

Involta, LLC.

BRAND STANDARDS 2020

Approved Logos and Icons
Incorrect Logo Usage Brand Color
Palette Brand Typeface



Involta Logo

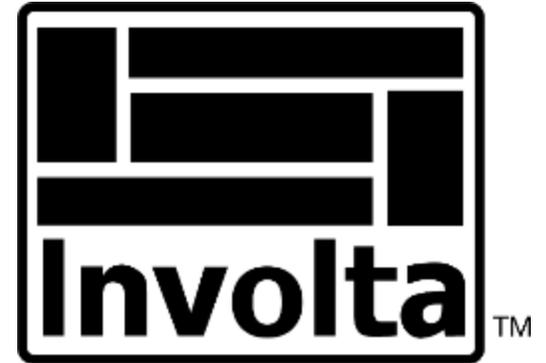
The Involta Logo is the most immediate representation of the Involta brand to the world. It is a valuable brand asset that must be used consistently in the proper, approved forms.

There is only one version of the Involta logo in color and black.

Involta - color logo (Primary Logo)



Involta - black logo



Reverse treatment of the Involta Logo is not recommended.



Involta SecureSM

Always appears with the word Involta and Involta logo.

There are three versions of each logo:

Pantone - which is to be used for printing through a printshop.

CMYK - which is to be used for any type of printing in the offices of Involta.

RGB - which is to be used on the Involta website, powerpoints, emails and anything pertaining to the web.

Involta SecureSM - Primary Logo



When applying the Involta SecureSM Logo to any collateral, it should be placed on the document along with the Involta (Primary) Logo.

Incorrect Logo Use

Do not alter the Involta logo or any of its subsidiaries logos in any way.

Do not animate, change color, rotate, stretch, skew, screen, or apply effects to the logo. Do not separate the elements of the logo. Never attempt to create the logo yourself, change the font, or alter the size, proportions, or spacing of the logo elements.

*Note: The use of a subtle drop shadow behind the logo is acceptable when the logo needs to be set-off from the background.

Do not stretch, skew, rotate or alter the spacing, scale or position of any part of the logo.



Do not apply any effects (*other than drop shadow) to the logo and do not screen/tint the logo.

Do not alter the logo color, or use the logo against a conflicting background color.



Brand Typefaces

As with the logo, consistent use of the brand typefaces in print and website business collateral reinforces the Involta brand identity along with the identities of the Involta subsidiaries.

Print Collateral

The "Muli" font family should be used as the primary typeface in all corporate marketing and advertising print collateral, when possible, to reinforce the brand identity.

Web Collateral

The "Arial" font family is the approved typefaces for website collateral.

Print Collateral Typeface

Muli Bold (Headline Font)

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqr**stuvwxyz 1234567890**
(".,:;!@#\$\$%&*?")

Muli Regular

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqr**stuvwxyz 1234567890**
(".,:;!@#\$\$%&*?")

Muli SemiBold

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqr**stuvwxyz 1234567890**
(".,:;!@#\$\$%&*?")

The above listed, is the primary "Muli" typeface that should be used. The additional typeface weights in their respective family may be used as secondary/ supporting fonts, when appropriate - this includes condensed and italic.

Web Collateral Typeface

Arial

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**
abcdefghijklmnopqr**stuvwxyz**
1234567890 (".,:;!@#\$\$%&*?")

The above listed, is the primary "Muli" typeface that should be used. The additional typeface weights in their respective family may be used as secondary/ supporting fonts, when appropriate - this includes condensed and italic.

Brand Color Palette

Primary Colors

The Involta color palette uses or has blue (288C) and green (356C) as the primary brand colors.

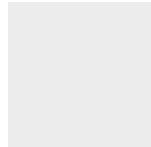
Secondary Colors

The secondary color palette includes colors that complement each other and can be used in any combination with the primary color palette as long as the integrity of the brand is not diminished. The secondary color palette can be used on the company website, marketing and advertising collateral.

Primary Color Palette

Pantone 288 C		C 100	R 0
		M 80	G 45
		Y 6	B 114
		K 32	
		hex # 002d72	
Pantone 356 C		C 91	R 0
		M 4	G 122
		Y 100	B 51
		K 25	
		hex # 007a33	

Secondary Color Palette

Pantone 296 C		C 100	R 0
		M 69	G 20
		Y 6	B 42
		K 32	
		hex # 00142A	
Pantone 166 C		C 0	R 227
		M 76	G 82
		Y 100	B 58
		K 0	
		hex # E35205	
Pantone 7479 C		C 65	R 29
		M 0	G 227
		Y 58	B 116
		K 0	
		hex # 1DE374	
Grey		C 0	R 236
		M 0	G 236
		Y 0	B 236
		K 10	
		hex # F2F2F2	



www.involta.com | marketing@involta.com