

# Powered by Inovonics and AuthorizedPlus Logo Branding Guidelines

## Format

The Inovonics Powered by Inovonics and AuthorizedPlus logos are two color, offset icon, vector logos. It is inclusive of both the icon and the words Inovonics and either Powered by or AuthorizedPlus and may not be used separate of the icon. Color wise, the logos may be used as a two color, all black, or white knockout format with black background only. See “Approved Uses” below.

## Color Specifications

Pantone: 5405 C  
RGB: 59.110.143  
HEX: 3a6f8f

Pantone: 377 C  
RGB: 120.162.47  
HEX: #78a22f

## Approved Uses



## Print Format

- .ai or .eps preferred
- 300 dpi .tiff or .jpeg may be used

## Web Format

- Web optimized, 100% quality .png, .jpg, .gif
- .png preferred if transparent

## Spacing and Alignment

### Spacing

- Margin areas must be maintained at least the height of the logo on all sides from any content element or edge of page.
- Special approved exceptions can be made under the logo, reducing the **bottom margin** to half the height of the letters in the logo.

### Alignment

- **Text aligned** to the logo must be aligned to the leading edge of the letters, not the icon.

### Restrictions

- Misrepresentation of the Inovonics *Powered by* and/or *AuthorizedPlus* logo is prohibited.
- Only the approved versions of the Inovonics logo may be used. The logo may not be altered in any way, including changing typeface, colors or aspect ratio.
- The logo may not be used to replace the company title in a sentence or headline. It may only be used as a stand alone design element.
- Do not add boxes around the logo, bend or slant the logo, or place it on its side.
- Do not copy the logo from the Inovonics website and paste into a document. Images on the site are low resolution and will not work in printed publications. Please request appropriate file types from [marketing@inovonics.com](mailto:marketing@inovonics.com).

