

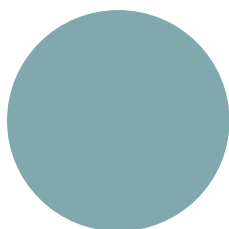
BRAND VISUAL  
IDENTITY GUIDELINES



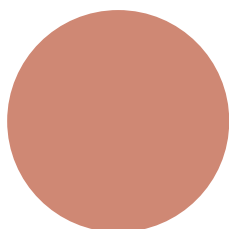
**itovi**

## BRAND COLORS

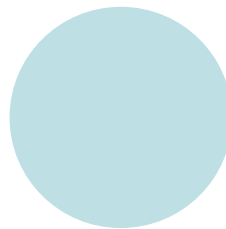
## Primary Colors



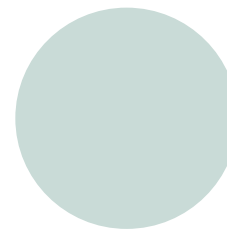
Hex: #82A9AD  
RGB: 130, 169, 173



Hex: #CF8974  
RGB: 207, 137, 116



Hex: #BDDFE3  
RGB: 189, 223, 227

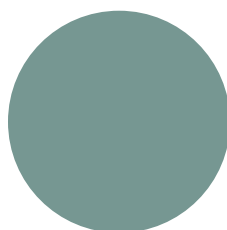


Hex: #C9DAD6  
RGB: 201, 218, 214

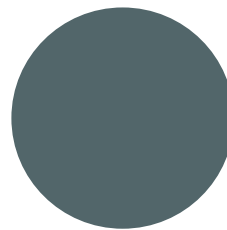
## Secondary Colors



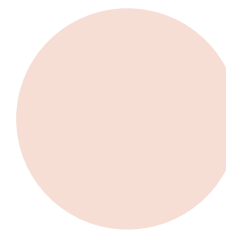
Hex: #F3F1EB  
RGB: 243, 241, 235



Hex: #759692  
RGB: 117, 150, 146



Hex: #536669  
RGB: 83, 102, 105



Hex: #F5DED6  
RGB: 245, 222, 214

## TYPOGRAPHY - HEADINGS &amp; TITLES

A

Quando - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

## TYPOGRAPHY - PARAGRAPH &amp; BODY COPY

A

Poppins - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

# BRAND LOGO - INSTRUCTIONS

## Clearspace



## Color Contrast



## Wrong Logo Usage



DO NOT change colors



DO NOT change orientation or rotation



DO NOT display with limited legibility



DO NOT disproportionately scale

## Minimum Size

0.75" or 54 px

