

Corporate Colors



PMS: PMS 1655U
CMYK: C-0 M-60 Y-100 K-0
RGB: R-255 G-102 B-0
HTML: FF6600

For Commercial Printing Use:

PMS: Pantone Matching System
CMYK: 4-color process = Cyan, Magenta, Yellow, Black



PMS: Cool Gray 6
CMYK: C-42 M-31 Y-28 K-12
RGB: R-102 G-102 B-102
HTML: 666666

For Web / Screen / Digital Print Use:

HTML: Web Safe Hexadecimal Value
RGB: Digital Red, Green and Blue Values

Our two main corporate colors are orange and grey. These colors represent our logo and are also used in various corporate materials.

Corporate Typeface

The InnoPath Corporate Typeface consists of two font families, Arial and Gill Sans.

The Arial family can be used in 6 weights depending on the needs and emphasis of your particular communication materials.

Arial Regular, *Italic*, **Bold**, **Bold Italic**, Black & Narrow

The Gill Sans family can be used in any of the 5 weights listed below. Gill Sans is the main typeface for any main headers, report covers or document titles in all our corporate materials.

Gill Sans Regular, Regular *Italic*, **Bold**, **Bold Italic**, Condensed

We recommend using Gill Sans as your header/cover title and Arial as body text.

Minimum Space & Size

Minimum Clear Space Requirements

The minimum clear space surrounding the InnoPath logo should be equal to the letter "H" in "Path". No other graphic devices (such as typography, other logos, photos) should infringe upon this clearspace. When producing the logo, always use a digital copy, never make a copy from a previously printed piece. The colors of the elements themselves should never be reversed or otherwise modified and may only be reproduced on white or black backgrounds.



Minimum Reproduction Size

The minimum reproduction size of the InnoPath logo is 5mm. Never reproduce the logo at smaller size.



Company Name

Company Name Usage

All instances of the company name should be represented as InnoPath (inner capped "P") and NOT Innopath.

Correct use of Company Name

InnoPath

Incorrect use of Company Name

Innopath

General Style Requirements

Capitalization (Company Name, All product names, All component names).

Trademark symbols - First instance of company or product name only.

Emphasis - No italics, underlines or condensed text formatting - show emphasis with Bold text formatting ONLY.