

Inspectorio

Brand Guidelines

Version 1.0
20 February 2024



This document will guide you through the tools and techniques to express our brand on our communications with our distinctive essence, flair, and enthusiasm.

Important notice

Images used in these brand guidelines are for notional purposes only. They should not be used on any applications or reproduced in any form.



Our logo is symbolic of the key components of our business - Building, Raising and Growing your supply chain on one online platform.



Clear space

We have a clearspace assigned to our logo ensuring it retains maximum legibility and prominence at any size.

Minimum size

For both digital and print, do not go below the minimum sizes indicated below for small-scale applications of our logo.



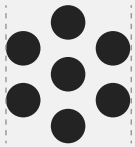
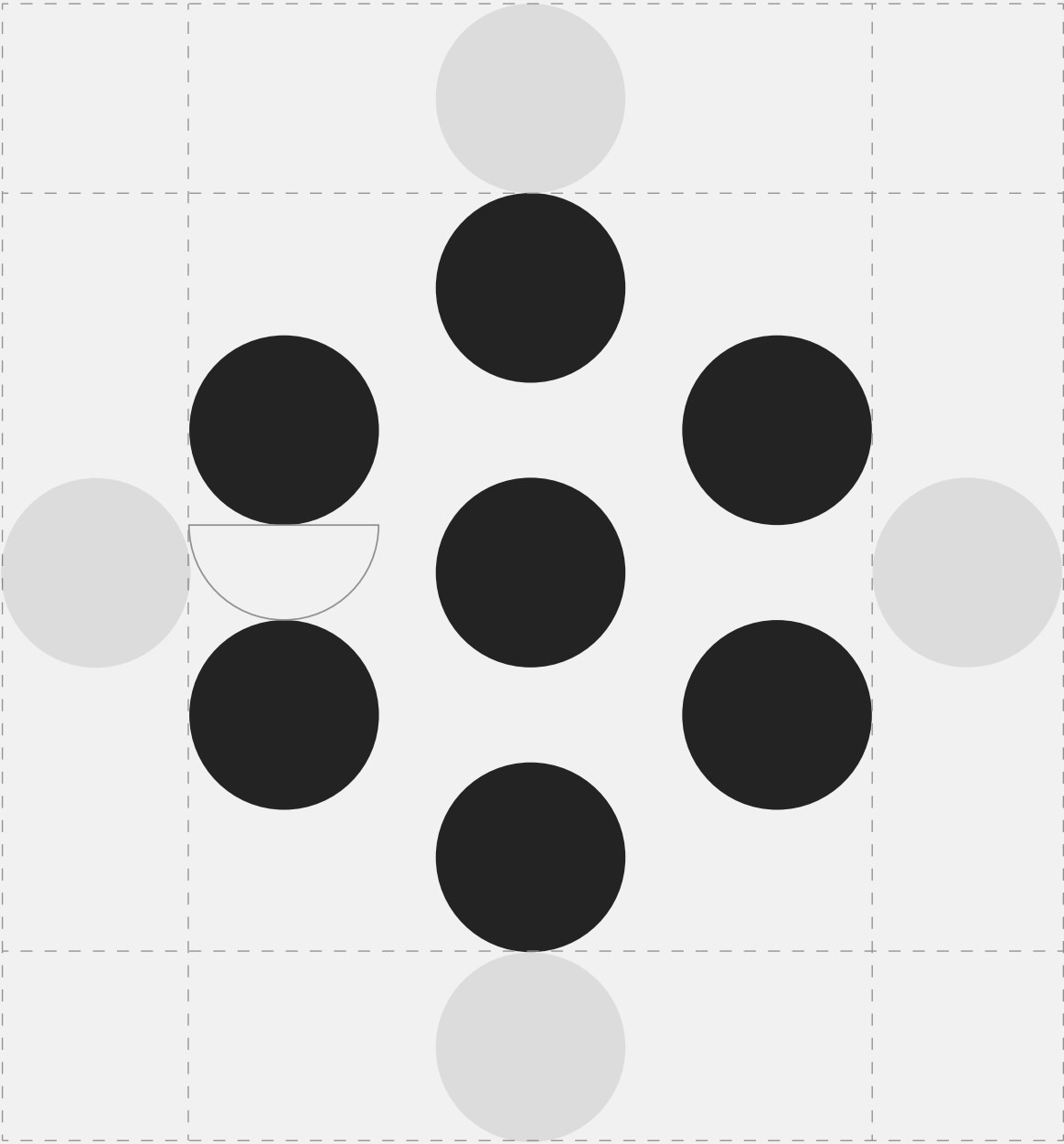
Print
Min. 25mm width

Screen
Min. 150px width



Clear space
We have a clearspace assigned to our symbol ensuring it retains maximum legibility and prominence at any size.

Minimum size
For both digital and print, do not go below the minimum sizes indicated below for small-scale applications of our symbol.



Print
Min. 10mm width

Screen
Min. 20px width



Our logo can be used in black or white. Our white logo is always used on our primary Electric Blue.

When applying our logo onto different colours always choose the version that provides the highest contrast and legibility.



We have allowed for a blue version of the logo exclusively for use on 3rd party comms and co-branding.

Electric Blue is our hero colour, in our comms it is ever-present. When we have no control of the use of our hero colour, this version of the logo gives us the correct brand presence.



Our lead color is Electric Blue.
We use it carefully in everything
we do.

Confident
Energetic
Vibrant



Plain White
Primary Color

HEX: #FFFFFF
RGB: 255 255 255
CMYK: 0 0 0 0

Electric Blue
Primary Color

HEX: #0E47DF
RGB: 14 71 160
CMYK: 100 50 0 0
Pantone: 2132

Light Gray
Primary Color

HEX: #F1F1F1
RGB: 241 241 241
CMYK: 2 2 3 4

Full Black
Primary Color

HEX: #232323
RGB: 35 35 35
CMYK: 0 0 0 100



<div>Forest Green</div> <div>Secondary Color</div> <div>HEX: #394E4F</div> <div>RGB: 57 78 79</div> <div>CMYK: 86 29 21 67</div>	<div>Ash Gray</div> <div>Secondary Color</div> <div>HEX: #BEC9C8</div> <div>RGB: 190 201 200</div> <div>CMYK: 35 3 8 7</div>	<div>Light Blue</div> <div>Secondary Color</div> <div>HEX: #DEEAFF</div> <div>RGB: 222 234 255</div> <div>CMYK: 23 0 1 0</div>	
<div>Light Yellow</div> <div>Tertiary Color</div> <div>HEX: #F9F0D2</div> <div>RGB: 250 240 210</div> <div>CMYK: 0 4 27 0</div>	<div>Light Orange</div> <div>Tertiary Color</div> <div>HEX: #F9E5D1</div> <div>RGB: 249 229 209</div> <div>CMYK: 0 12 34 0</div>	<div>Light Purple</div> <div>Tertiary Color</div> <div>HEX: #E7E0EB</div> <div>RGB: 231 224 235</div> <div>CMYK: 10 17 0 0</div>	<div>Light Green</div> <div>Tertiary Color</div> <div>HEX: #DFEED7</div> <div>RGB: 223 238 215</div> <div>CMYK: 20 0 14 0</div>



Our brand primary colors are Electric Blue, Light Gray and Full Black.

They are supported by a secondary color palette, which should be used as accent colors.

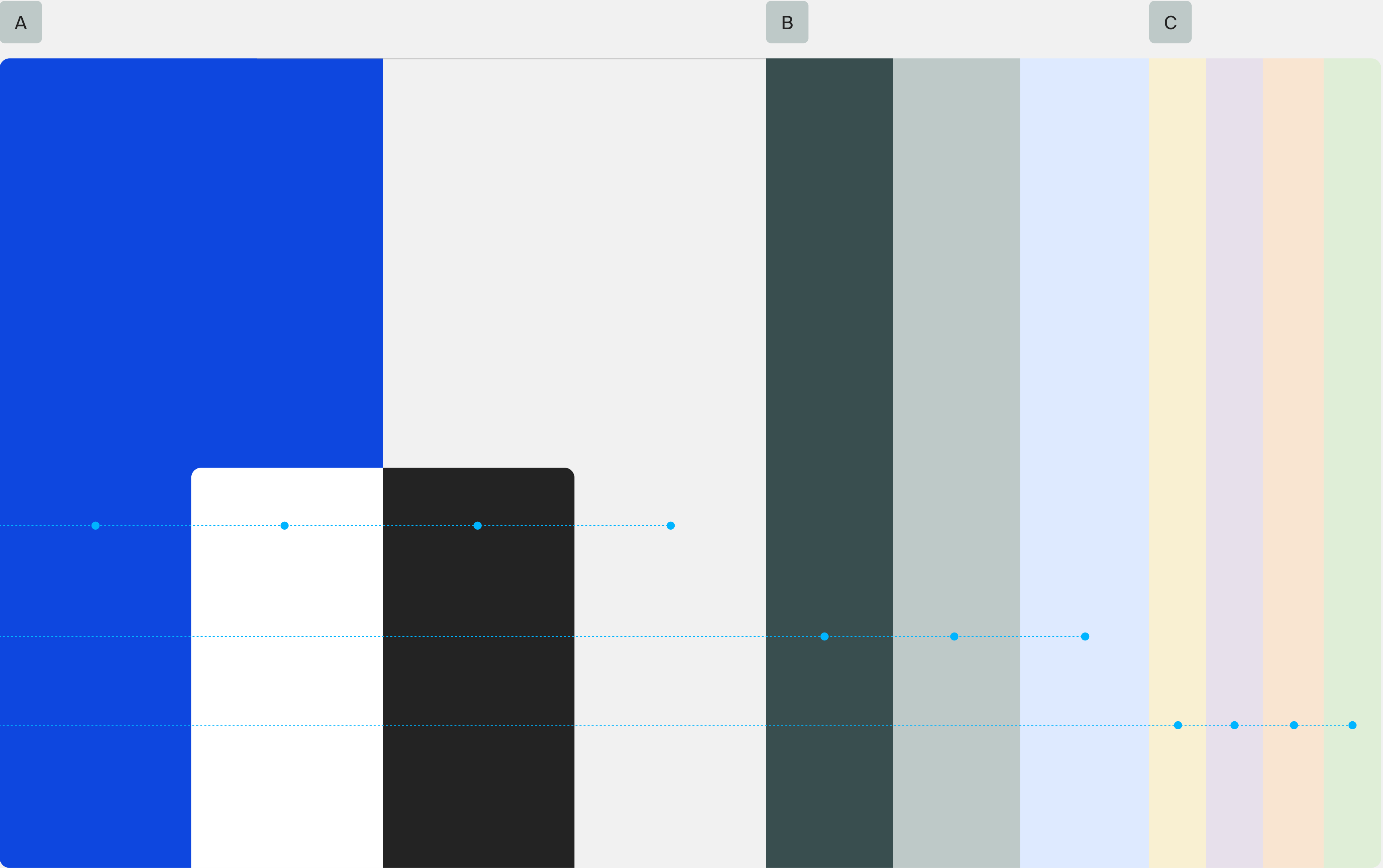
The colour chart visualises how much each color should be used throughout brand comms.

This should be used as general guidance, the specific application should dictate the exact and correct color usages.

A. Primary color palette
These colors are the foundation of our brand work, however we always prioritize Electric Blue and Light Gray.

B. Secondary color palette
Our secondary palette is used to create a mature and calming effect.

C. Tertiary color palette
Use these tones for abstractions and in the background to create a warmer approach.





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