

InspectionXpert Brand Book

September 2014



Main Logo
Color Scheme



#4EB9E9
RGB 78/185/233
CMYK 63/8/0/0
Pantone 298 C

#0086B0
RGB 0/134/176
CMYK 82/8/0/31
Pantone 640 C

#737374
RGB 115/115/116
CMYK 58/49/48/16
Pantone P 179-11 C

Flat Logo

Color Scheme



#0492BE
RGB 4/146/190
CMYK 77/8/0/24
Pantone 7460 C

#737374
RGB 115/115/116
CMYK 58/49/48/16
Pantone P 179-11 C

Negative Logo

Color Scheme



#41B1E5
RGB 65/177/229
CMYK 67/12/0/0
Pantone 298 C

#DBDBDB
RGB 219/219/219
CMYK 13/10/11/0
Pantone P 169-2 C

Black and White Logos
Color Scheme



#000000
RGB 0/0/0
CMYK 100/0/0/0
Pantone Black C

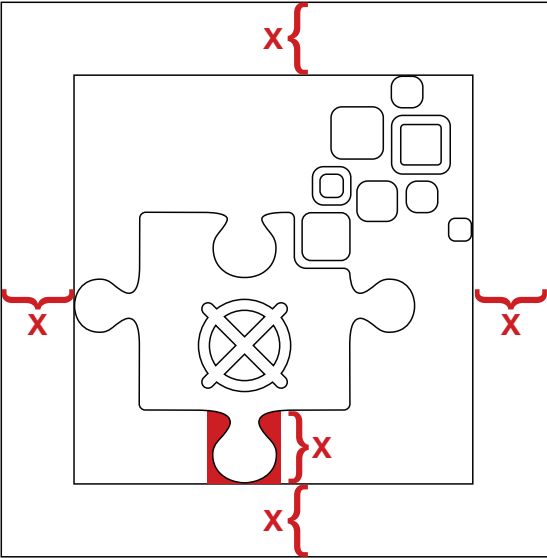
#FFFFFF
RGB 255/255/255
CMYK 0/0/0/0
Pantone White C

Logo Invisible Frame

Minimum 'White' Distance



Icon Invisible Frame
Minimum 'White' Distance



Fonts

Logo and Text Recommendation



TITLES AND SUBTITLES

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Obs: Please AVOID the logo font (Uni Sans) in ANY text you will use, including business card. The logo needs contrast to be unique, so the more different, the better. Any classic serif font would be fine.

Colors

Complementary Suggestions



Designer

Contact Information

THANK YOU

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