BRANDBOOK

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Guidelines for the use
of corporate identity

CONTENTS

COMPANY MISSION

Inform Systems Group is a modern company that has been developing technology and innovation. Based on UNIX, we create hardware and software that are used to build smart cities and countries: self-service systems, biometric identification, embedded and cluster solutions, automated and financial systems, we are developing telemedicine, cryptography, blockchain.

Our motto is "Innovations for Life". We want to bring the future, in which technologies will improve people's lives, make it easy, beautiful and long, and countries - comfortable and safe, remove queues, traffic jams, complexity of identification and financial settlements, erase borders for freedom, travel, creativity.

Daily solution of the most complex tasks, work with the world's leading companies - leads to the vertical growth of our employees. Our company is transparent and open, reputation and the trust of our partners is of main value to us.

COMPANY LOGO

The company's logo is a simple, concise combination of the sign and the outline of the name.

The sign is an image of a leaflet supplemented with digital elements, which perfectly reflects the scope of the company's activities.

The company's logo has two types - the main and additional

A

Logo A is the main version. The naming font is the main name of the company encrypted in the link – Inform System Group. It is used in all cases where there is no indication of the company's electronic details.

B

The B logo is a complementary version. The spelling of the name is replaced by Innovation For Life. It is used in media where there is an indication of the electronic details of the company.

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A

innovation FOR LIFE

B

MONOCHROME VERSION

If there is no possibility of full-fledged printing, it is allowed to apply logos in black and white, or in grayscale.

A

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B

innovation
FOR LIFE

ADDITIONAL VARIATIONS

LOGO CONSTRUCTION

Logo construction is an important part, necessary as the basis of the corporate identity. It is necessary to identify the brand name.

It is important not to make changes to the developmental brand trademark and always adhere to the set rules in order to competently form the image of the company in the market.
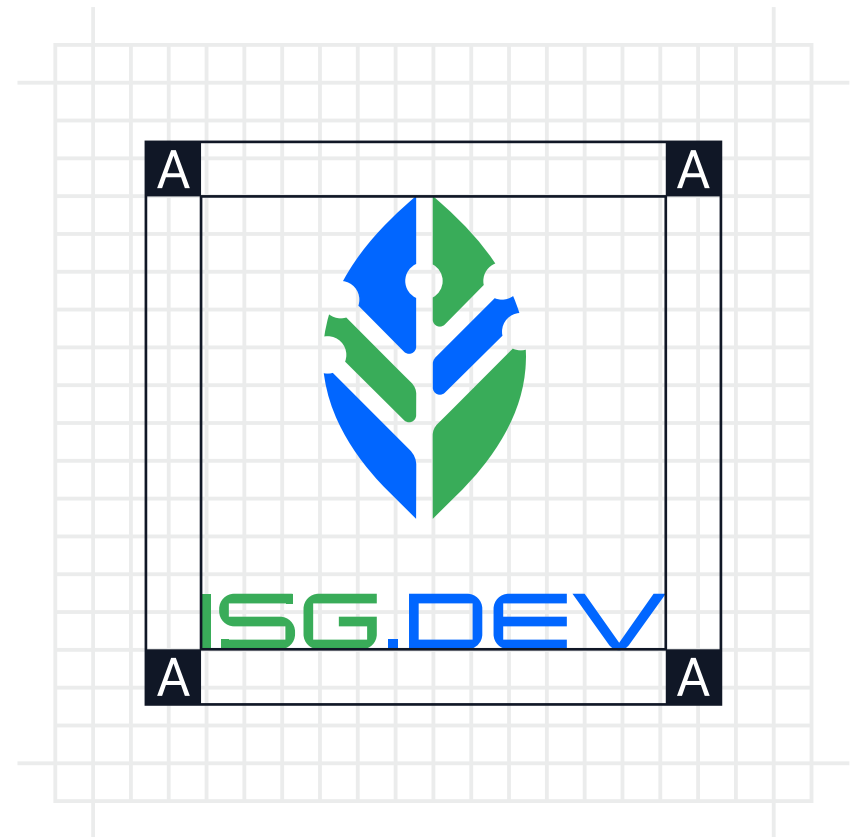
The symbol construction sign is made using a set of intersecting straight lines and circles.
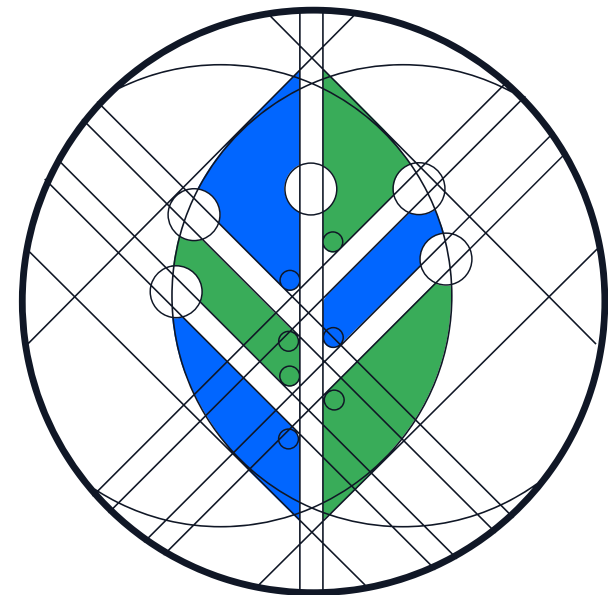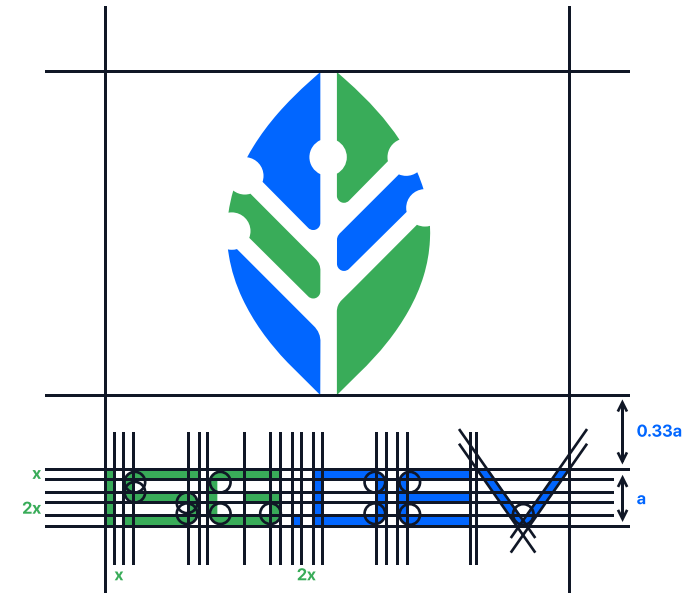
CLEAR SPACE

A - module. The height of the text part of the company logo is taken as a module.

When placed on a non-uniform background, it is necessary to observe the minimum field A, free of other elements.

RESTRICTIONS OF THE USE LOGO

1 - Prohibited use of the logo

The only acceptable application of the transformation to the logo is scaling (proportional change in the size of the logo).

Any other actions are prohibited.

Forbidden:

1) Distortion of proportions

2) Changing the composition

3) Tilt the logo

4) Using strokes or shadows

1

2

3

4

RESTRICTIONS OF THE USE LOGO

2 - Using the logo on colored backgrounds

If you are forced to use the logo on a colored background that is not included in the corporate color palette, you must use the white version of the logo.

The use of the main version of the logo on colored backgrounds that are not included in the corporate color palette is unacceptable!

RESTRICTIONS OF THE USE LOGO

3 - Using the logo on raster backgrounds

For the correct visual perception of the logo, it is necessary to take into account the contrast of the background to the logo. It is allowed to use bitmap images as the background of the logo, only in the appropriate preparation of images.

Using a logo on a multicolored background colors in contrast and brightness to the logo itself is unacceptable!

TYPOGRAPHY

The SF Pro Display family is used as the company's corporate font.

A - SF Pro Display Thin

It is used for notes and notations, the size is smaller than the main text by 6 pt.

B - SF Pro Display Regular

Used as the main text.

C - SF Pro Display Bold

It is used as headers and to highlight important information.

D - changeling Neo Regular

It was taken as a basis for the construction of the logo inscription. Used to highlight important information. For example, the name of a document, presentation, or initials on a business card.

B

we are glad to offer you
our products

THE SLOGAN IS OUR EVERYTHING

D

GIFT CERTIFICATE

C

IN THE AMOUNT OF $ 3,000

A

This certificate gives you the opportunity
to purchase our products

COLOR PALETTE

PRIMARY COLORS

A – HEX : #0166ff ; RGB : 1, 102, 255 ; CMYK : 100%, 60%, 0%, 0%;

Symbolizes technology (INNOVATION). The main color defines the style of the brand. It can be used in the logo, as a background, in the interior, corporate documentation, advertising and souvenir.

B – HEX : #39ac59 ; RGB : 57, 172, 89 ; CMYK : 67%, 0%, 48%, 33% ;

Symbolizes life (FOR LIFE). The main color defines the style of the brand. It can be used in the logo, as a background, in the interior, corporate documentation, advertising and souvenir.

A

B

COLOR PALETTE

COMPLEMENTARY COLORS

A - HEX : #ffffff ; RGB : 255, 255, 255 ; CMYK : 0%, 0%, 0%, 0% ;

Additional brand color. The additional color enhances the brand's style. It is used as a background, in the interior, corporate documentation, advertising and souvenir.

B - HEX : #101726 ; RGB : 16, 23, 38 ; CMYK : 58%, 39%, 0%, 85% ;

Additional brand color. The additional color enhances the brand's style. It can be used as an alternative to black, background, in the interior, corporate documentation, advertising and souvenir.
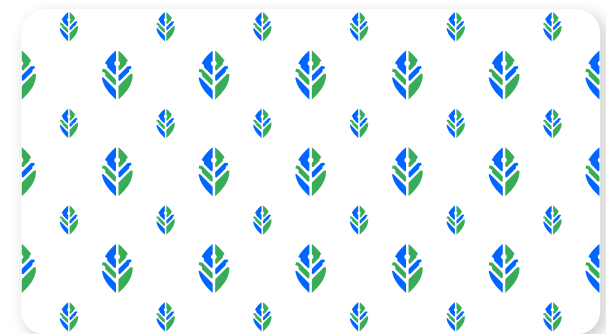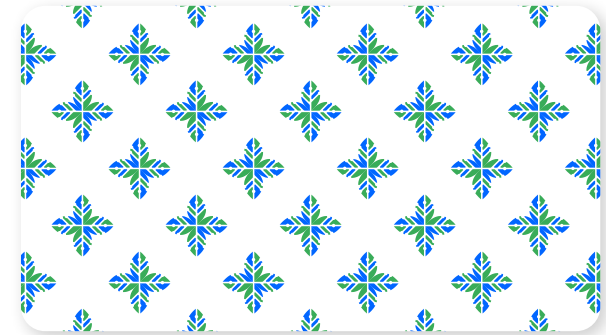
A

B

CORPORATE PATTERN

It is recommended to use branded patterns in the design of business, souvenir and other products as an additional constant to preserve a single style.

It is allowed to use patterns in both color and monochrome versions.

When using patterns in color variants, it is allowed to use a proprietary palette

CERTIFICATE AND
LETTER OF APPRECIATION

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CERTIFICATE
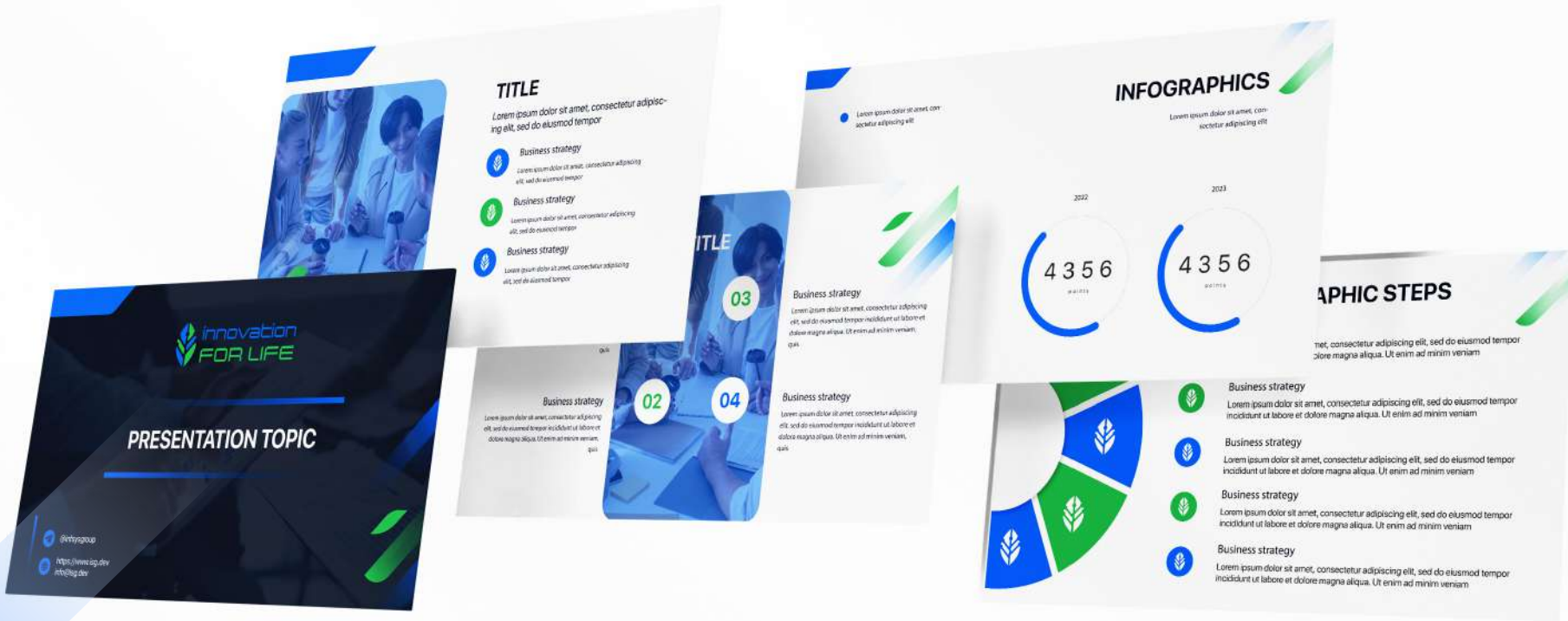

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LETTER OF APPRECIATION

BUSINESS CARD

The format of the business card is two-sided.

The size of the business card is 90 x 50 mm (standard).
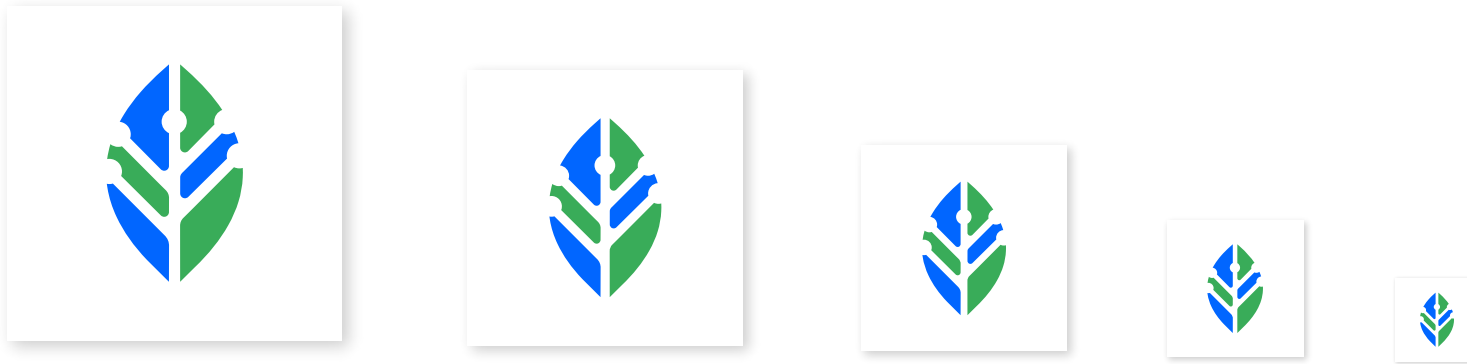
PRESENTATION TEMPLATES 1

PRESENTATION TEMPLATES 2

LETTERHEAD

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FOR LIFE

innovation
FOR LIFE

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ICON, FAVICON, AVATAR

File   Edit   Tools   Setting   Help

Creativity | ideas   x   Inform System Group   x

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