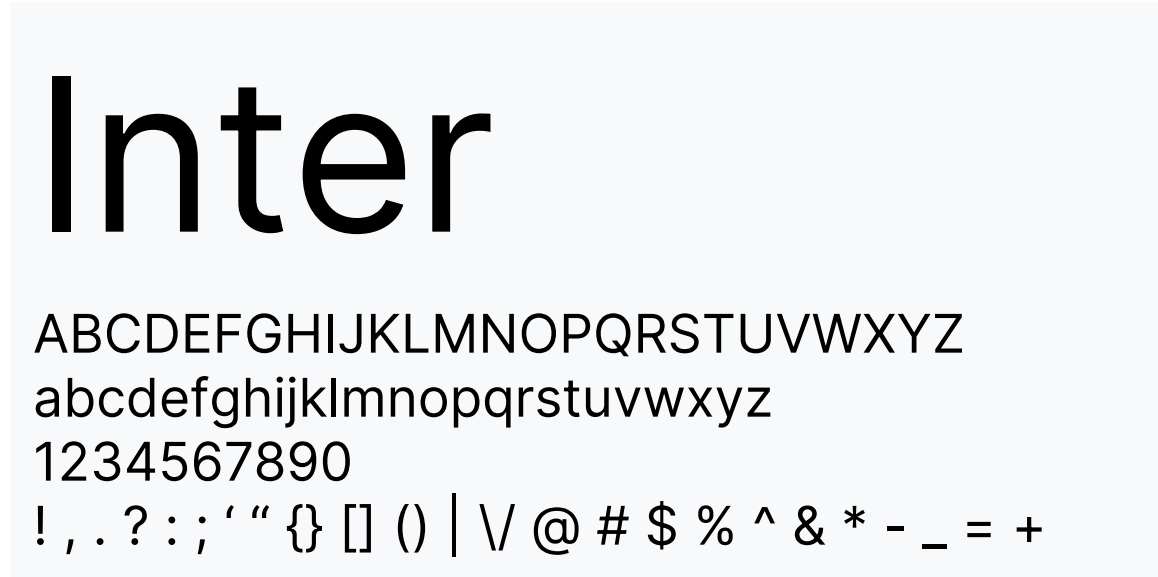
Our brand typeface is Inter. Its clean, modern, and highly legible letterforms reflect our brand's personality: confident, clear and approachable.

This versatile font family is used across all brand communications to create a consistent and unified typographic voice.

Typeface



Regular



Bold



Semibold



Italic



Bold Italic



Semibold Italic



Type Hierarchy

Our type hierarchy uses distinct weights and sizes to create clear and scannable content. Follow this structure for headers, sub-headers, and body text to ensure legibility and consistency.

Header: Inter Bold

Make it short and catchy

Sub-Header: Inter Semibold

Inter Semibold font should go here. This will be used on subtitles in documents. Am estrum sam endis am etur

Paragraph Section Titles: Inter Medium

Inter Medium should go here. This should be used for titles that separate sections in a paragraph. Acilia sitasi restinit moluptatur?

Body Text: Inter Regular

Inter regular font should go here. As ipitisit laut volor sequi vit volorecto et etus magnihil imi, que nobitatem sitatur reium fugitaqui doloriatest plabo. Et auta doluptat. Laudandam assum exeribus voluptae prepro cupitatures aut omnihit, solenie ndaestrum