

Inovonics Logo & Co-Branding Guidelines

Format and color

The Inovonics logo is a two color, offset icon, vector logo. It is inclusive of both the icon and the word Inovonics and may not be used separately.

The logo is available as a two color, black, or white knockout format.

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

Color

Inovonics green: Pantone PMS 377 C, RGB 120.162.47, CMYK 45.0.100.24



Spacing and alignment

Spacing

- Variable 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.



Exceptions

An exception to this requirement is on Inovonics product hardware and must be approved prior by Inovonics Product Management and Marketing.

Restrictions

- Misrepresentation of the Inovonics 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.
- Using the logo as a watermark is not permitted.
- 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 or publications being prepared for posting online. Several formats and versions of the logo are available from Inovonics in our online press kit or directly from the marcom department.

Co-Branding Rules

The Powered by Inovonics variant maintains all of the same design and layout considerations of the Inovonics logo, with the sole exception of the lower variable margin. A margin equal or greater to the height of the logo must be maintained at all times.

