

INTERNET OF GOOD THINGS GLOBAL IDENTITY GUIDELINES

PRIMARY IDENTITY

COLOUR VARIATION

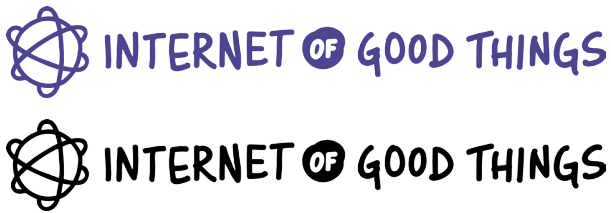


B&W VARIATION

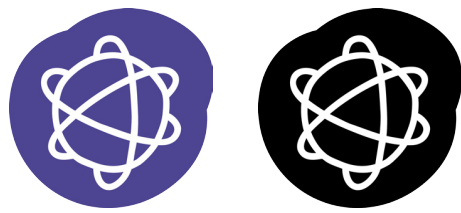


ALTERNATIVE LOGO USAGE

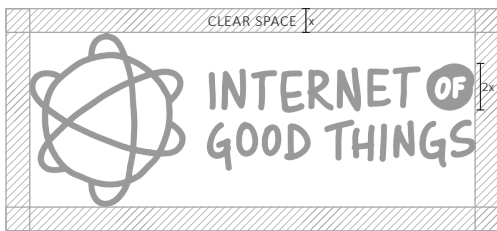
SECONDARY LOGO



ICON WITHOUT LOGOTYPE



LOCKUP / PROPORTIONS



MINIMUM SIZE



COLOUR SPECIFICATIONS

PRIMARY



RGB R:77 G:67 B:144
 CMYK C:48 M:87 Y:8 K:1
 WEBSAFE HEX #4D4390

GREYSCALE



RGB R:0 G:0 B:0
 CMYK C:0 M:0 Y:0 K:100
 WEBSAFE HEX #000000

FONTS

FOR GENERAL USE

Calibri Regular
 Calibri Italic
 Calibri Bold
 Calibri Bold Italic

Dit. Satium quam in dium tervium in Etro C. Fecerfex nos, conemul ta, quam ta, culicap erioc, pubi sat, Palabem nerdi, quiu vist vid int. At videestus. Eberfecia seriam omnes es conequid arte, constriontis cerevit vivis lisse ventilis con Italaris, vestrat imillab

INCORRECT LOGO USAGE



× NO STRETCHING



× WITHOUT ICON



× NO CROPPING



× WRONG LOCKUP