



InnovaLang

BRAND GUIDELINES

This booklet catalogues the specific colors, fonts, logos, imagery, applications, etc. - Of your identity brand.

Clear directions on how to communicate a brand effectively.



Company Info:

InnovaLang is an advanced language service provider focused on translation services, managed by a dynamic and close-knit team, which works exclusively with qualified professionals and the very latest technology.

The InnovaLang name itself stands for both "Innovation in Languages" and "Language of Innovation". Our working method is based on the most stringent quality requirements, with an industrial approach that enables us to meet all demands quickly and efficiently, while paying close attention to every detail.

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Primary full color

How the brand logo should be used

Whenever the design is used for printed material, vector formats should be used: AI / EPS / PDF

For screen options you can use the transparent PNG format versions.

The symbol and typography should never be distorted.



Positive full color



Positive



Negative

Versions in which the design can be used

The design can be used in any of its different options. Lateral, Central/ Vertical, text or icon independently.

The direction and criteria of the client will dictate which logo format to use for each occasion.

The present logotype perfectly fits in both red and B/W versions.



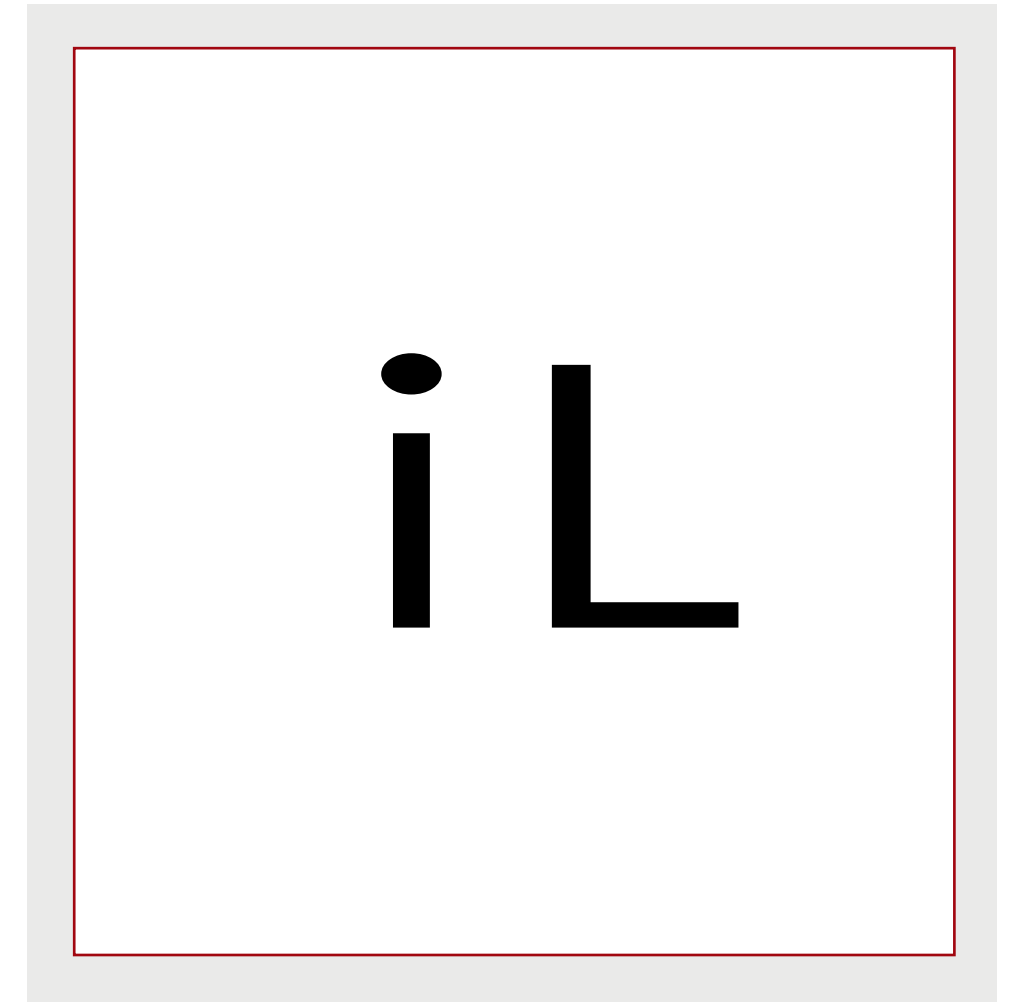
Elegant and perfect for use in stationery. This format may be used on different elements, provided there is space enough for use, central elements, vertical designs, etc.

Strong and solid, this variation is perfect for use in a wide variety of applications.

The most adjustable version due to its form, adapts to web, stationery, and in general for the brand.

Strong and solid, this variation is perfect for use in a wide variety of applications.

Logotype Concept Idea and Design



The main idea of the design is based on the concept of using the company name iconic letters "iL" and the shape of a person interacting with each other, all within a solid circular shape, delivering a clear message and an aesthetic that are consistent with the font of our brand, with all that follows in terms of acknowledgement and trademark weight.



How to use your logo over images

There are basic and logical guidelines for properly using any design.

These bases are for unicolor backgrounds, images or video.

- ❌ It is recommended not to use the white version of any logo on light / white / yellow backgrounds.
- ❌ It is recommended not to use the full color version of any logo on its analog color.
More info:
https://en.wikipedia.org/wiki/Analogous_colors
- ❌ It is recommended not to use the black version of any logo on dark backgrounds / black.
- ✅ As for: backgrounds of many different colors or videos, it must be kept in mind that the legibility of the logo can not be lost.
- ✅ For watermarks the logo can be used in a very clear hue over white, as its function is not highlighted.



Typography

InnovaLang

Font Name

Dunkin

+

Futura Bk BT

The above fonts can be used in slogans/ tag line
/ website / extra info / etc.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ

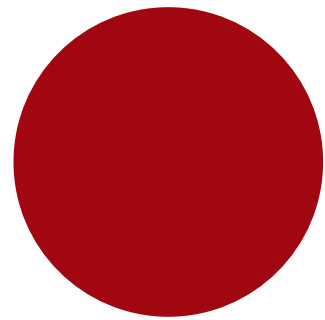
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ



Color Palette

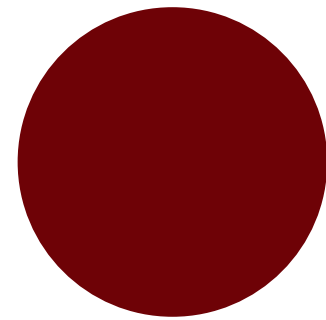
PRIMARY COLORS

SECONDARY COLORS



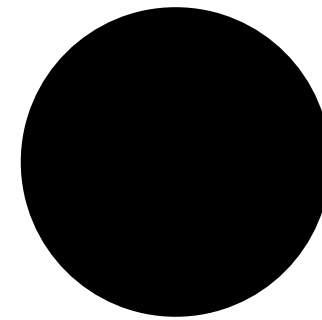
Red Garnet

RGB 161 / 7 / 16
CMYK 24 / 100 / 100 / 21
#A10710



Dark Red Garnet

RGB 110 / 2 / 6
CMYK 32 / 100 / 100 / 47
#6E0206



Black

RGB 0 / 0 / 0
CMYK 75 / 68 / 67 / 90
#000000



The present logotype perfectly fits in both red and B/W versions.



Applications

The logo symbol has a great freedom of use on images, video buttons, favicon or as a watermark.

Media

The logo supports large reductions. For screen applications you can use any format.

Decoration

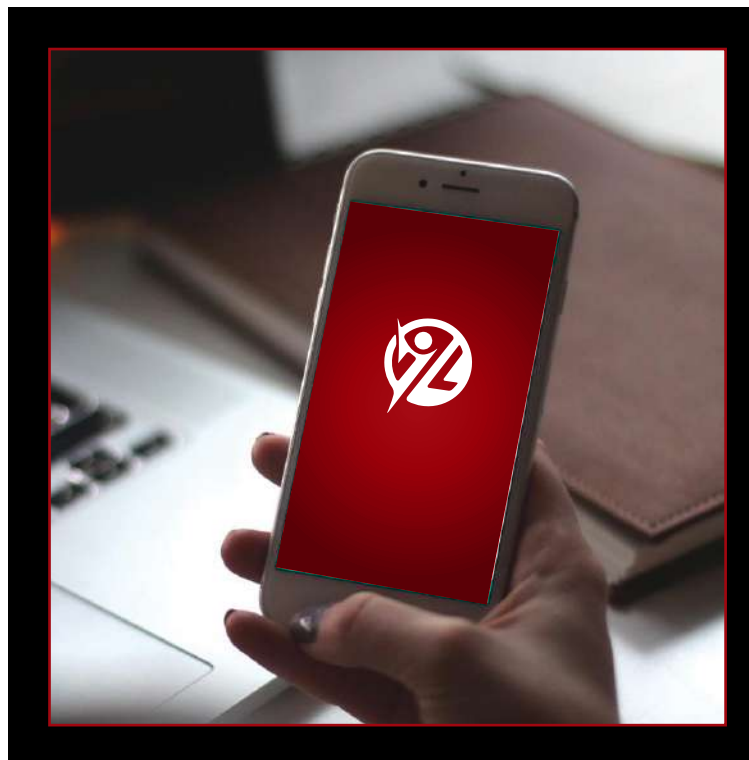
Can be used in metal, wood or any other decorative material. Recommended use: vector formats. .AI / .EPS

Photo / Video

White logo, opacity 20% (opacity may vary depending on the desired effect). Recommended use: Vector or PNG Fotmat, for video /media pics.

Prints

For the creation of printed elements recommended use: vector formats .AI / .EPS



Clothing Applications

The application of the design in clothing or other articles of merchandise in any of its variations, is possible and easy, due to the small amount of colors that the design uses in its full color version, it also happens in its B / W versions.

The design can be applied by screen printing, printing or embroidery, depending on the desired appearance and the piece where it will be applied.

For garments or other articles, the brand colors may always be used as a background or some piece of the article.



Behind the Design



Winning design by Gabriel Maiorano

99designs



Gabriel Maiorano

Experience skill set

Logo Design

3D model

Brand Identity

Illustration

Web Design

Game/ APP UI

Audiovisual Designer and Marketing Specialist.

over 18 years experience in creating products, brands, corporate identity, Ads and 2D / 3D animation and modelling.

Over 8 years experience in marketing and business functionality to different targets.



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Glossary / Terms

RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

CYMK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).



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