



## INE Style Guide & Brand Standards

### Introduction

The purpose of these guidelines is to describe the INE, Inc. brand style and reinforce consistent application of the visual elements in all communications. This includes publications, presentations, and all other marketing materials both online and offline. Guidelines on the use of the INE logo are included.

### Our Identity

The INE, Inc. corporate identity is the face and personality presented to the global community. It is as important as the products and services that we provide. Our identity is the total effect of our logos, products, brand names, trademarks, advertising, brochures, web content, and presentations —everything that represents INE.

Because the brand cannot be compromised, we've created this guide to provide all the pertinent specifications you need to help maintain the integrity of the INE identity. By following these guidelines, any materials you create will represent INE cohesively to your colleagues and customers.

# LOGO

## Logo Design

The company logo is an important and valued graphic element and must be used consistently and appropriately. Even minor variations will undermine and compromise the image of the branding.

In most cases, use of one company logo is all that is required. If an advertisement is made by your company, the INE logo is usually all that is required for recognition by your audience or customers.



PMS 144 / PMS 429



PMS 144 / PMS 431



PMS 144 / PMS 430



PMS 144 / PMS 432



Black



PMS 144 / Black



PMS 144 / Reverse (white)



Reverse (white)

# LOGO

## Logo & Tagline

Our tagline represents the INE mission and vision. The tagline may be used in conjunction with the logo when your communication needs would benefit from the additional context that it provides. Use one of the following two options for this purpose.

### Horizontal Logo with Tagline



### Stacked Logo with Tagline

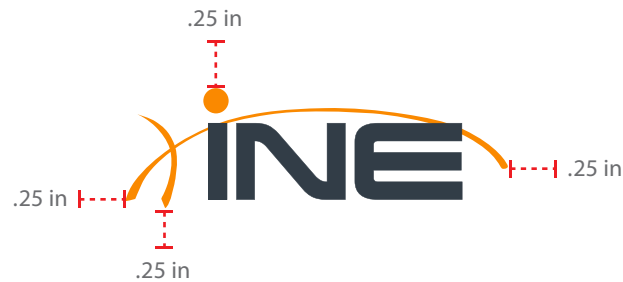


# LOGO

## Logo Spacing & Sizing

### Exclusion Zone

Make sure that text or other design elements do not encroach upon the logo. The marked space should always be included as a buffer around the logo, keeping it free from visual distraction.



### Minimum Reproduction Size

In the primary logo format, a minimum size must be adhered to so that legibility is retained. In exceptional circumstances where space is below the recommended size, adjustments may be made to balance the shape and visibility.



Smallest for web use



Smallest for print use

# LOGO

## Logo Don'ts

As the major graphical representation of INE, Inc., our logo anchors our brand and is the single most visible manifestation of INE within our target market. Please use the guidelines below to avoid making modifications to the INE logo.

Do not change colors of the logo.



Do not add outlines to the logo.



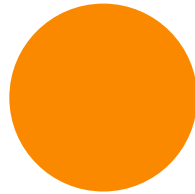
Do not alter the logo.



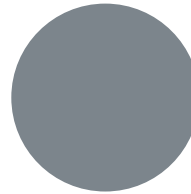
# COLOR

## Corporate Colors - Primary Palette

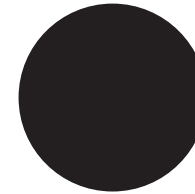
The INE color palette has been created to reflect the spirit of our brand. Please use the color palettes provided, including Primary, Complimentary, and Grayscale, in any visual messaging pertaining to INE.



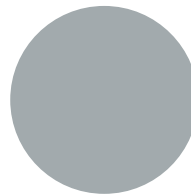
PMS 144  
#EF7D22  
C: 0  
M: 56  
Y: 100  
K: 0



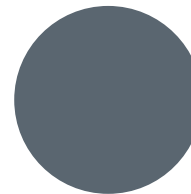
PMS 430  
#5C666F  
C: 54  
M: 41  
Y: 38  
K: 4



PMS Process Black  
#000000  
C: 0  
M: 0  
Y: 0  
K: 100



PMS 429  
#A3A9AC  
C: 38  
M: 27  
Y: 27  
K: 0

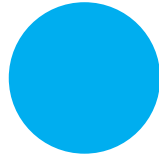


PMS 431  
#5C666F  
C: 66  
M: 52  
Y: 45  
K: 17

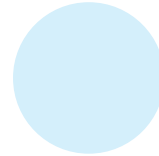
# COLOR

## Corporate Colors - Complimentary Palette

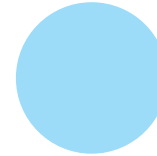
This complimentary palette is for both print and web use.



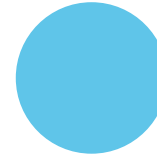
PROCESS CYAN  
#00AFED  
C: 100  
M: 0  
Y: 0  
K: 0



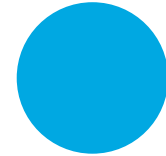
PROCESS CYAN  
#CEEDFC  
C: 15  
M: 0  
Y: 0  
K: 0



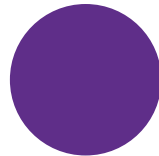
PROCESS CYAN  
#9CDCF8  
C: 35  
M: 0  
Y: 0  
K: 0



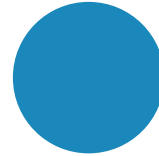
PMS 297  
#6EC4E8  
C: 52  
M: 5  
Y: 3  
K: 0



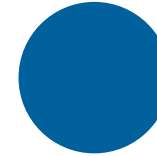
PMS 2995  
#00A4E3  
C: 90  
M: 11  
Y: 0  
K: 0



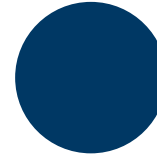
PMS 2597  
#5D0C8B  
C: 79  
M: 100  
Y: 7  
K: 3



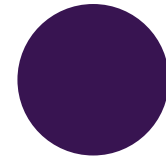
PMS 299  
#0188BA  
C: 83  
M: 35  
Y: 11  
K: 0



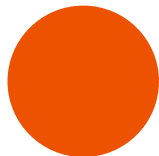
PMS 3015  
#005F9B  
C: 100  
M: 59  
Y: 21  
K: 4



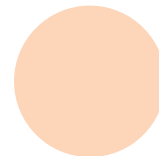
PMS 2955  
#003763  
C: 100  
M: 78  
Y: 36  
K: 28



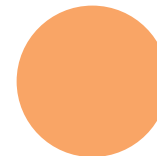
PMS 2627  
#3E1051  
C: 83  
M: 100  
Y: 32  
K: 35



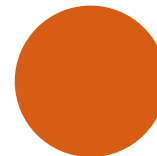
PMS 166  
#E75200  
C: 4  
M: 82  
Y: 100  
K: 0



PMS 155  
#FDD4B8  
C: 0  
M: 19  
Y: 26  
K: 0



PMS 156  
#FFA766  
C: 0  
M: 41  
Y: 65  
K: 0



PMS 159  
#E36F1E  
C: 0  
M: 66  
Y: 100  
K: 7



PMS 152  
#ED6511  
C: 2  
M: 74  
Y: 100  
K: 0

# COLOR

## Corporate Colors - Grayscale Palette

This grayscale palette is for both print and web use.



Grayscale 2%  
#F8F8F8  
K: 2



Grayscale 5%  
#F1F1F2  
K: 5



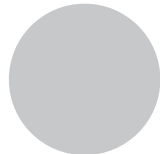
Grayscale 10%  
#E3E4E5  
K: 10



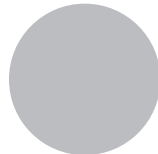
Grayscale 15%  
#DBDCDE  
K: 15



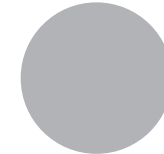
Grayscale 20%  
#D1D2D4  
K: 20



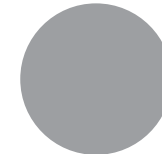
Grayscale 25%  
#C6C8CA  
K: 25



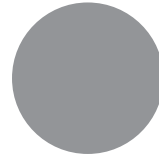
Grayscale 30%  
#BBBDC0  
K: 30



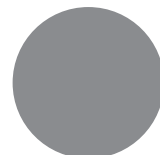
Grayscale 35%  
#B1B3B5  
K: 35



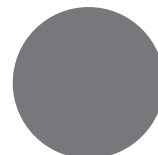
Grayscale 45%  
#9D9FA1  
K: 45



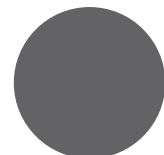
Grayscale 50%  
#939597  
K: 50



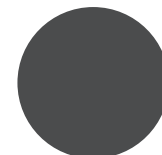
Grayscale 55%  
#898B8E  
K: 55



Grayscale 65%  
#76787A  
K: 65



Grayscale 75%  
#626366  
K: 75



Grayscale 85%  
#4d4d4d  
K: 85



# TYPE

## Typography

The typeface for print and document use is Myriad Pro. This font has been selected for its clear, clean, and readable aesthetic value. Our font represents the brand image and must be used to retain consistency. Please do not use alternative fonts under any circumstances.

### For Print & Document Use

#### Myriad Pro Font Family

Myriad Pro Regular

**Myriad Pro Semi-Bold**

**Myriad Pro Bold**

Myriad Pro Condensed

**Myriad Pro Condensed Bold**

*Myriad Pro Italic*

***Myriad Pro Semi-Bold Italic***

***Myriad Pro Bold Italic***

*Myriad Pro Condensed Italic*

***Myriad Pro Condensed Bold Italic***

## Typography

The web fonts Droid Sans, Open Sans, & Lucida Sans are used to complement the primary print font Myriad Pro on the web.

### For Web Use

### Lucida Sans Font Family

For Headline & Body Use

Lucida Sans Regular	Normal 400
<b>Lucida Sans Bold</b>	<b>Bold 700</b>
<i>Lucida Sans Italic</i>	<i>Normal 400</i>
<b><i>Lucida Sans Bold Italic</i></b>	<b><i>Bold 700</i></b>

### Open Sans Font Family

For Headline & Body Use

Open Sans Light	Book 300
Open Sans Regular	Normal 400
Open Sans Semi-Bold	Semi-Bold 600
<b>Open Sans Bold</b>	<b>Bold 700</b>
<b>Open Sans Extra Bold</b>	<b>Extra-Bold 800</b>
<i>Open Sans Book Italic</i>	<i>Book 300</i>
Open Sans Regular Italic	Normal 400
<i>Open Sans Semi-Bold Italic</i>	<i>Semi-Bold 600</i>
<b><i>Open Sans Bold Italic</i></b>	<b><i>Bold 700</i></b>
<b><i>Open Sans Extra-Bold Italic</i></b>	<b><i>Ex Bold 800</i></b>

### Droid Sans Font Family

For Headline Use

Droid Sans Regular	Normal 400
<b>Droid Sans Bold</b>	<b>Bold 700</b>

# CONTACT

## Contact

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**Website:** [www.ine.com](http://www.ine.com)