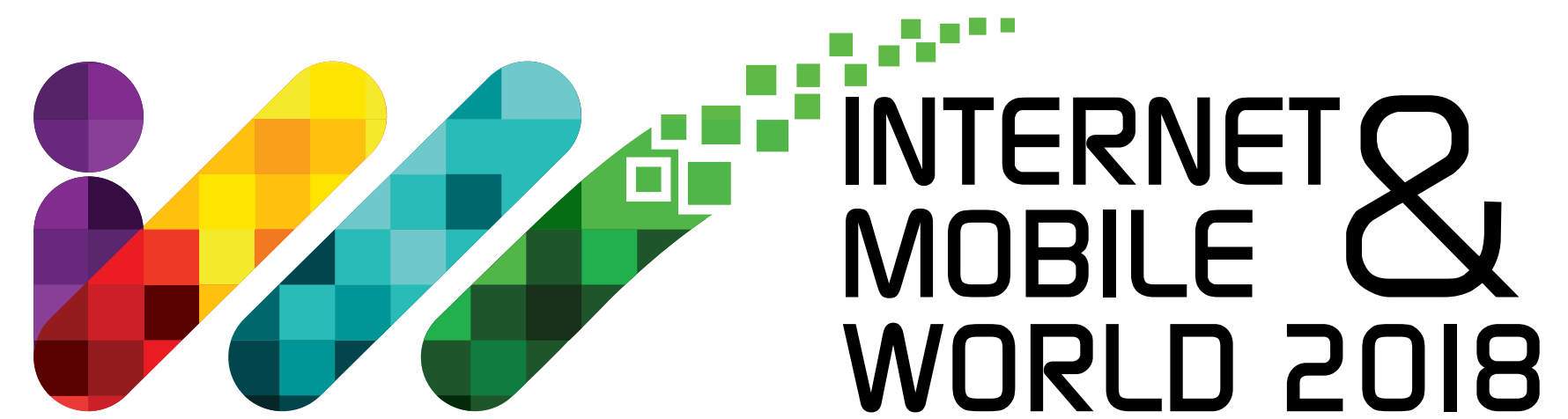


# Brand Guidelines



# Colors

## Primary

Used for text, shapes and other elements.

**Crimson**



#EC195C

**Blue Chill**



#109191

**Black Rock**



#050325

**Martinique**



#373551

## Secondary

Used for gradients and color shadow.

**Dark Crimson**



#AC1243

**Dark Blue**



#0D7777

# Typeface

## Roboto Font Family:

Internet & Mobile World 2018

Roboto Thin

Internet & Mobile World 2018

Roboto Light

**Internet & Mobile World 2018**

Roboto Bold

**Internet & Mobile World 2018**

Roboto Black

IMWorld Brand Guidelines 2018

## Digital Serial Font Family:

Internet & Mobile World 2018

Digital Serial Regular

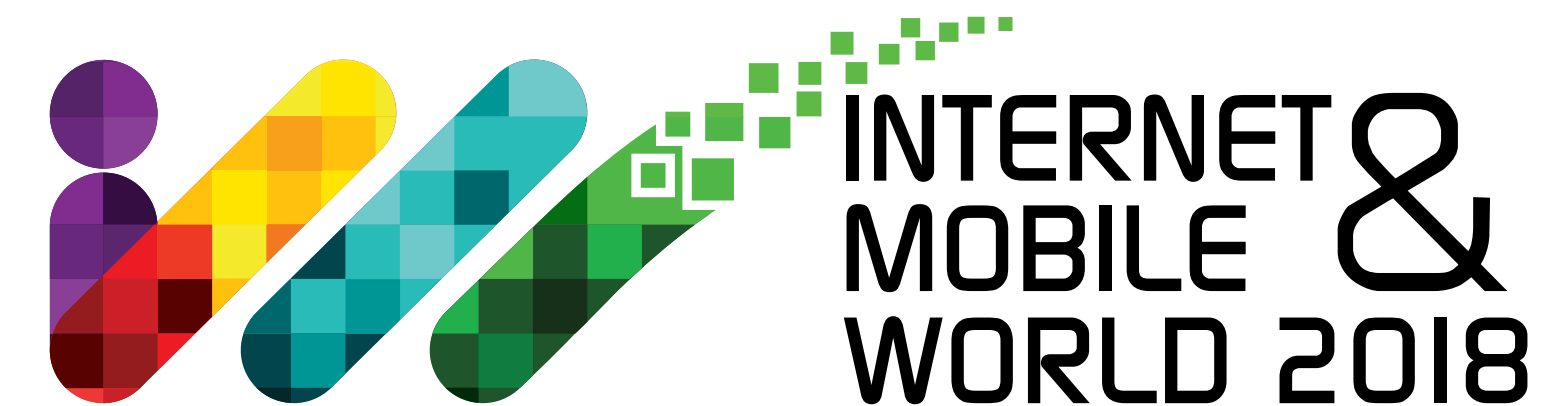
**Internet & Mobile World 2018**

Digital Serial Bold

# Logo

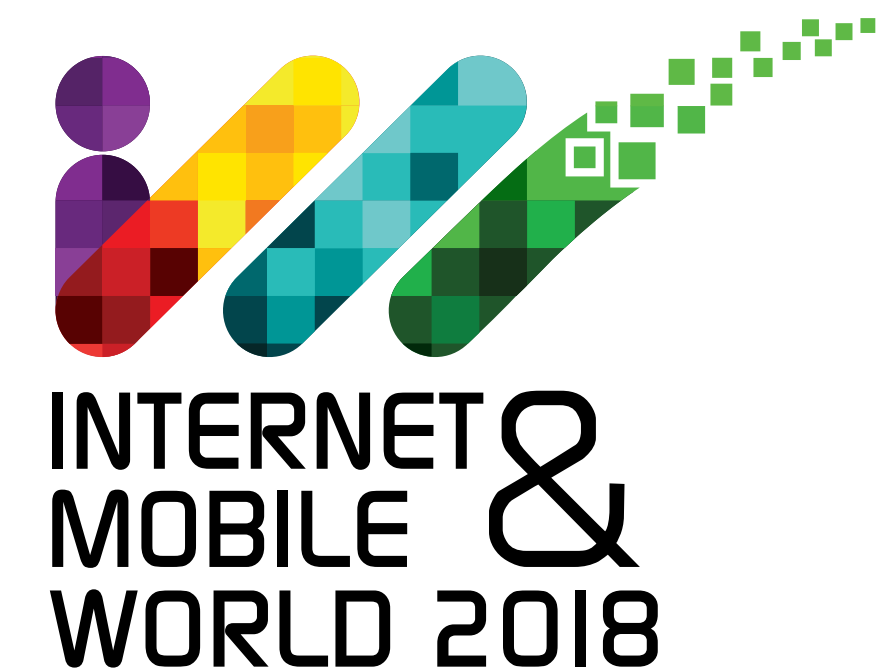
## Horizontal Color Logo (Black Text)

To be used in digital and printed materials, only on white background, especially on landscape formats.  
Should not be used when placed near graphics with the same brand coloring.



## Vertical Color Logo (Black Text)

To be used in digital and printed materials, only on white background, especially on portrait formats.  
Should not be used when placed near graphics with the same brand coloring.

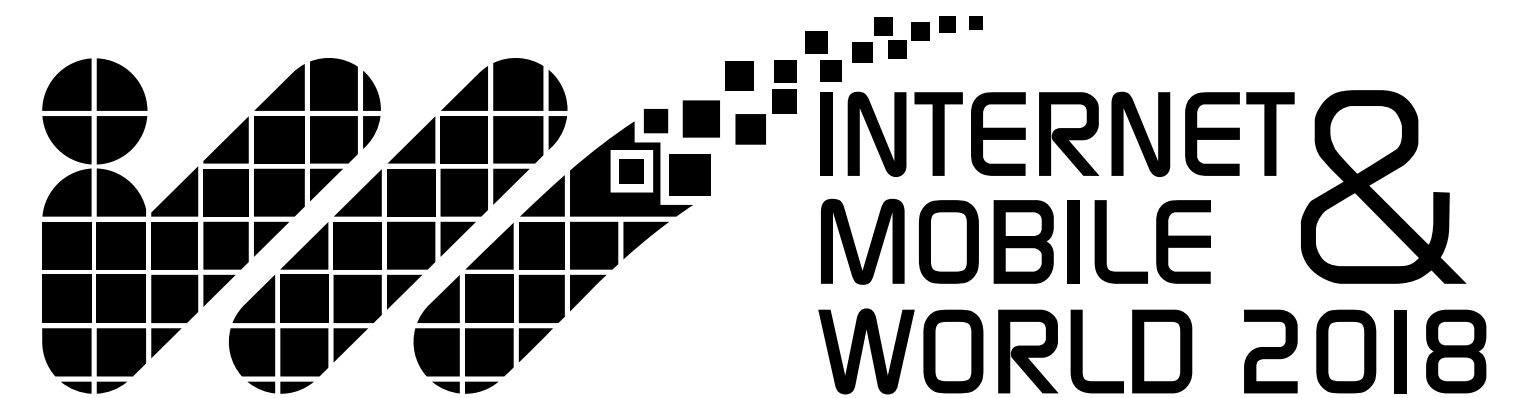




# Logo

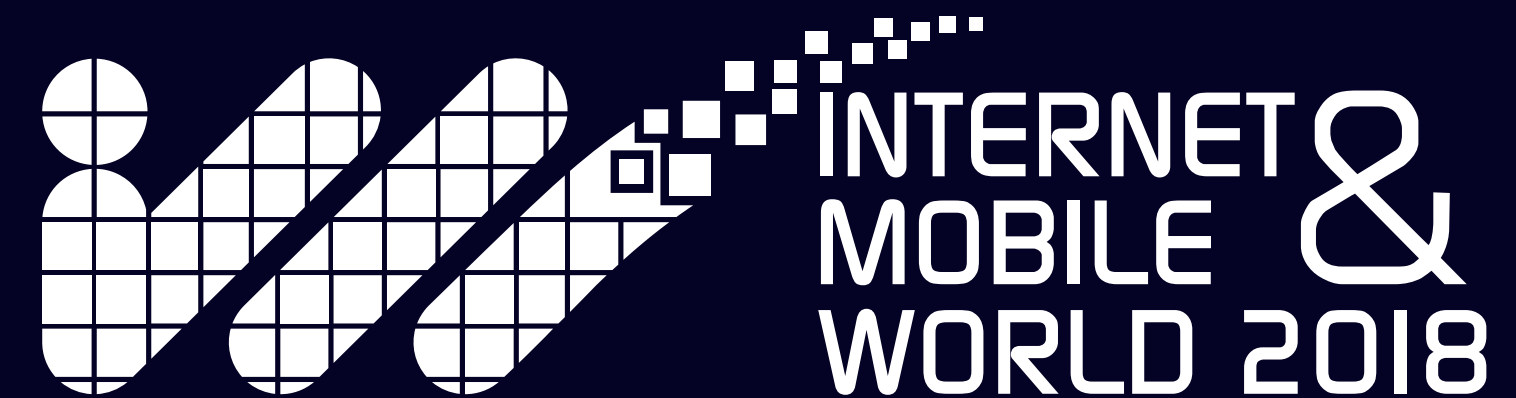
## Black Logo

To be used in digital and printed materials, on black or dark colored background, photos and video overlays.



## White Logo

To be used in digital and printed materials, on white or light colored background, photos and video overlays.



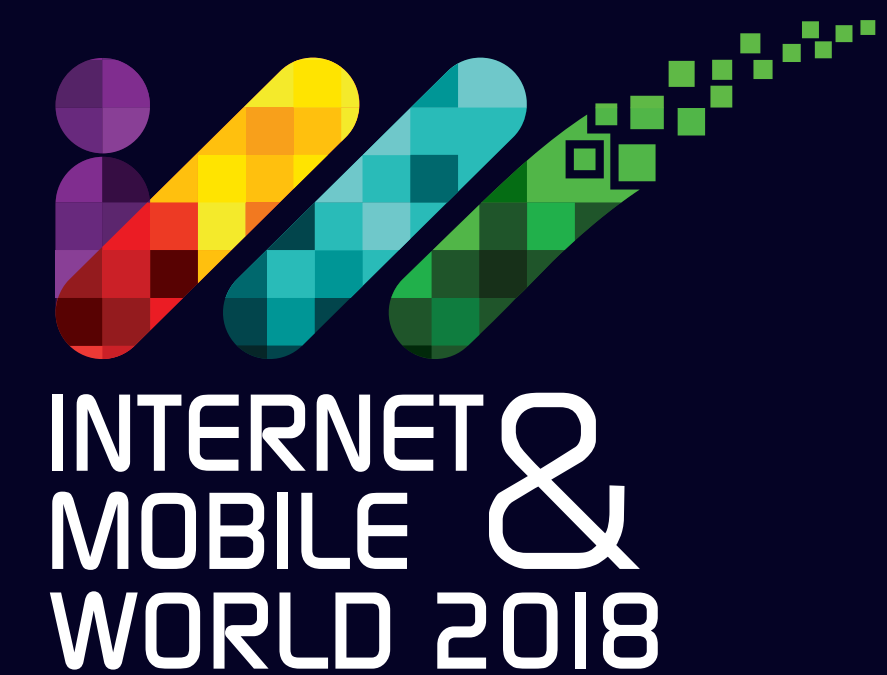
# Logo

## Horizontal Color Logo (White Text)

To be used in digital and printed materials, only on dark background, especially on landscape formats.  
Should not be used when placed near graphics with the same brand coloring.

## Vertical Color Logo (White Text)

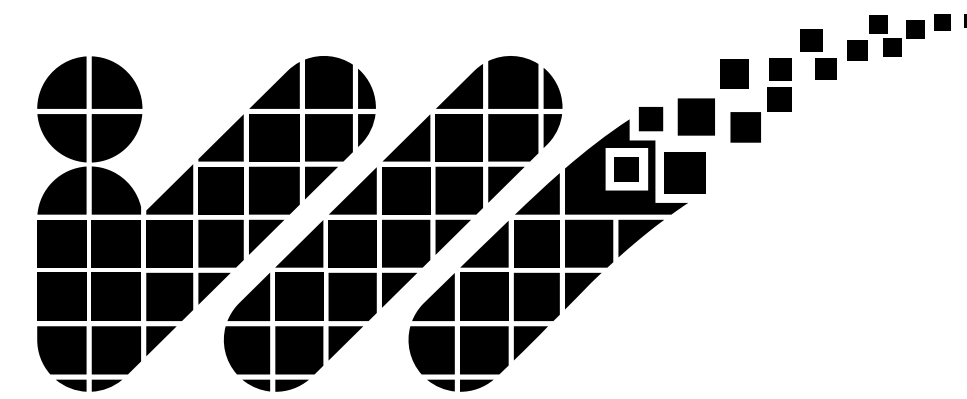
To be used in digital and printed materials, only on dark background, especially on portrait formats.  
Should not be used when placed near graphics with the same brand coloring.



# Logo

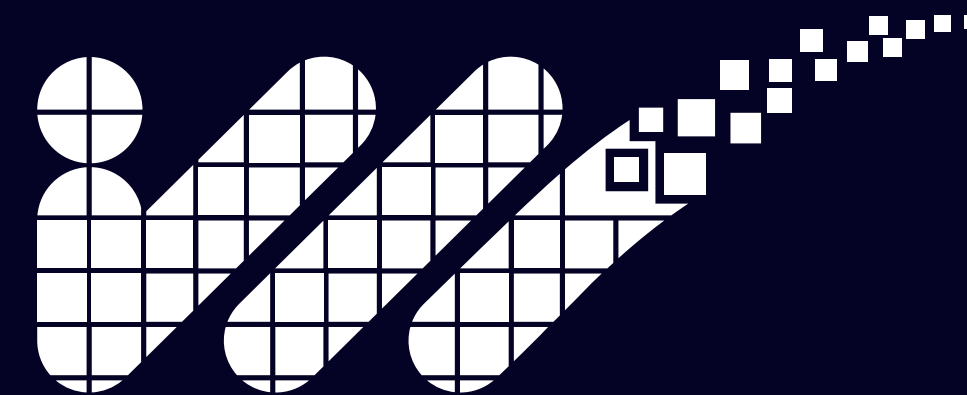
## No text Black Logo

Only for internal use on digital materials with white or light colored background, photos and video overlays.



## No text White Logo

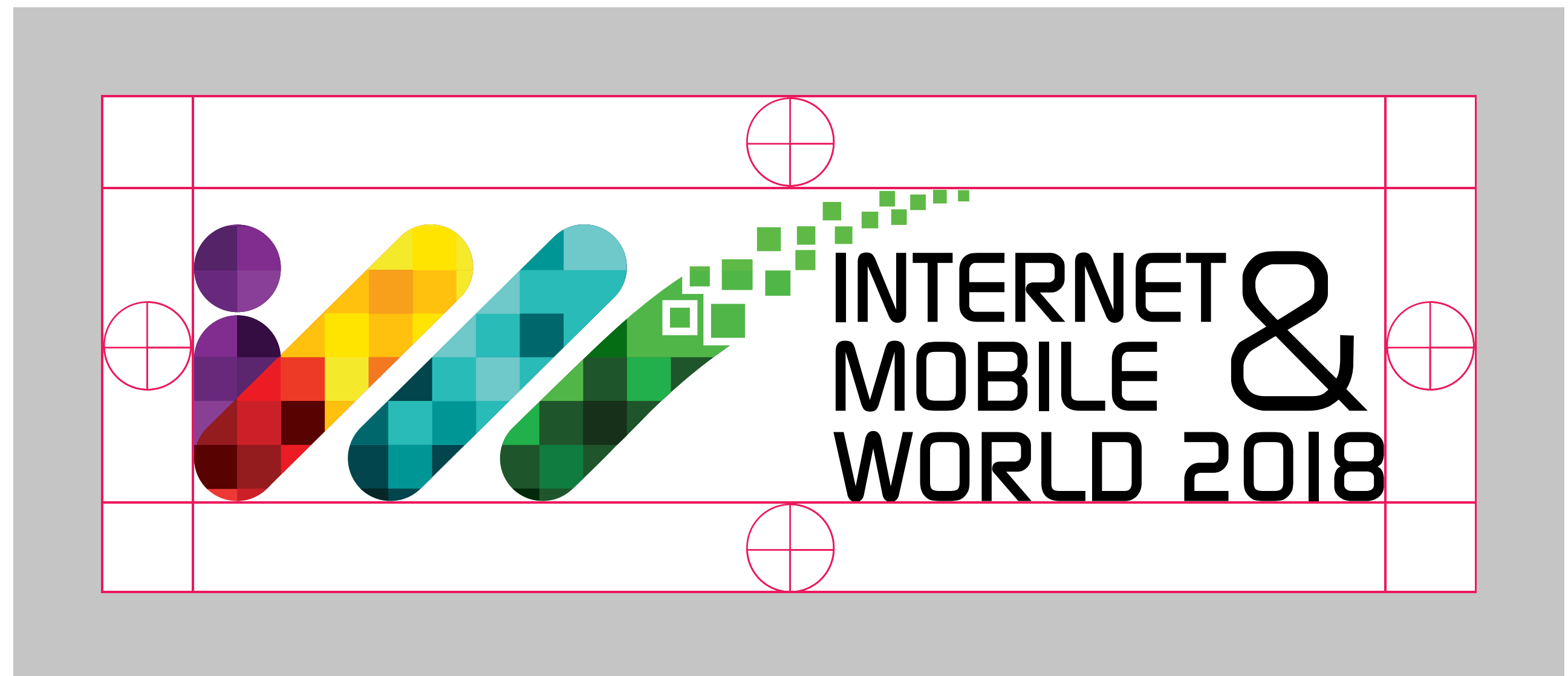
Only for internal use on digital materials with white or dark colored background, photos and video overlays.



# Logo

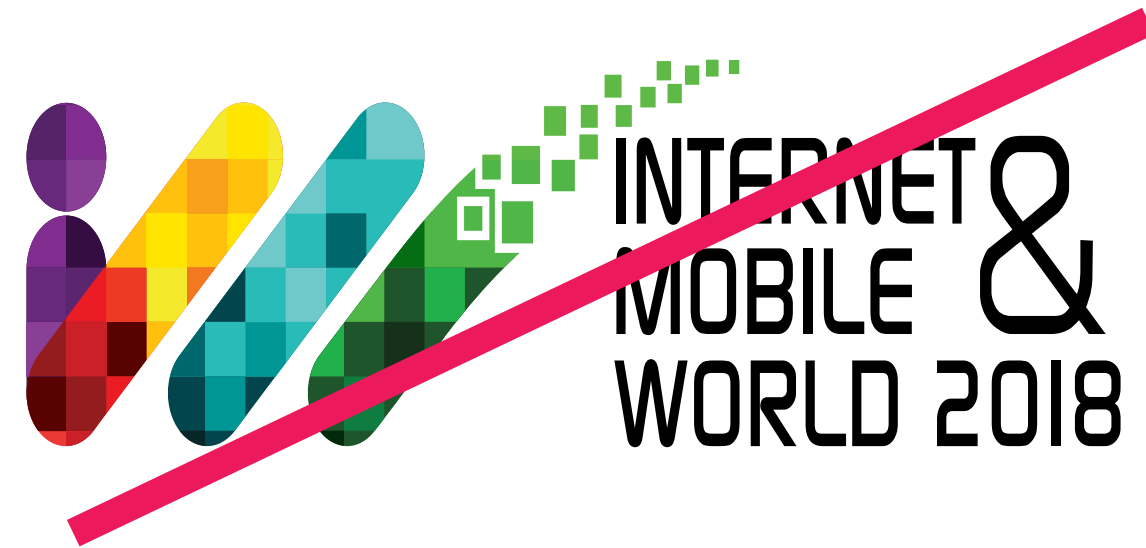
## Padding

Grey area indicates Safe Zone. Other graphical and visual elements can be safely positioned up to the adjoining Pink area. Pink indicates Clear Space. The pink area must be kept free of all other graphical and visual elements.



# Misuse

Verstical Distort



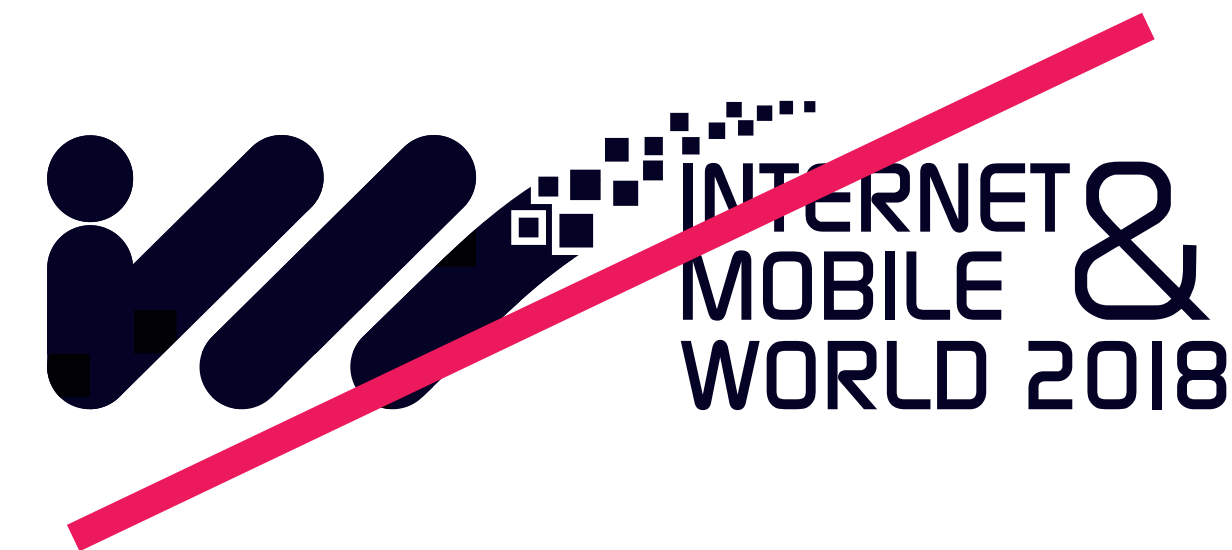
Horizontal Distort



Rotate



Colorize



Logo font misuse



Logo Overlay



Thank you!

