

InnoBuyer

LOGOTYPE
INFO

LOGO



with tagline



without tagline



LOGO
INFO



FONT: **OPEN SANS Bold**



logo font
OPEN SANS
(Google fonts)

OPEN SANS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?'!"(%)[#{@}/&\<-++x=>®©\$€£¥¢;:,.*

COLORS



HEX: # 293b8f
PANTONE: 7687 C
C: 100 M: 92 Y: 7 K: 0
R: 41 G: 59 B: 143

HEX: # f1802d
PANTONE: 716 C
C: 2 M: 61 Y: 94 K: 0
R: 241 G: 128 B: 45

HEX: # 662f8e
PANTONE: 2597 C
C: 75 M: 98 Y: 3 K: 0
R: 102 G: 47 B: 142

HEX: # a7a8ab
PANTONE: Cool gray 6 C
C: 36 M: 29 Y: 27 K: 0
R: 167 G: 168 B: 171



LOGO and TYPOGRAPHY in color



LOGO and TYPOGRAPHY blue, orange, purple, gray



LOGO and TYPOGRAPHY white and gray (negative)



LOGO
HOW NOT
TO USE



Do not use other colors...



InnoBuyer

ELEMENTS
INFO

FONTS for InnoBuyer materials

Open sans font (Google fonts)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890?'!"(%)[#{@}/&\<-+÷x=>®
 ©\$€£¥¢:;,.*

Inter font (Google fonts)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890?'!"(%)[#{@}/&\<-+÷x
 ⇒®©\$€£¥¢:;,.*

15pt

Title text example

Lorem ipsum dolor sit amet,
 consectetur adipiscing elit, sed
 diam nonummy nibh euismod
 tincidunt ut laoreet dolore
 magna aliquam erat volutpat. Ut
 wisi enim ad minim veniam, quis
 nostrud exerci tation ullamcorp-
 er suscipit lobortis nisl ut aliquip
 ex ea commodo consequat. Duis
 autem vel eum iriure dolor in
 hendrerit in vulputate

12pt

15pt

Title text example

Lorem ipsum dolor sit amet,
 consectetur adipiscing elit, sed
 diam nonummy nibh euismod
 tincidunt ut laoreet dolore
 magna aliquam erat volutpat. Ut
 wisi enim ad minim veniam, quis
 nostrud exerci tation ullamcorp-
 er suscipit lobortis nisl ut aliquip
 ex ea commodo consequat. Duis
 autem vel eum iriure dolor in
 hendrerit in vulputate

12pt

PRIMARY COLORS



HEX: # 293b8f
PANTONE: 7687 C
C: 100 M: 92 Y: 7 K: 0
R: 41 G: 59 B: 143



HEX: # 662f8e
PANTONE: 2597 C
C: 75 M: 98 Y: 3 K: 0
R: 102 G: 47 B: 142



HEX: # f1802d
PANTONE: 716 C
C: 2 M: 61 Y: 94 K: 0
R: 241 G: 128 B: 45



HEX: # a7a8ab
PANTONE: Cool gray 6 C
C: 36 M: 29 Y: 27 K: 0
R: 167 G: 168 B: 171

SECONDARY COLORS



HEX: # 092466
PANTONE: 280 C
C: 100 M: 94 Y: 30 K: 23
R: 9 G: 36 B: 102



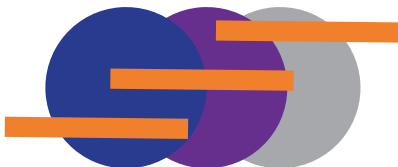
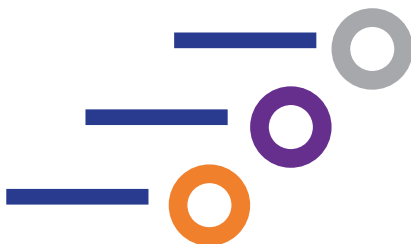
HEX: # 676e9f
PANTONE: 7668 C
C: 67 M: 59 Y: 14 K: 1
R: 103 G: 110 B: 159

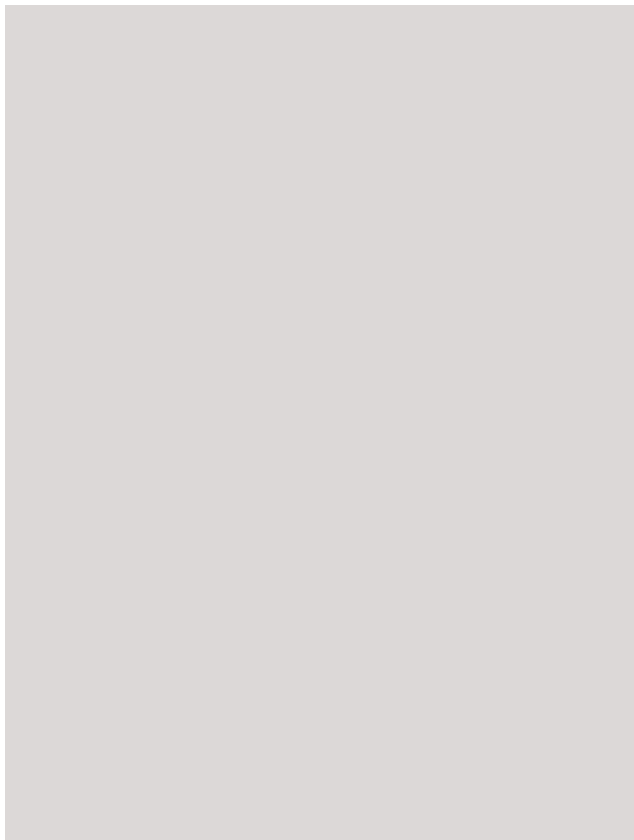


HEX: # c1531b
PANTONE: 167 C
C: 18 M: 79 Y: 100 K: 7
R: 193 G: 83 B: 27



HEX: # d9d8d6
PANTONE: Cool gray 1 C
C: 14 M: 11 Y: 12 K: 0
R: 217 G: 216 B: 214





HEX: # d9d8d6
PANTONE: Cool gray 1 C
C: 14 M: 11 Y: 12 K: 0
R: 217 G: 216 B: 214



HEX: # 293b8f
PANTONE: 7687 C
C: 100 M: 92 Y: 7 K: 0
R: 41 G: 59 B: 143