

Guide

BRAND GUIDELINES

INTRAPRENEURIAL INITIATIVE



www.intrapreneurialinitiative.org

November 2016

Logo

Intrapreneurial Initiative Logo

- The tilted egg-shape symbolizes the potential of an idea that is in motion and the energy required to bring it to realization in a constantly-evolving business environment.
- The typographical style of the prefix *intra-* is highlighted by using the bold font and the inverse colour in order to differentiate the concept of *intrapreneurial* from *entrepreneurial*.
- Separating the word *intrapreneurial* with two colours relates to the need for collaboration between the two generations present within entrepreneurial families united in their journey of developing an intrapreneurial initiative.
- The blue and grey colours are a reminder of Business Families Foundation's graphic charter, as it is BFF that was responsible in part for launching the Intrapreneurial Initiative.

USE

The logo must be used in its full form at all times.



Electronic files

The PNG logo files in RGB colour format are available on the media page at: www.intrapreneurialinitiative.org/media.

Logo (cont.)

Protected space

To maintain the look of the Intrapreneurial Initiative logo, it must always be surrounded by a protected space. The protected space must remain clear of all visual elements, graphics, or typography, in every case.

The protected space is equivalent to **half the height of the logo** and must be applied around the entire logo.

Note

This protected space is already included around the logo in electronic files at your disposal.



Minimum dimension

To maintain the visibility and readability of the logo, the logo height should never be smaller than $\frac{3}{8}$ inch.

Minimum logo
height: $\frac{3}{8}$ inch



Logo (cont.)

Colours

COLOUR VERSION

In all communications, the colour version of the logo with white background is preferred.



Pantone 288
CMYK 98-81-0-0
RGB 23-77-161
WEB #174DA1

Pantone 424
CMYK 0-0-0-50
RGB 147-149-152
WEB #939598

BLACK OR WHITE VERSION

When it is not possible to reproduce the logo in colour, the logo can be used in black or white.



Logo (cont.)

Applying the logo to a coloured background

APPLICATION ON A LIGHT-COLOURED BACKGROUND

The colour and black versions can be reproduced on a light-coloured background. In this case, the word *intra* in the egg-shape would take on the background colour.

APPLICATION ON A DARK-COLOURED BACKGROUND

On a dark-coloured background, the logo must be used inversely (white).

Note

In all cases, there must be a contrast between the colour used for the background and the elements of the logo.



Logo (cont.)

Incorrect uses of the logo

The examples shown illustrate some incorrect uses of the logo.

- A) Do not distort the logo.
- B) Do not alter the symbol colour.
- C) Do not modify the position of logo elements.
- D) Do not modify the typography of the institution's name.
- E) Do not modify the proportions of the components.
- F) Do not create an outline effect.
- G) Do not insert images within the symbol or replace it with an image.
- H) Do not replace the institution's name with text.
- I) Do not add the slogan.
- J) Do not use the symbol on its own.



Comparison with correct logo usage



Note

The logo must always be taken from the original electronic file and must not be modified in any way.

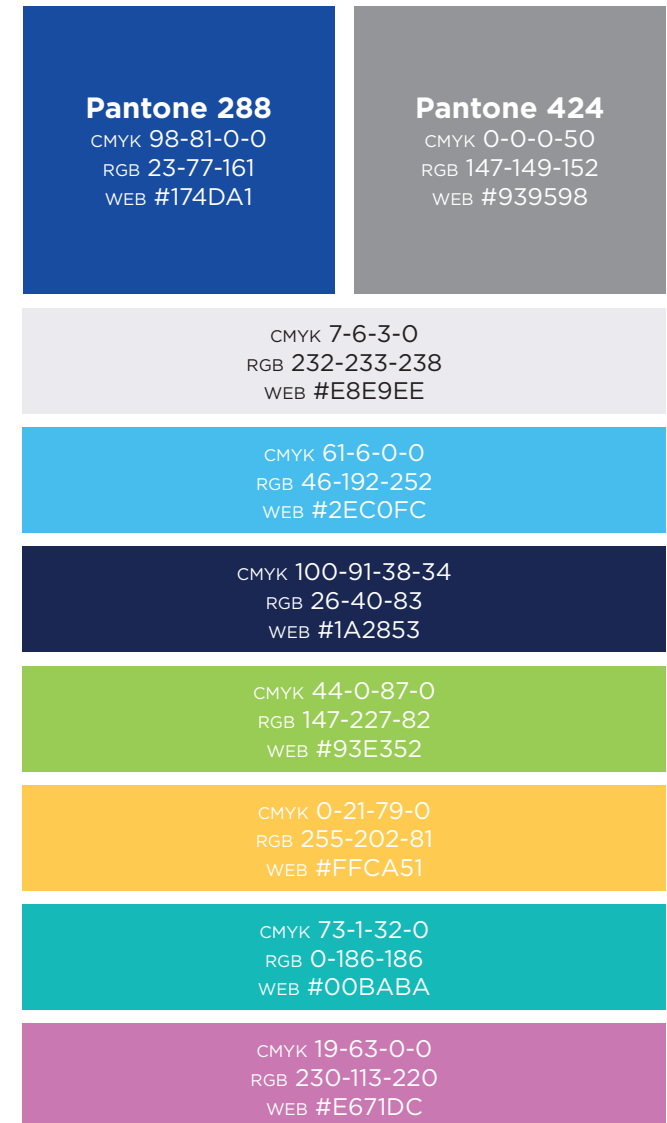
Colour Palette

Main colours

A distinctive element of our visual identity, the colour palette appears on all communication pieces in order to differentiate Intrapreneurial Initiative and give life to its brand. Blue and grey are the main colours.

Secondary Colours

The range of secondary colours is comprised of seven other colours that can offer the flexibility required when creating different communication pieces.



Typography

Published material or web

LETTERS, PRESS RELEASES, INTERNAL MEMOS, EMAILS,
TEMPLATES FOR WORD, EXCEL AND POWERPOINT

The Gotham font is used in all office publication projects created with the help of a word processing software.

Gotham Book

a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Gotham Bold

a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0