



**INTERIOR
LOGIC GROUP**

Brand Guidelines V.1

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INTRODUCTION

The Interior Logic Group brand is one of our most valuable assets and maintaining consistency is essential to how we sell and market our products and solutions. The logo, color palette and brand voice have been created to enhance and elevate Interior Logic Group's position in the market and these guidelines should be used whenever creating marketing, collateral or communications for the brand.

These general guidelines have been developed to help guide in the creation of other marketing, sales and in-house materials. This document should be provided to employees, printers, designers and anyone creating sales and marketing materials for the brand.

BRAND VOICE

BRAND STORY At Interior Logic Group, our collective network of local design and construction services partners purposefully doesn't adopt the one-size-fits-all mentality. We believe that innovative, customer-focused services are based on local expertise and lasting relationships built over time. You won't find a new project manager on every job or a complex hierarchy of decision makers. Instead each of our partner companies is ingrained in the communities where they live and work. Their clients are neighbors and friends – and are treated as such. We treat client expectations, timelines and budgets just like we would our own. When you're in a bind, we work with you to provide the flexibility you need. We're all part of the same community, and want to see it grow and prosper.

As we grow our network with other organizations, we are able to collaborate within and across markets to learn and implement best practices and operational efficiencies. This blueprint for success allowed us to maintain the best talent and edge in the industry. With our continued growth within the industry, our focus will remain on local expertise and a loyalty to our customers, suppliers, and team members.

As you succeed, we succeed. It's just logical!

BRAND VOICE

BRAND PROMISE Create a passionate environment that allows us to reach our full potential. Be remarkable!

A Brand Promise is what a company commits to the people who interact with it. It's a description of the company's character and how the company creates and delivers value. It's also the feeling the company conveys to its stakeholders.

BRAND VOICE

PARENT COMPANY ATTRIBUTES

Knowledgeable

- A trust-worthy partner with a keen understanding of the business and current and emerging needs within the industry.

Responsive

- Passionate problem-solvers driven to find solutions and create proactive programs to empower local decision-making and superior service.

Adaptable

- Able to stay flexible to support the distributed operations and thrive in an ever-changing market to meet the changing goals and needs of customers.

Collaborative

- Provides full access to a collective group of experts and industry best practices.

Supportive

- Provides financial, operational and technological resources to support regional objectives and foster growth.

BRAND VOICE

REGIONAL PARTNER ATTRIBUTES

Knowledgeable

- Provides years of industry expertise with access to a larger knowledge base through the network to empower decision-making.

Responsive

- Passionate problem-solvers driven to find solutions and create proactive programs to empower local expertise and superior service.

Adaptable

- Able to stay flexible on the local level and thrive in an ever-changing market to meet the changing goals and needs of customers.

Local Expertise

- Able to stay competitive and provide a keen understanding and capabilities on a local basis.

Service-oriented

- Putting the customer first and focusing on what they need to succeed.

BRAND VOICE

BRAND DESCRIPTOR The premier collaborative network of local design and construction services partners.

LOGO

Horizontal Version:



Stacked Version:



The visual identity begins with our logo. It communicates more than our organization's name — it symbolizes who we are and what we stand for. From presentations to business cards to brochures, our brand mark functions as a personal sign-off on the ideas we're presenting and sharing. Consistent application of the logo is crucial to the success of our brand. To maintain the integrity of the logo, we have created usage guidelines around its application.

The Interior Logic Group logo can be used in both horizontal and stacked formats. Usage of the different formats is dependant upon the application in which it is being used.

LOGO COLOR USAGE

MAIN LOGO:

This is the preferred logo (horizontal or stacked) when the logo resides on a white or light background.

Brand Blue: PMS 287U
color equivalents – CMYK 91/57/2/1 RGB 0/106/175 HEX 006AAF

Dark Gray: PMS 433U
color equivalents – CMYK 76/63/55/24 RGB 91/93/98 HEX 5B5D62



REVERSED-OUT:

This is the preferred logo when the logo resides on a colored or dark background.

color equivalents – CMYK 0/0/0/0 RGB 255/255/255 HEX FFFFFFFF



ONE-COLOR (BW) OR GRAYSCALE:

This option may be used on light or white backgrounds.

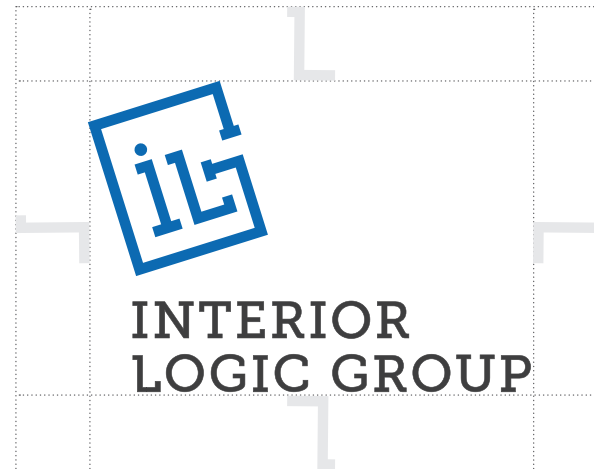
color equivalents – CMYK 0/0/0/85 RGB 77/77/79 HEX 4D4D4F



CLEAR SPACE FOR HORIZONTAL AND STACKED LOGOS

CLEAR SPACE

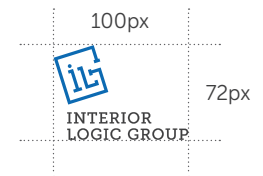
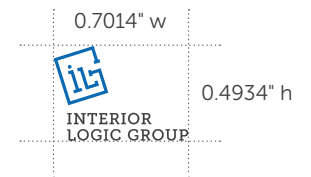
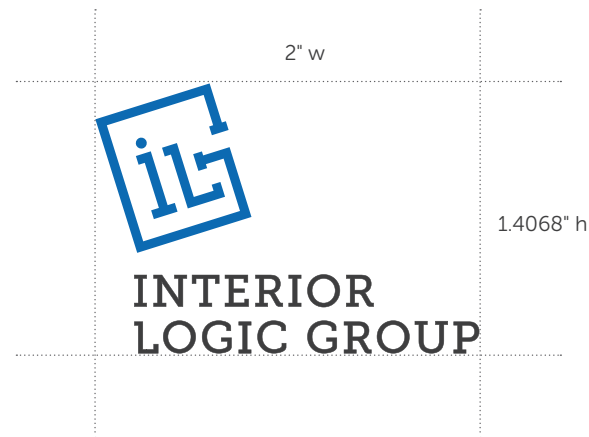
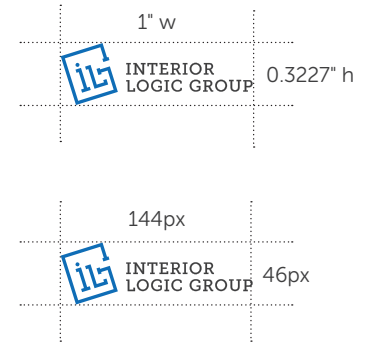
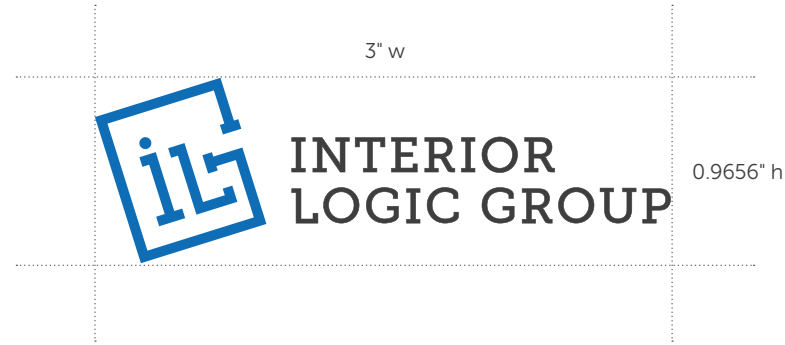
Clear space is the minimum safe area around the logo. It allows the logo to be clearly defined by having maximum impact with minimum distraction. All other design elements should be outside the clear space. The clear space around the logo is defined approximately by the height of the letter "L" of the "Interior Logic Group" logo mark.



SCALING FOR HORIZONTAL AND STACKED LOGOS

SCALING AND VISIBILITY

The logo is the visual icon of our brand identity, so it must always be legible. Keep placement and the layout environment in mind when resizing the logo for various uses. Avoid scaling the logo down to a size where the elements are difficult to see and text is hard to read. Scaling of the logo should always be proportional so as not to skew the logotype. The illustration at right shows the acceptable range for the logo dimensions in most print and web collateral.



IMPROPER USAGE

The following are examples of improper use of the Interior Logic Group logo.

NO skewing or stretching



NO unassigned color



NO embossing or distracting rendering effects



NO poor color combinations



NO busy background with low contrast



There may be instances in which you will need to use the logo against a background or photograph. In this case you will need to add contrast, the only acceptable way being to add a subtle drop shadow behind the logo.

OK subtle drop shadow for contrast against background



Inconsistent representation of the logo compromises your identity. Therefore, it is important to follow the guidelines to ensure a consistent look across all applications.

FORMAT RECOMMENDATIONS

The following chart offers guidance on when to use a particular file format.

file formats	.ai	.eps	.eps (psd)	.tif	.jpg	.png
VECTOR/PIXEL	vector	vector	pixel	pixel	pixel	pixel
TRANSPARENT BACKGROUND	Y	Y	N	N	N	Y
APPLICATIONS	high resolution print projects	high resolution print projects	high resolution print projects	high resolution print projects	websites, email signatures, eblasts, web banners, MS Office programs	websites, email signatures, eblasts, web banners, MS Office programs
NOTES	USE THIS FILE FOR LARGE LOGO FORMATS This is the native file. It can only be opened in Adobe Illustrator.	USE THIS FILE FOR LARGE LOGO FORMATS Also vector-based, this file can be more universally accessed than .ai and is often more stable in being imported.	USE THIS FILE FOR LARGE LOGO FORMATS	USE THIS FILE FOR LARGE LOGO FORMATS		

When to use...

- CMYK** for 4-color jobs. This includes digital printing and all printing from a MS Office program.
- PMS** for a job with spot printing. This includes screen printing, offset printing (if spot colors are specified).
- BW** when you want the logo to be black.
- RVS** when you want the logo to be white (not available in formats that don't offer a transparent background).
- 300 dpi** for high-quality print projects. These can be digital or offset.
- 72 dpi** for web or screen-based projects.

GRAPHIC ELEMENTS

SUPERGRAPHIC & SUPPORTING GRAPHIC

A supergraphic is a large-scale decorative element. The Interior Logic Group supergraphic should be used at a relatively large scale in relation to the application and used at an angle, with one or more sides bleeding off the edge of the page or document. It should be positioned to create dynamic shapes and interesting negative space.



The supporting graphic is used as a design element to enhance or call out display or headline copy.

*THE PREMIER COLLABORATIVE
NETWORK OF LOCAL DESIGN AND
CONSTRUCTION SERVICES PARTNERS.*

GRAPHIC ELEMENTS

SUPERGRAPHIC & SUPPORTING GRAPHIC USAGE

The Interior Logic Group supergraphic can be used as a primary design element such as on the cover of a PowerPoint presentation or on the back of the business card.



Presentation Slide

The supporting graphic can be used as an additional accent or design element, such as on the cover of a PowerPoint presentation.



Business Card

BRAND PALETTE

The brand color palette is made up of the main colors used in any brand communications or marketing materials. The primary palette consists of two main brand colors, Interior Logic Group blue and dark gray and should be used most often. The secondary palette consists of two supporting or accent colors, dark blue and light gray. The listed swatches are the assigned brand colors with color equivalencies in PMS spot, CMYK, RGB and Hexicrome web-safe colors.

PRIMARY:

Interior Logic Group Brand blue and dark gray are the primary brand colors.

PMS 287 U / CMYK 91/57/2/1 / RGB 0/106/75 / HEX 006AAF
PMS 433 U / CMYK 76/63/55/24 / RGB 91/93/98 / HEX 5B5D62



PMS 287 U PMS 433 U

SECONDARY:

Dark blue and light gray are the secondary colors. These colors should be used sparingly in comparison to the primary palette, and should be used as supporting or accent colors. The brand palette can be used in conjunction with other secondary colors. When choosing additional colors to coordinate with the brand palette, select colors that complement the palette and work well with accompanying imagery and graphics.

PMS 295 U / CMYK 75/56/15/47 / RGB 55/81/114 / HEX 375172
Cool Gray 5 U / CMYK 14/9/9/23 / RGB 173/174/176 / HEX ADAE80



PMS 295 U Cool Gray 5 U

Color shifts that may happen across various applications or production methods is impossible to predict. These guides should be used as a reference, however alternate breakdowns may be needed in order to maintain consistency.

BRAND PALETTE

PALETTES FOR UNCOATED APPLICATIONS

Color is an important part of the brand's visual identity. The Interior Logic Group color palette is made up of primary and secondary end use colors.

The color values are defined for different application areas such as coated and uncoated paper stocks. Pantone Matching System (PMS) colors ensure consistency across all printing processes and materials.

Whenever possible, use the defined colors in applications.

SPOT UNCOATED

Spot PMS U colors are used when printing on uncoated paper.

CMYK

(Process or 4-Color)



Used for preparing files for professional printers.



RGB

Used for on-screen viewing (e.g., PowerPoint presentations) or when printing within the office.

HEX

Used when designing digital experiences, such as a website.

Primary Colors	Spot Uncoated	Process Uncoated	RGB	Hex
 Brand Blue	Pantone 287 U	C91 M57 Y2 K1	R0 G106 B75	#006AAF
 Dark Gray	Pantone 433 U	C76 M63 Y55 K24	R91 G93 B98	#5B5D62

Secondary Colors	Spot Uncoated	Process Uncoated	RGB	Hex
 Dark Blue	Pantone 295 U	C75 M56 Y15 K47	R55 G81 B114	#375172
 Light Gray	Pantone Cool Gray 5 U	C14 M9 Y9 K23	R173 G174 B176	#ADAEB0

BRAND PALETTE

PALETTES FOR COATED APPLICATIONS

SPOT COATED

Spot PMS C colors are used when printing on coated paper.

CMYK

(Process or 4-Color)

Used for preparing files for professional printers.

RGB

Used for on-screen viewing (e.g., PowerPoint presentations) or when printing within the office.

HEX

Used when designing digital experiences, such as a website.

Primary Colors	Spot Coated	Process Coated	RGB	Hex
 Brand Blue	Pantone 7685 C	C95 M69 Y0 K0	R44 G86 B151	#2C5697
 Dark Gray	Pantone Cool Gray 11 C	C44 M34 Y22 K77	R83 G86 B90	#53565A

Secondary Colors	Spot Coated	Process Coated	RGB	Hex
 Dark Blue	Pantone 295 C	C100 M69 Y8 K54	R0 G40 B85	#002855
 Light Gray	Pantone Cool Gray 5 C	C13 M9 Y10 K27	R177 G179 B179	#B1B3B3

TYPOGRAPHY

PRIMARY TYPEFACES

Another strong element of our identity is typography. Like color, the proper application of typography adds another level of personality. The following typefaces should be used when creating branded communications materials. *See examples of usage on page 21.*

Museo Sans Rounded, Museo and Museo Slab are Interior Logic Group's brand typefaces. They should be used on all marketing and branded materials, especially those used in external communications. The examples are meant to guide you in your use of the type. Deviations from this guideline are not acceptable.

GENERAL USAGE/BODY COPY

Museo Sans Rounded

100 ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*(){}[]:;'"

300 ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*(){}[]:;'"

500 ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*(){}[]:;'"

Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*(){}[]:;'"

ACCENT OR DISPLAY TYPE

Museo Slab

500 ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*(){}[]:;'"

700 **ABCDEFGHIJKLMN****OPQRSTUVWXYZ**
abcdefghijklmnopqr**stuvwxyz**
1234567890!@#\$%^&*()**{[]:;'"**

Museo

700 **ABCDEFGHIJKLMN****OPQRSTUVWXYZ**
abcdefghijklmnopqr**stuvwxyz**
1234567890!@#\$%^&*()**{[]:;'"**

TYPOGRAPHY

PRIMARY TYPEFACES USAGE

Letter Body Copy
Museo Sans Rounded 300, 9pt

Name and credentials
Museo 700, 8pt

Title

Museo Sans Rounded 300, 7.5pt

Individual contact information

Museo Sans Rounded 300, 7.5pt



 **INTERIOR LOGIC GROUP**

Mark Fikse 3050 Peachtree Road NW
Suite 550
Atlanta, GA 30305

Title Title Goes Here

c: 678.595.8832
e: markfikse@interiorlogicgroup.com



 **INTERIOR LOGIC GROUP**

3050 Peachtree Road NW Suite 550, Atlanta, GA 30305



Date

Recipient
Title
Company

Dear Recipient,

Fusce neque mi, consectetur gravida, convallis ac, varius a, pede. Fusce pellentesque pretium quam. Ut luctus, justo id volutpat iaculis, est diam pulvinar sem, quis bibendum turpis dui eget mauris. Sed in mauris. Ut massa. Pellentesque condimentum felis nec sapien. Integer posuere elit at turpis. Nulla facilisi. Sed sapien ipsum, commodo ut, facilisis vitae, ultrices non, metus. Aenean non nulla. Curabitur molestie volutpat magna. Velum tempor faucibus nisi. Pellentesque vitae enim. non, metus. Aenean non nulla.

Aliquam rhoncus volutpat mauris. Sed auctor. Donec tincidunt velit et tellus. Donec sed augue eget lacus plerat adipiscing. Ut convallis suscipit nulla. Morbi posuere ullamcorper ligula. Duis sit amet odio nec lorem ornare gravida. Suspendisse ante nulla, gravida quis, eleifend sit amet, placerat eget, purus. Sed egestas magna ut erat. Vivamus euismod, odio id mattis porttitor, tellus nisl consectetur turpis, ut auctor enim justo euismod nulla. Fusce eget diam vulputate massa tempor tempor. non, metus.

In ante. Phasellus convallis, nisl in vestibulum facilisis, lacus pede bibendum urna, dapibus pellentesque eros magna sed nibh. Etiam tortor arcu, porta nec, laoreet quis, mollis in, libero. Aenean dapibus est a metus. In sit amet elit. Pellentesque luctus lacus scelerisque arcu. Cras mattis diam. Sed molestie, lectus id bibendum luctus, magna orci luctus quam, et auctor urna diam sit amet ligula. Sed purus dui, suscipit et, malesuada non, consectetur in, augue. Proin et sapien. Maecenas aliquam, nibh id aliquet tincidunt, ante neque pulvinar mauris, sit amet fermentum nibh augue mollis risus. Mauris porttitor varius mauris. Vivamus in urna et sem accumsan. Aliquam rhoncus volutpat mauris. Sed auctor. Donec tincidunt velit et tellused augue eget lacus plerat adipiscing.

Ut convallis suscipit nulla. Morbi posuere ullamcorper ligula. Duis sit amet odio nec lorem ornare gravida. Suspendisse ante nulla, gravida quis, eleifend sit amet, placerat eget, purus. Sed egestas magna ut erat. Vivamus euismod, odio id mattis porttitor, tellus nisl consectetur turpis, ut auctor enim justo euismod nulla. Fusce eget diam vulputate massa tempor tempor. non, metus. am sit amet ligula. Sed purus dui, suscipit et, malesuada non, consectetur in, augue. Proin et sapien. Maecenas aliquam, nibh id aliquet tincidunt, ante neque pulvinar mauris, sit amet fermentum nibh augue mollis risus. Mauris porttitor varius mauris. Vivamus in urna et sem accumsan. Aliquam rhoncus volutpat mauris. Sed auctor. Donec tincidunt velit et tellus. Donec sed augue eget lacus plerat adipiscing. Ut convallis suscipit nulla. Morbi posuere ullamcorper ligula. Duis sit amet odio nec lorem ornare gravida. Suspendisse ante nulla, gravida quis, eleifend sit amet, placerat eget, purus. Sed egestas magna ut.

Sincerely,

Your Name
Your Title

3050 Peachtree Road NW Suite 550, Atlanta, GA 30305

TYPOGRAPHY

SECONDARY TYPEFACE

Arial is Interior Logic Group's PC typeface. It should only be used when the primary typefaces are not available. Arial is not the preferred typeface, except for PowerPoint presentations.

GENERAL USAGE/BODY COPY

Arial

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*(){}[]:;”

Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*(){}[]:;”

Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*(){}[]:;”

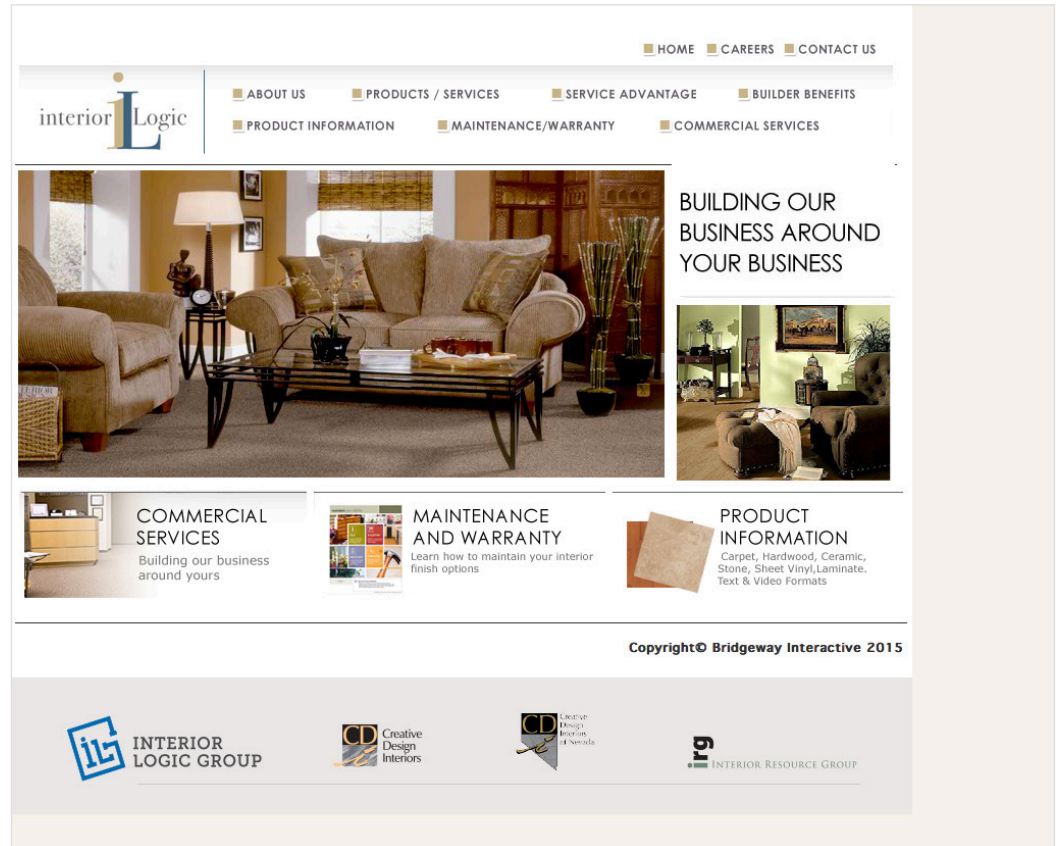
Bold Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*(){}[]:;”

WEBSITE - LOGO USAGE

The look and feel for the Interior Logic Group's website should be consistent with the overall brand and print collateral but appropriated for web. All colors should be converted for web. See page 17 for web color values. Typography should follow defined guidelines on pages 20-22.

Below is an example of how to use the parent company logo along with the individual partner logos. The parent logo should be larger in proportion to the partner logos with adequate spacing between logos. Using a one-color logo for partner companies is preferred, if available.

If the need to list more than four partner logos occurs, suggest only listing partner company names in the Interior Logic Group typeface.



EMAIL SIGNATURE

All email signatures should be uniform and incorporate branded elements and typography as shown here. If brand fonts are not available, Arial may be substituted.

Museo 700, 9pt — **NAME**
TITLE, CERTIFICATION

Museo 700, 9pt — **c:** 555.555.5555
o: 555.555.5555
e: firstname.lastname@interiorlogicgroup.com

Museo Sans Rounded 300, 9pt — www.interiorlogicgroup.com
States served

jpeg insert —
(use logo at this scale in relation to above copy)

