

innervate

Brand Guidelines



Identity Manual

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Our Mission

Fortune 500 marketers have invested significant resources in CX tools and teams, yet struggle to keep up with an ever-expanding list of CX projects.

Innervate provides lightweight connective infrastructure to simply and seamlessly network all backend CX systems to deliver modern Dynamic Customer Experiences across all digital customer touchpoints.

With Innervate, global marketing teams realize near-immediate benefits by seamlessly rolling out Dynamic CX use cases across their existing tech stacks and teams – inexpensively, at their own pace.

Logo

Logo | Concept | Clearspace & Sizing
Logo Usage | Improper Usage

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Full color

Powering simple, modern Dynamic Customer Experience
use cases for the Fortune 500

Concept



The Innervate logo conveys multiple concepts.

Firstly, Innervate unites the MarTach, CMS, and AdTech systems seamlessly across all customer experiences. Represented by the colored dots connected by a single word.

Secondly, once a CX use case is innervated, scaling to additional use cases is simple across channels, systems, and teams. Shown by each dots color spreading through the letters.

Thirdly, CX use cases limitlessly connect to customer-facing channels, which is conveyed in the letter "t" as a facial profile.

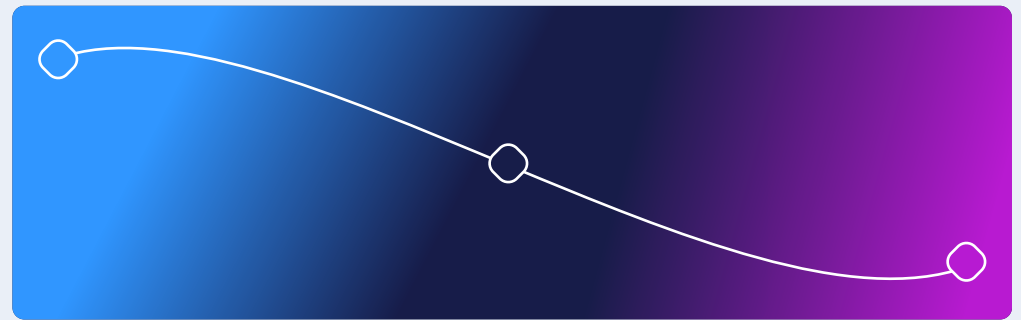


Color Meaning



The gradual transition from blue to violet implies the simple unification between an idea and action, between a use case and a customer-facing connection smoothly traveling through a dark space toward illumination.

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COLORS



#3197FF



#181F4A



#B71AD2

Clearspace & Sizing



Clearspace

The Innervate logo should always be surrounded by a minimum area of space. A margin of clear space equivalent to the x-height of 'innervate' is drawn around the logo to create the invisible boundary of the area of isolation.

Minimum Sizing

There are no predetermined sizes for the Innervate logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility.



Maximum Sizing

There is no preset maximum size for the Innervate logo.

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Digital: 100px width
Print: 0.5 inch width

Logo Usage



The Innervate logo should be used in the main Innervate full color or white.

The white logo is ideal for use over images and colored backgrounds.

The dark blue logo can be used in rare situations, for example monotone print but should be generally avoided.

The black logo can be used in rare situations but should be generally avoided.

When placing over photography, ensure contrast by placing over dark area, find negative space.

The logo is displayed in its full color, with a blue 'i', dark blue 'nnervate', and a purple 'e'.

Full color

The logo is white and centered on a solid purple rectangular background.

White on solid

The logo is white and centered over a blue image background featuring a glowing, wavy pattern of dots.

White on image

The logo is dark blue and centered on a plain white rectangular background.

Dark blue

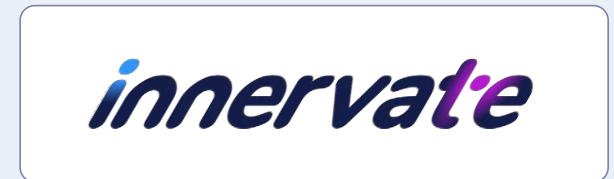
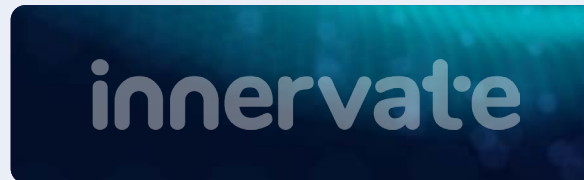
The logo is black and centered on a plain white rectangular background.

Black

Improper Usage



1. DON'T stretch, or alter the logo in any way
2. DON'T place the logo over colors other than specified
3. DON'T apply transparency effects to the logo
4. DON'T use gradients in the logo
5. DON'T add drop shadows, bevels, or other styles and effects
6. DON'T rotate the logo
7. DON'T recolor logo dots
8. DON'T distort, or alter the logo in any way



Colors



Primary Color | Secondary Color | Gradients

Primary Colors



Violet

Hex #B81AD1
RGB 184-26-209
CMYK 45-86-0-0

White

Hex #FFFFFF
RGB 255-255-255
CMYK 0-0-0-0

Dark blue

Hex #181F4A
RGB 24-31-74
CMYK 100-94-39-41

Blue

Hex #3096FF
RGB 48-150-255
CMYK 68-37-0-0

Secondary Colors



Grey

Hex #8082A8
RGB 128-130-168
CMYK 55-48-17-0

Dark grey

Hex #272733
RGB 39-39-51
CMYK 78-72-54-61

Light blue

Hex #00BFFF
RGB 0-91-255
CMYK 63-6-0-0

Purple

Hex #590E66
RGB 89-14-102
CMYK 62-100-0-36

Pink

Hex #EC008C
RGB 184-26-209
CMYK 0-100-0-0

Light grey

Hex #CCD7EB
RGB 204-215-235
CMYK 18-10-1-0

Green

Hex #32D974
RGB 50-217-116
CMYK 65-0-77-0

Mid grey

Hex #53556E
RGB 83-85-110
CMYK 71-65-38-19

Gradients



Blue gradient

Radial
Light blue > Blue > Dark blue

Violet gradient

Radial
Pink > Violet > Purple

Mix gradient

Radial
Light blue > Blue > Dark blue > Pink > Violet > Purple

Typography



Font Family | Styles

Font Family

• Poppins

Our main typeface is the Poppins font family. This fonts open feel is great for readability in both headlines and paragraph copy, with a wide range of weights providing a playful, modern, natural, and professional look.

Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()<>?/

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()<>?/

Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()<>?/

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()<>?/

Styles

- **Masthead / 48pt / Bold**

Headline 1 / 36pt / Medium

Headline 2 / 24pt / Medium

Subtitle 1 / 18pt / Medium

Body 1 / 18pt / Regular

Body 2 / 16pt / Regular

Body 3 / 14pt / Regular

Button / 14pt / SemiBold

Patterns

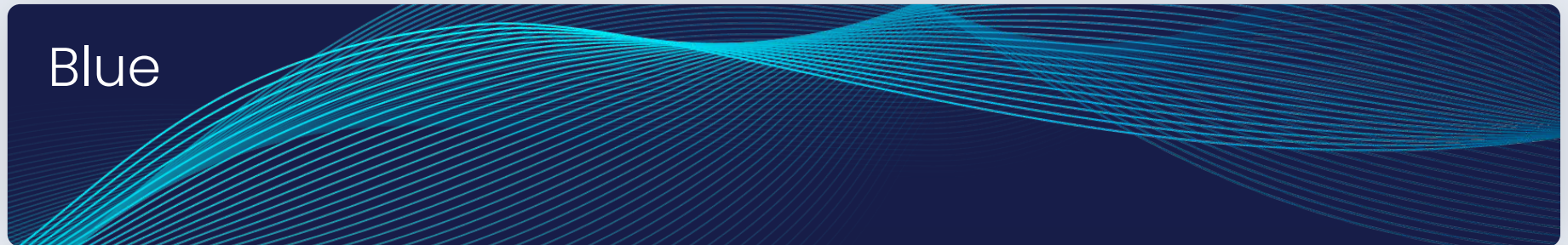


Waves

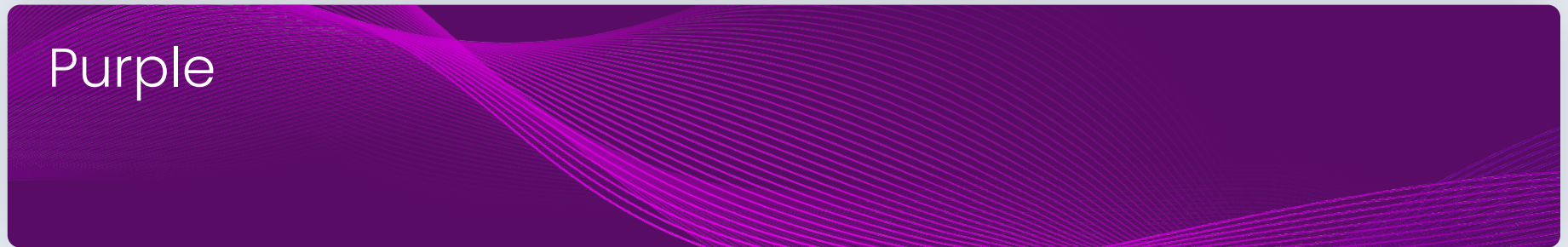
Waves



Blue



Purple



Mix



Imagery



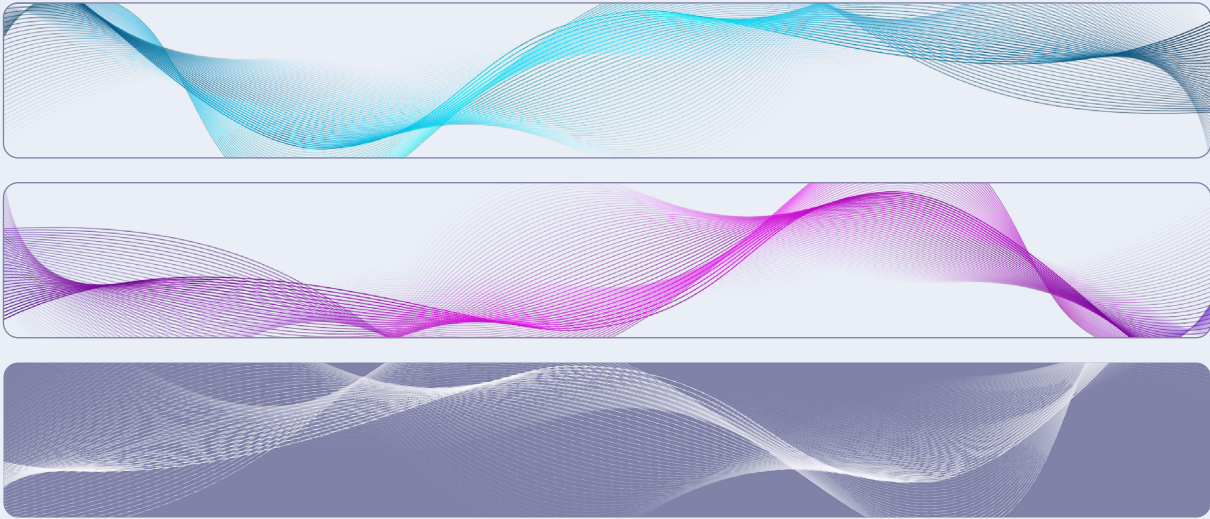
Inspiration | Assets | Icons



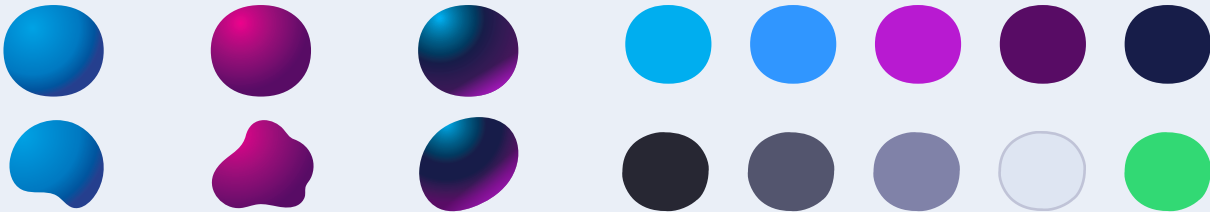
Assets



Waves



Bubbles



Icons

•



Samples



Corporate Identity | Extras



