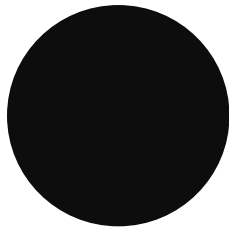


BRAND VISUAL IDENTITY GUIDELINES

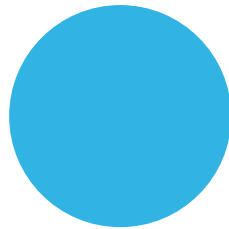
itovi

BRAND COLORS

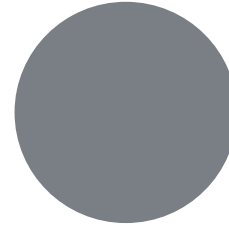
Primary Colors



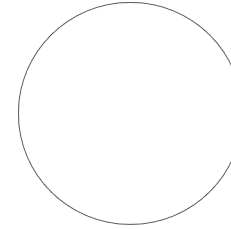
Hex: #0D0D0D



Hex: #31B3E4

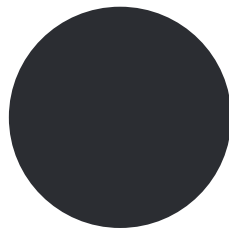


Hex: #7A7E85

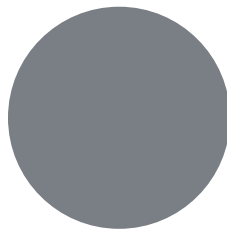


Hex: #FFFFFF

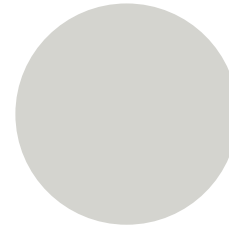
Secondary Colors



Hex: #2B2D32



Hex: #7A7E85



Hex: #D4D4CF



Hex: #FAFAF8

TYPOGRAPHY - HEADINGS & 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 & 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

