



Visual Identity Guide

January 2020

Mission

We believe in uncompromising customer service beginning with quality Integrated Design Solutions for our clients. Our commitment to progressive vision, integrity and leadership is carried through every member of our staff to build on and strengthen our relationships with each other, our clients and our community.

IDS Logo

The elements of the IDS logo and their relationship to each other should not be altered in any way. The default form of our logo is in its full color format.

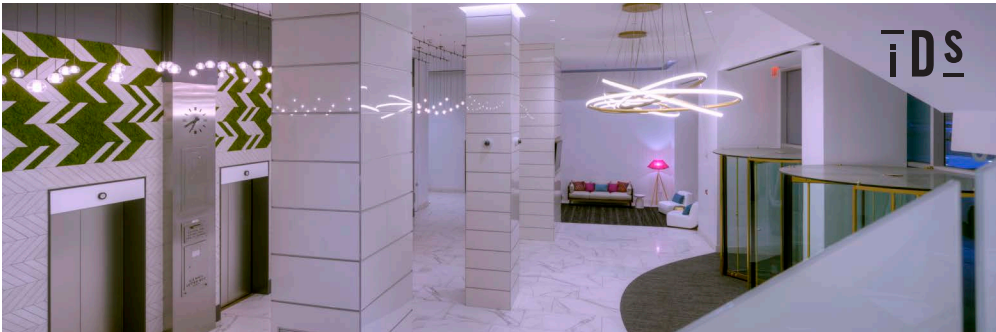
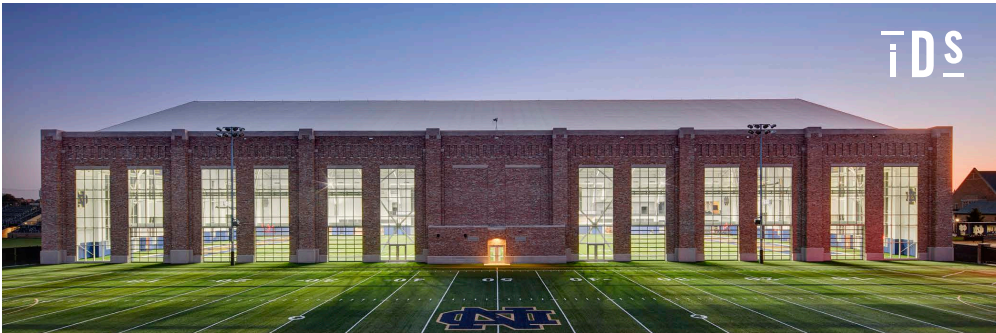
Variations

The logo should be legible at all times and must appear with enough contrast against the background it appears on. Here are the color variants that should be used when placed on light, dark or photographic backgrounds.

Full Color

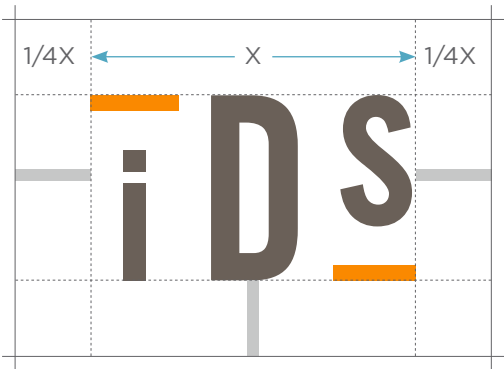


Single Color



Clear Space

The logo needs to be seen clearly, therefore it should never be crowded by other elements. To prevent this, the logo should always have an area of clear space around it. This zone changes sizes as the logo is scaled up or down. Regardless, the clear space around the outermost points of the logo should be no less than 1/4 of the width of the logo. No other images, typography or graphic elements may be placed within or on top of the logo or within the clear space surrounding the logo.



Sizing

The ensure readability, always make sure to use a sufficiently sized IDS logo. The logo should never appear smaller than .25 inches from top to bottom in print applications and 20px in on-screen applications.



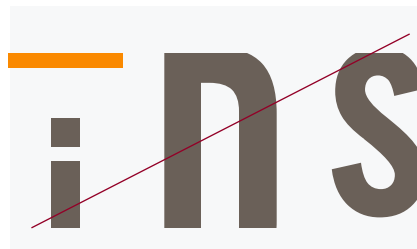
Minimum print size



Minimum digital size

Things to Avoid

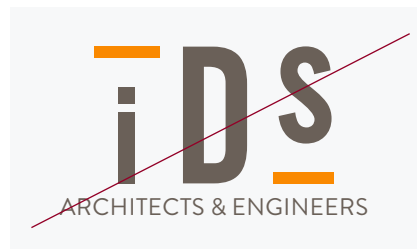
These are examples of some common mistakes that are made when utilizing logos in various layouts. Please refrain from making any adaptations to the logo in any of its color variations.



Do not crop the logo.



Do not stretch or skew the logo in any direction.



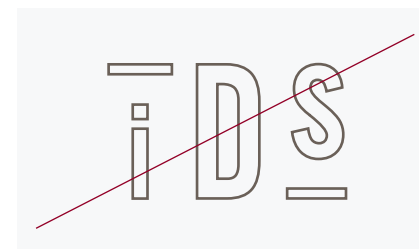
The logo should never incorporate any other text or images.



The logo should always sit on a horizontal baseline.



Do not add effects to the logo.



The logo should always appear solid and never outlined.

Word Mark & Tagline

The IDS word mark and tagline is a stylized version of our brand name as well as a descriptor signifying the services we offer. Implementation is acceptable only for the following uses: drawing title blocks, email signatures, website footers and address blocks on stationery, presentations or proposal covers.

Variations

The word mark and tagline should be legible at all times and must appear with enough contrast against the background they appear on. Displayed here are the only color variants that should be used when placed on light or dark backgrounds.

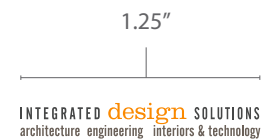
INTEGRATED **design** SOLUTIONS
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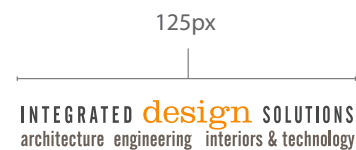
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Sizing

The ensure readability, always make sure the word mark is of sufficient size. The word mark should never appear smaller than 1.25 inches in width in print applications and 125px in on-screen applications.



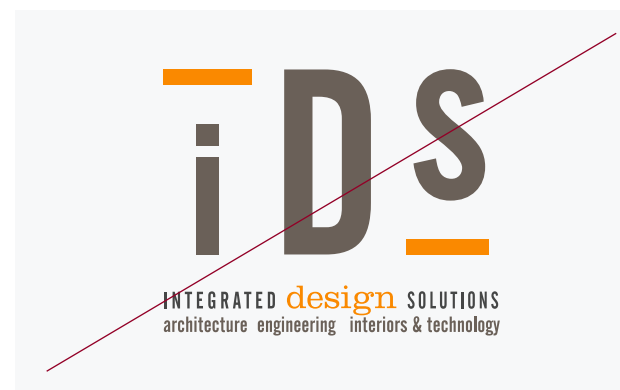
Minimum print size



Minimum digital size

Incorrect Usage

The IDS word mark should not be combined with or used in place of the IDS logo. The word mark should not be displayed without the tagline, with the exception of usage on mailing labels and envelopes.



Primary Colors

Color is a powerful means of identification. Consistent use of our primary colors will help maintain and build visibility and recognition for the IDS brand while setting us apart from our competitors.

Secondary Colors

This is the secondary IDS brand palette that can be used in information graphics, headline text, highlighted text or as full bleed backgrounds.

Color Mode Conversions

IDS Orange



PMS 144 CMKY 0, 52, 100, 0 RGB 247, 144, 30 HEX F7901E

IDS Brown



PMS 405 CMKY 23, 29, 32, 67 RGB 89, 80, 75 HEX 59504B

IDS Blue



PMS *TBD* CMKY 95, 84, 49, 62 RGB 13, 25, 51 HEX 0D1933

IDS Gray



PMS Cool Gray 3 CMKY 8, 5, 7, 16 RGB 199, 201, 200 HEX

IDS Turquoise



PMS 7709 CMKY 66, 18, 18, 0 RGB 82, 167, 193 HEX 52A7C1

IDS Black



PMS Black 7 CMKY 67, 60, 58, 42 RGB 70, 70, 71 HEX 464647