INTEL471

BRAND GUIDELINES

Logo

The primary logo contains both red and monochromatic elements. Version with dark elements should be used on light backgrounds, and version with light elements should be used with dark backgrounds. It's important to keep the logo legible regardless of a chosen background.

Other Logo Usage

For cases when primary logo can't be used, it is acceptable to use a monochrome version of the logo. Examples include black and white print advertising.

It is preferred to use two separate colors for logo elements. Preferred replacement for the brand red color is #707070 (C0 M0 Y0 K65). It is acceptable to use all-white and all-black versions of the logo if no other version can be used.

Owl can be separated and used as an independent element ("bug") for social media and other uses with limited space.

Colors

Monochromatic palette with Primary
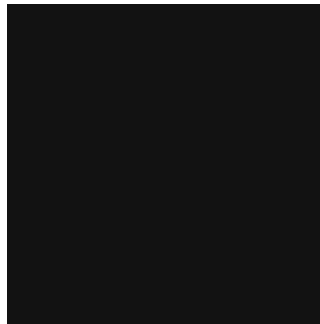Red accents is the main color theme.

Primary Red

#D6OO2F
R214 GO B47
C9 M1OO Y88 KO

Logo Black

#121212
R18 G18 B18
C73 M67 Y65 K82
(CO MO YO K97 for small print)

Website Graphite

#1B1B1B
R27 G27 B27
CO MO YO K95

Accent Amber

#DD882D
R221 G136 B45
C11 M53 Y97 KO

Imagery

Photorealistic imagery is preferred over computer-generated renders. When choosing background images, look for dark, monochrome, low contrast photography or abstract images.