



The Internet PeopleTM

InfoWest, Inc. | Brand & Style Guide

Corporate Name/Logo Rules & Usage

Corporate Name

It is critical that our name is portrayed consistently, and in a manner that remains true to the overall InfoWest brand. InfoWest is to be written as seen in this sentence, in all instances - Web copy, advertisements, press releases, print ads and etc. The title case "Info" is followed by the title case "West" with no space between the two words.

Master Logo

The InfoWest master logo should be used at all times. Where not possible, one of the logo variations should be used (see below). This is to make sure the logo and brand are used in a consistent manner across all communications. It's shape must not be altered in any way, its position within a layout should always be horizontal. Make sure the logo is protected from any folds, staples, hole-punches, etc. in the layout.

Logo should not be used smaller than 1.25".

Logo Misuse

Guidelines of logo misuse are to be followed to ensure integrity of brand elements. Do not use InfoWest without the tagline "The Internet People". However, the tagline "The Internet People" may be used separately from InfoWest as a text element.



The Internet PeopleTM

Logo Variations

The InfoWest master logo should be used at all times. This is to make sure the logo and brand are used in a consistent manner across all communications.



Colors

Core Brand Color Palette

InfoWest's main corporate colors are below. Additional accent colors are provided for added depth and can also be used in various tints (all neutral colors can be used in various tints).



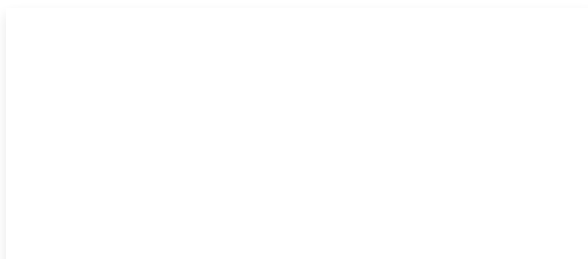
Amber

HEX	#FFC10E
RGB	255, 193, 43
CMYK	0, 26, 99, 0



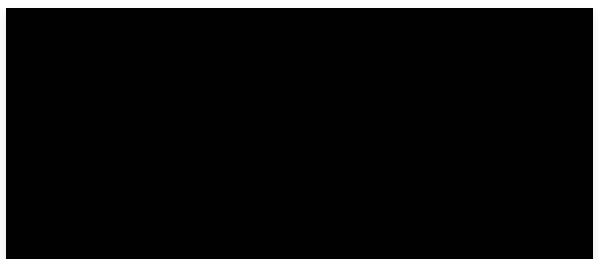
Orient

HEX	#005187
RGB	0, 81, 135
CMYK	99, 73, 22, 6



White

HEX	#FFFFFF
RGB	255, 255, 255
CMYK	0, 0, 0, 0




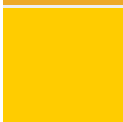





Black

HEX	#010101
RGB	1, 1, 1
CMYK	75, 68, 67, 90

Additional Accent Colors

To be used in conjunction with Core Brand Palette Colors for depth

	Midnight Blue		#003366		0, 51, 102
	Mariner		#2A7DE1		42, 125, 225
	Fuel Yellow		#EDA928		237, 169, 40
	Supernova		#FFCC00		255, 204, 0
	Dove Gray		#666666		102, 102, 102
	Silver Chalice		#999999		153, 153, 153
	Cod Gray		#111111		17, 17, 17

Typography

Primary Typeface

InfoWest typography is largely based on the Lato font which is a Google font that is clean and sans-serif overall but has a few serif-like flourishes. It is easily readable and flows well. This font should be incorporated into all designs whether print or digital to maintain a consistent look and feel throughout all applications. The Being a Google font makes it universally available and good for web development as it will display correctly for all web browsers. The Lato font family can be downloaded for free at: **fonts.google.com/specimen/Lato**

Working with Type Checklist

- ☐ DO use clean and classic faces, with a preference for sans-serif fonts
- ☐ DO avoid condensing, excessive tracking, or horizontal scaling
- ☐ DO use italicized styles sparingly
- ☐ DON'T use fonts that are overly stylized
- ☐ DON'T use outline type

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,.;:?!\$&*)

Lato

Weight: 800

Style: italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,.;:?!\$&*)

Lato

Weight: 900

Style: normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,.;:?!\$&*)

Lato

Weight: 900

Style: italic

Usage

HTML

```
1 <link href="http://fonts.googleapis.com/css?family=Lato" rel="stylesheet" type="text/css">
```

CSS

```
1 font-family: "Lato", sans-serif;
```

Photography

Photography style is another key component in the creation of successful brand communications. Our visual image has a profound opportunity to affect the nation's perception of who we are and what we stand for. Photography is an optimal medium to create relatable experiences customers can identify with and remember when making a purchasing decision. Design, typography, writing, and photography all work together to define the InfoWest brand.

Image Samples

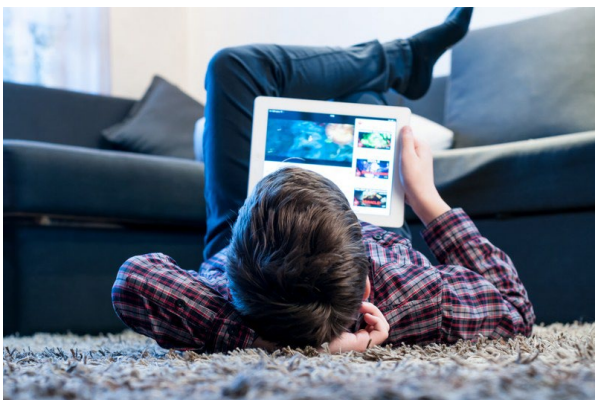
The intention is to depict InfoWest as a leader in the Internet Service Provider Industry that is dependable, driven, knowledgeable, adaptable, and an establishment of integrity. View the samples below.



pexels-photo.jpg



iStock-612854864.jpg



iStock-512624358.jpg



iStock-522368056.jpg



iStock-476971850.jpg



iStock-502287906.jpg



Digital-Marketing.jpg



200 x 200 02_09_17 Game
2.png

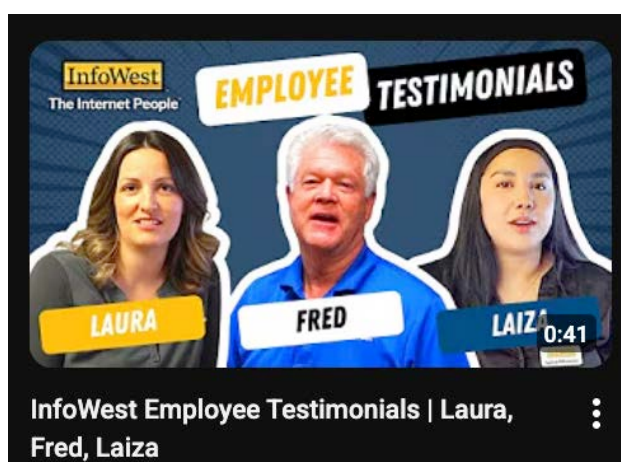
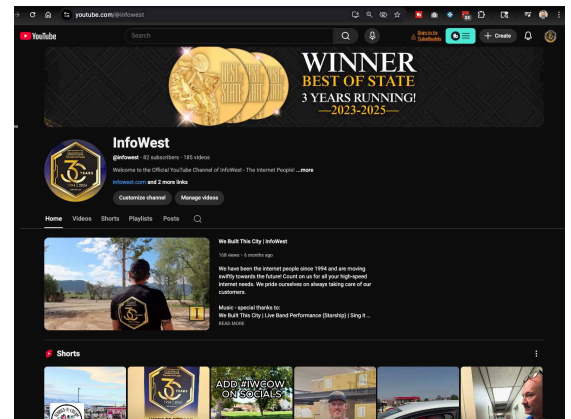


200 x 200 02_09_17.png

Video

Our videos are fun, uplifting, energetic, and colorful. We focus on the positive aspects of our employees, industry, customers, and community. Our YouTube channel is:

www.youtube.com/@infowest



Print and Digital

All of our advertising mediums should have a cohesive feel. We have an opportunity to affect our customer's perception of who we are and what we stand for with the use of visual images and content



Ad



Flier



Mouse Pad



Ad



Event Flier



Vehicle Decal



Card