

The logo for Innisfree features the brand name in a grey, italicized serif font. A green, wavy line is positioned above the 'f' and 'r', resembling a leaf or a stylized wave.

Innisfree

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Innisfree: *Brand identity guidelines*

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The brand guide for Innisfree

The Innisfree 'brand' is made up of a whole host of things which reflect who we are as an organisation and how people perceive us. Every form of communication is an opportunity to influence how people experience Innisfree - and how they feel about the organisation. How we answer the telephone, the tone of the letters we write, how our website looks, what our reception areas are like are just some of the elements that go towards reinforcing the brand.

The correct use of the logo, fonts and colours is important because it ensures that in our presentation we are consistent in terms of both style and quality.

This guide is designed to help you and any design and print suppliers you may use to apply the logo and associated visual elements in the correct way.

If what you are looking for is not covered here, please contact the Office Services Manager for help.

The logo for Innisfree features the brand name in a dark grey, elegant script font. A distinctive green wavy line arches over the 'i' and 's' of 'Innis', extending to the right and ending above the 'e'.

Innisfree visual identity in brief

Logo

The logo has two constituent parts: the word 'Innisfree' and the green wave over the top of the letter 'f'.

Innisfree and descriptive

The words 'Inspired by our roots – passionate about our work' may be used in conjunction with the logo as long as they do not interfere with the integrity of the logo itself.

Colour palette

The main colour palette relates to the logo's two component colours. These are Pantone 9 C - Cool Gray and Pantone 349 C - Green.

Typeface

The logo itself is made from a bespoke hand cut font - meaning it is a one of a kind. It has been designed to complement the font 'Calibri', a widely available system font.

Calibri is a modern sans serif family with subtle roundings on stems and corners. It features real italics, small caps, and multiple numeral sets. Its proportions allow high impact in tightly set lines of big and small text alike. Calibri's many curves and bold shapes team up in bigger sizes to reveal a warm and soft character.

The corporate typeface used for printed items is the Calibri family. Where possible type set in Calibri should appear in Innisfree Dark Grey or Black.



Pantone 349 C



Pantone Cool
Gray 9 C

Maintaining brand integrity

When other people want to use our logo

A range of other organisations such as local authorities, developers, contractors and suppliers will want to use our logo within their material.

When we receive a request from a third party, we will need to know what they want to use the logo on and in what format they want the logo. This will help us provide them with the most appropriate format for the application they have.

You can help with this process by asking them four questions:

- What are they planning to use the logo on?
- Do they want the logo in black and white or colour?
- If colour, is this CMYK, Pantone or RGB?
- What format would they like the logo in; *EPS, JPEG, TIFF, GIF*?

To ensure that our logo is being used appropriately, it is also reasonable to ask to see a PDF of the proposed application before they go to print. It is also advisable to send the designer a copy of this guide with the logo file so that they can adhere to the rules set out in this manual more precisely. The finished design or document should be cleared with the Innisfree Office Services Manager.



Logo types; for different applications

Pantone

The Pantone version of the logo is for use in spot colour printing process. This is when single colours are applied (ie colour printing is not necessary) or when colours need to be augmented (such as metallics or fluourescents).

Use logo file: INNISFREE_PMS.eps

CMYK

The CMYK version of the logo is for use in the 4-colour printing process. This would cover items such as newsletters, annual reports, posters etc. CMYK stands for cyan, magenta, yellow, black. By mixing the intensity of these colours most colours can be reproduced.

Use logo file: INNISFREE_CMYK.eps

RGB

An RGB version of the logo is available for screen-based applications. This would cover items such as websites and other digital work. RGB stands for red, green, blue.

Use logo file: INNISFREE_RGB.eps

Greyscale

The greyscale version of the logo is made up of tints and solids in a single colour - in our case black. This is for use in print jobs that are black and white only. This would include recruitment adverts, newspaper notices, certain leaflets and branded goods.

Use logo file: INNISFREE_GREY.eps

Jpeg

When you want a logo added to a document you have created on your computer which is going to be printed on an office printer, this is the best format to use.

Use logo file: INNISFREE_CMYK.jpg

Solid

The solid logo should only be used where a colour or greyscale version cannot be used. Typically this could include faxes, pens etc.

Use logo file: INNISFREE_BLACK.eps



INNISFREE_CMYK.EPS



Size, position and visibility

Logo sizes

The standard size for most stationery such as letterheads and compliment slips is 30% of the original eps size.

Please note that the minimum size is 15% of the original eps size.

Logo sizes should be in 5% steps from 30% of the original eps size.



Letterhead size:

30% of the original eps size. Width of logo from Innisfree 'l' to 'e' = 48 mm



Minimum size:

15% of the original eps size. Width of logo from Innisfree 'l' to 'e' = 23 mm

Positioning/alignments

It is best to have the logo on the top right hand side of any page or item if possible.

Where this is not possible because of the type of item being printed on the logo may be positioned elsewhere as long as other guidelines are followed.

Space around the logo

The logo must be in a clear space. Allow a clear area relative to 50% of the height of the lower case lettering used in the logo.



Visibility

To ensure maximum impact and to adhere to accessibility standards, the logo should be on a white background. If this is not possible then the logo should be clearly visible against the background and without other items interfering with it.

A version of the logo reversed out with white type is available for use on occasions when this will make the name more visible.



Use logo file: INNISFREE_WHITE.eps

The logo should not be placed on a background of any of Innisfree's main colour palette.

How not to use the logo



Do not use the old logo



Do not frame the logo



Do not use on backgrounds similar to colours used in the logo



Do not change the logo typeface



Do not distort the logo



Do not use on busy backgrounds



Do not remove any component of the logo



Do not move components of the logo



Do not change the colour of the logo

Typefaces and type styles

The corporate typefaces are Calibri and Arial. Calibri should be used for all publications produced by Innisfree. Communications items such as stationery should have their permanent printed text set in Calibri. Keyed in text should appear in Arial or Calibri. Innisfree styles for internally produced items are covered elsewhere, but in general the following rules apply:

- minimum of 12pt to be used
- half line spacing between paragraphs
- no indent for paragraphs
- paragraphs should be ranged left but with no right hand justification
- italics to be limited to heads, sub heads or low range emphasis
- capital letters are to be avoided unless for proper nouns and beginnings of sentences

It is important that our material has a consistent look. Therefore, we have chosen a range of typefaces that should cover most needs. Text should be Pantone Cool Gray 9 C or Black unless otherwise indicated.

Innisfree Primary Type Face

AaBbCcDdEeFf0123456789
Calibri

AaBbCcDdEeFf0123456789
Calibri Bold

AaBbCcDdEeFf0123456789
Calibri Italic

AaBbCcDdEeFf0123456789
Calibri Bold Italic

Innisfree Secondary Type Face

AaBbCcDdEeFf0123456789
Arial

AaBbCcDdEeFf0123456789
Arial Bold

AaBbCcDdEeFf0123456789
Arial Italic

AaBbCcDdEeFf0123456789
Arial Bold Italic

Primary and complementary colour palette

A choice for use across all Innisfree branded material



Stationery examples

Letterhead



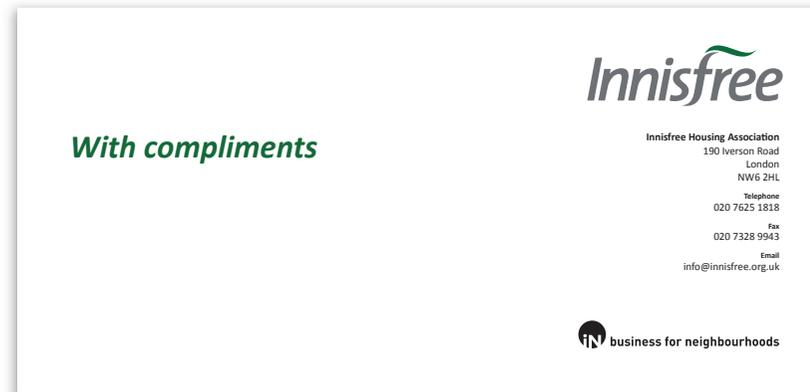
Business card



85 X 55mm

Please note that the logo is always placed in the top right corner with an equal proportion of space in the margins.

Compliment slip



DL 210 X 100mm

Graphic devices



Documents may be styled with solid colours and slanted picture boxes shaped to reflect the italic 10° lean of the text in the Innisfree logo.



The Innisfree 'wave' from the logo may also be used as a device to further enhance the brand style. It is preferable to use it as large as possible to make a bold shape.