



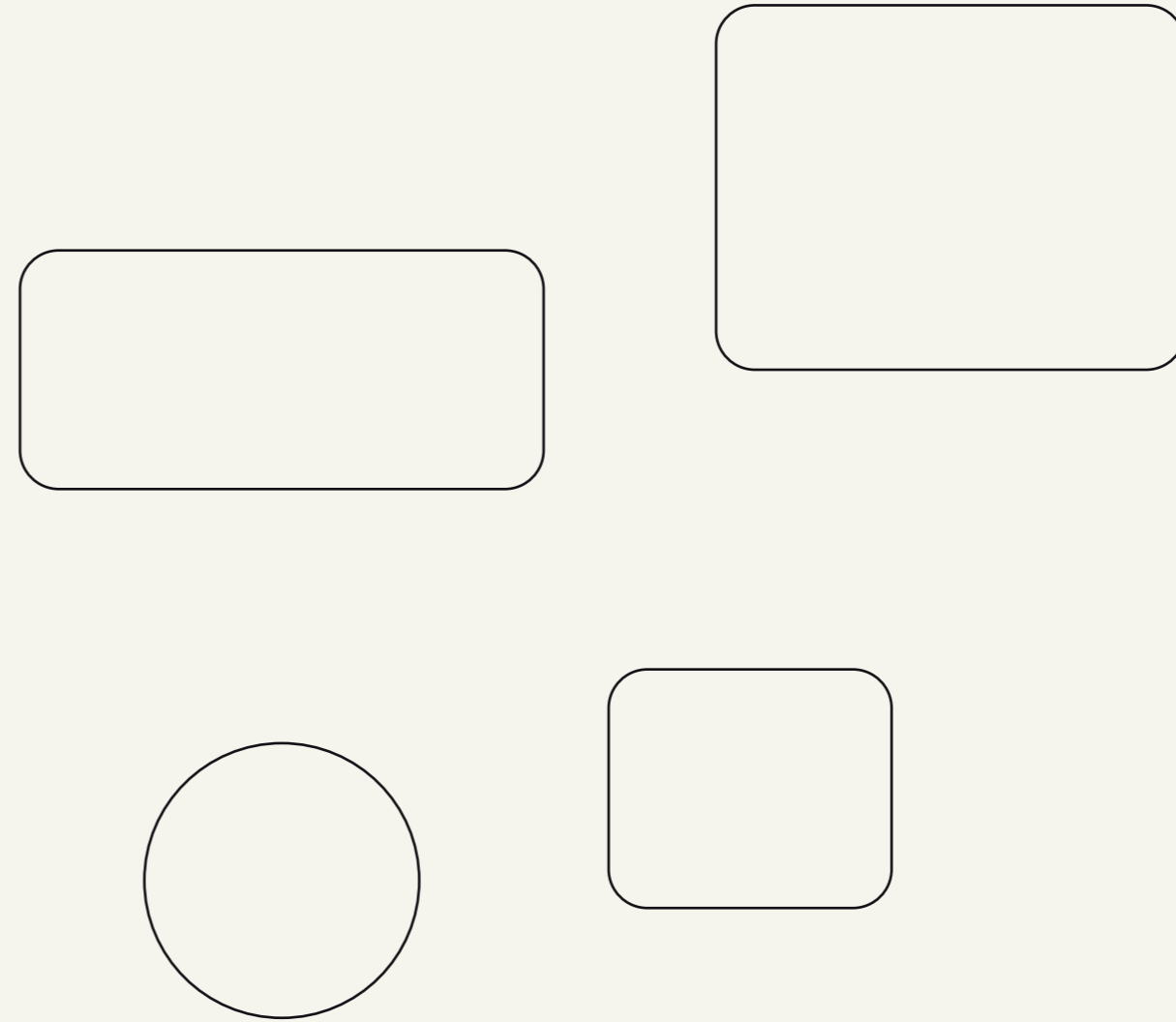
intenseye

Brand Guidelines



1

Basic Elements



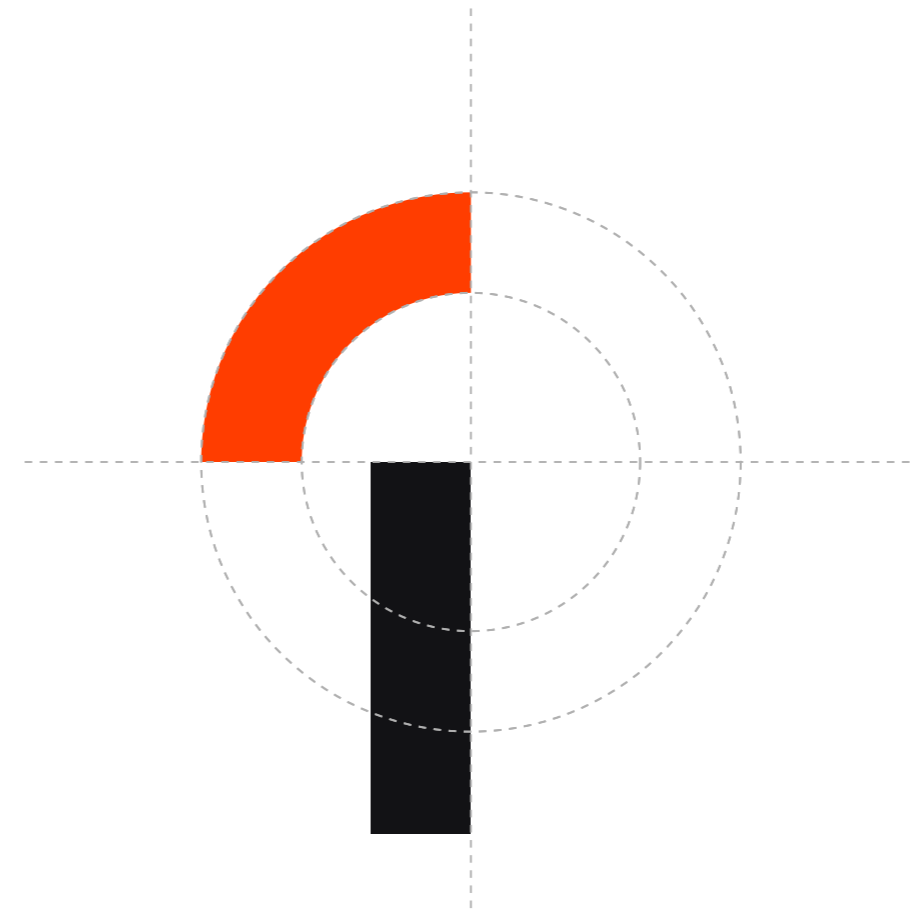
1.1 Logotype



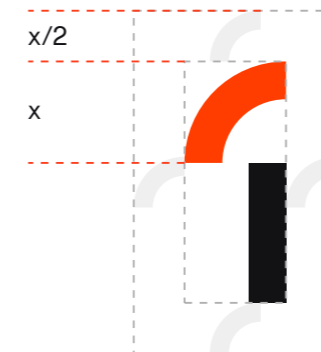
1.2 Detail



1.3 Symbol



1.4 Clear space



1.5 Minimum size

Print



Digital



Apparel



**1.6 Recommended sizes
on most common assests**



Square



Portrait 4:5



Vertical 16:9



Narrow Portrait



Horizontal 16:9

1.7 Incorrect logo usage



Do not change the color of the logo or elements of the logo.



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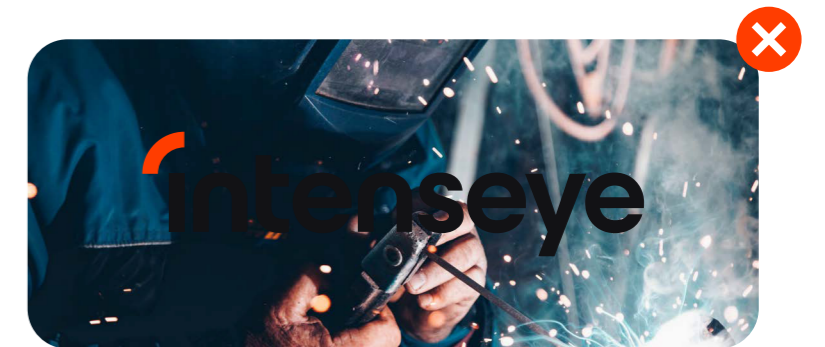
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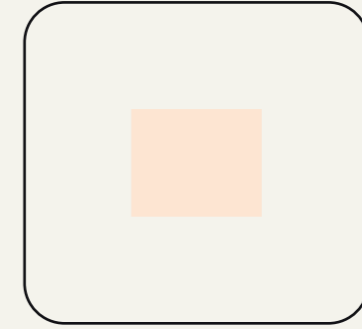
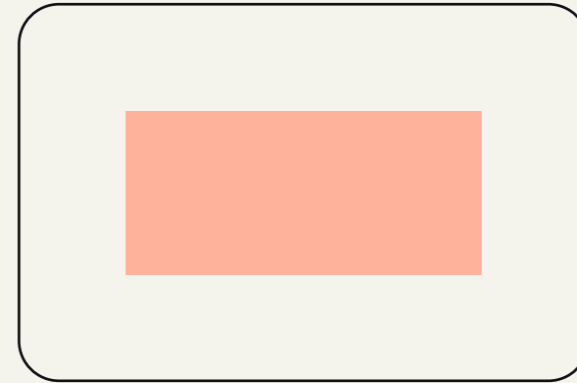
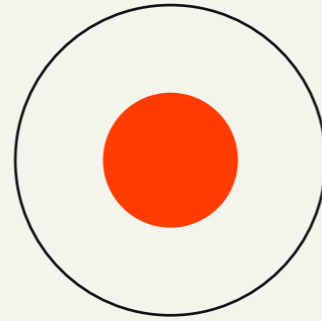


Do not change the color of the logo or elements of the logo.



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2



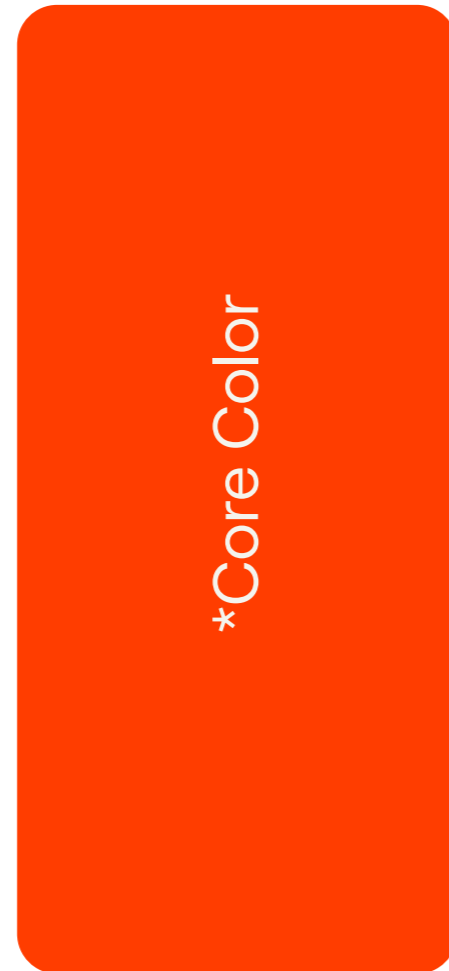
Colors

2.1 Primary colors



inRed*

Pantone 172
HEX #FF3D00
RGB 255.61.0
CMYK 0.89.100.0



inBlack

Black
HEX #121216
RGB 18.18.22
CMYK 75.69.63.80



inPink

Pantone 486 %70
HEX #FEB29B
RGB 254.178.155
CMYK 0.36.34.0



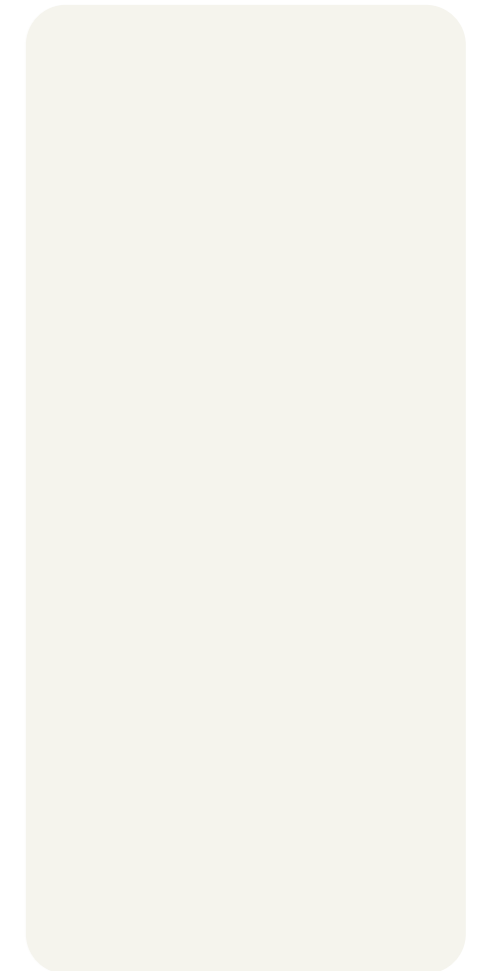
inTone

Pantone 1565 %25
HEX #FFE6D2
RGB 253 . 229 . 210
CMYK 0.11.16.0



inGrey

Pantone W. Grey 1C %25
HEX #F5F4ED
RGB 245 . 244 . 237
CMYK 3.2.5.0



2.2 Secondary colors



inHoney

Pantone 7409

HEX #FCAE2A

RGB 252.174.42

CMYK 0.36.93.0



inNavy

Pantone 660

HEX #1B8CEA

RGB 27.1402

CMYK 74.40.0.0



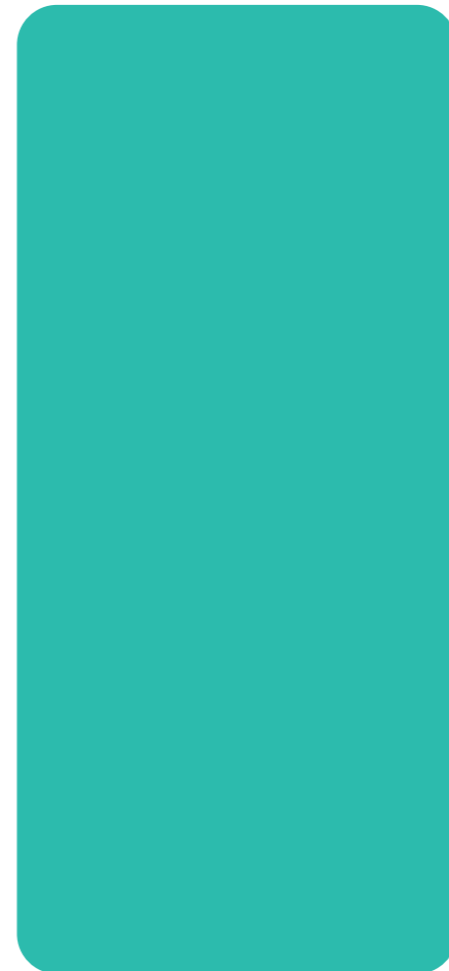
inPine

Pantone 568

HEX #2CBBAD

RGB 44.187.173

CMYK 71.0.40.0



inSuccess

Pantone 290

HEX #B8DBF2

RGB 131.176.81

CMYK 54.13.89.0



inMidGrey

Pantone Cool Grey 7

HEX #97999B

RGB 151 . 153 . 155

CMYK 43.35.35.1



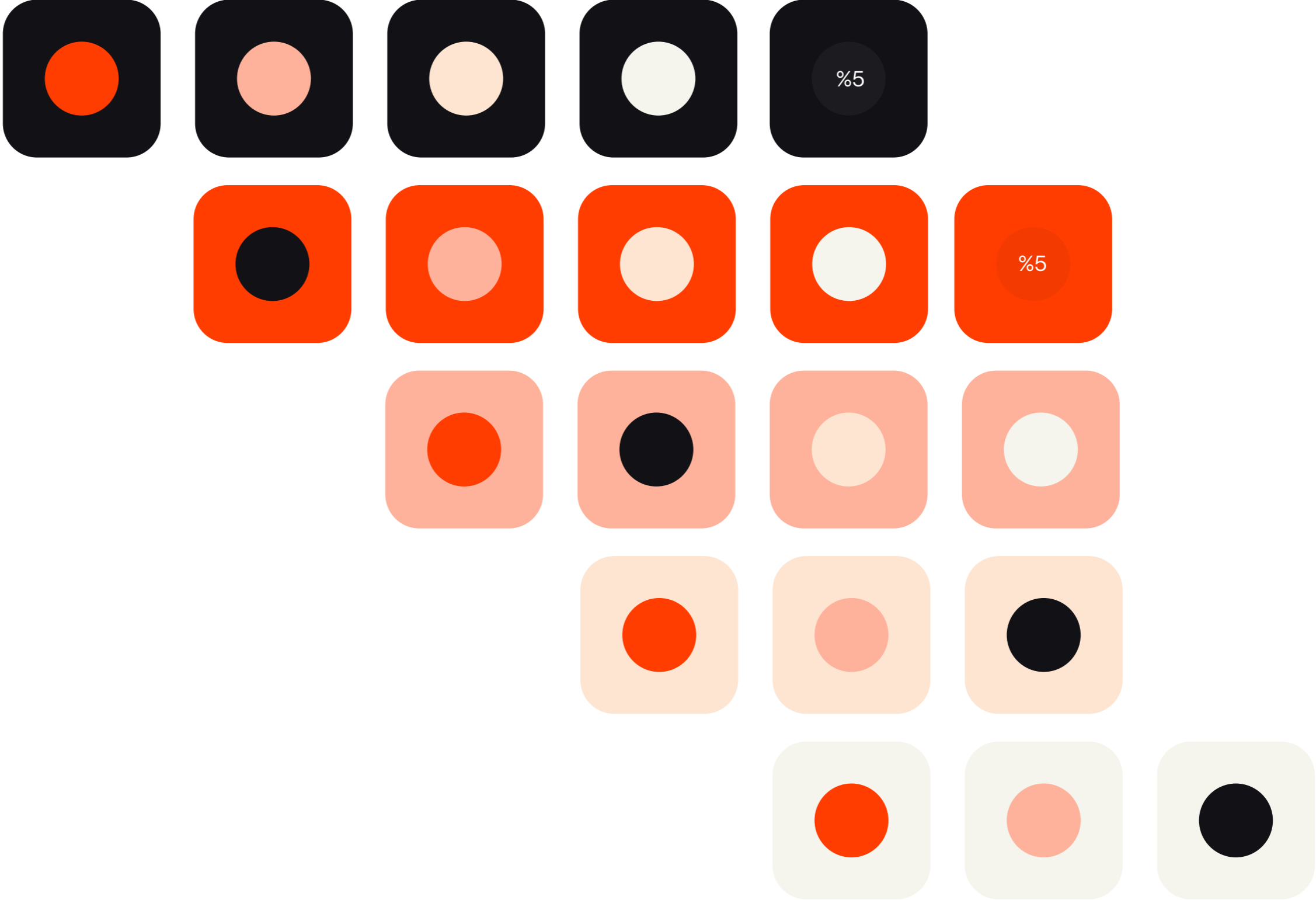
2.3 Logo usage on backgrounds

Mostly use inGREY color instead of White



2.4 Color pairings

Mostly use inGRey color instead of White



2.5 Text color pairings

Grey on Black
Grey on Black

Grey on Red
Grey on Red

Black on Pink
Black on Pink

Black on Tone
Black on Tone

Black on Grey
Black on Grey

Red on Grey
Red on Grey

Red on Tone
Red on Tone

Red on Black
Red on Black

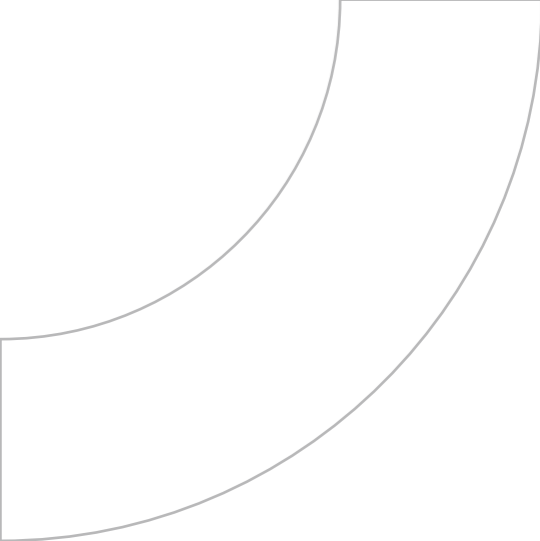
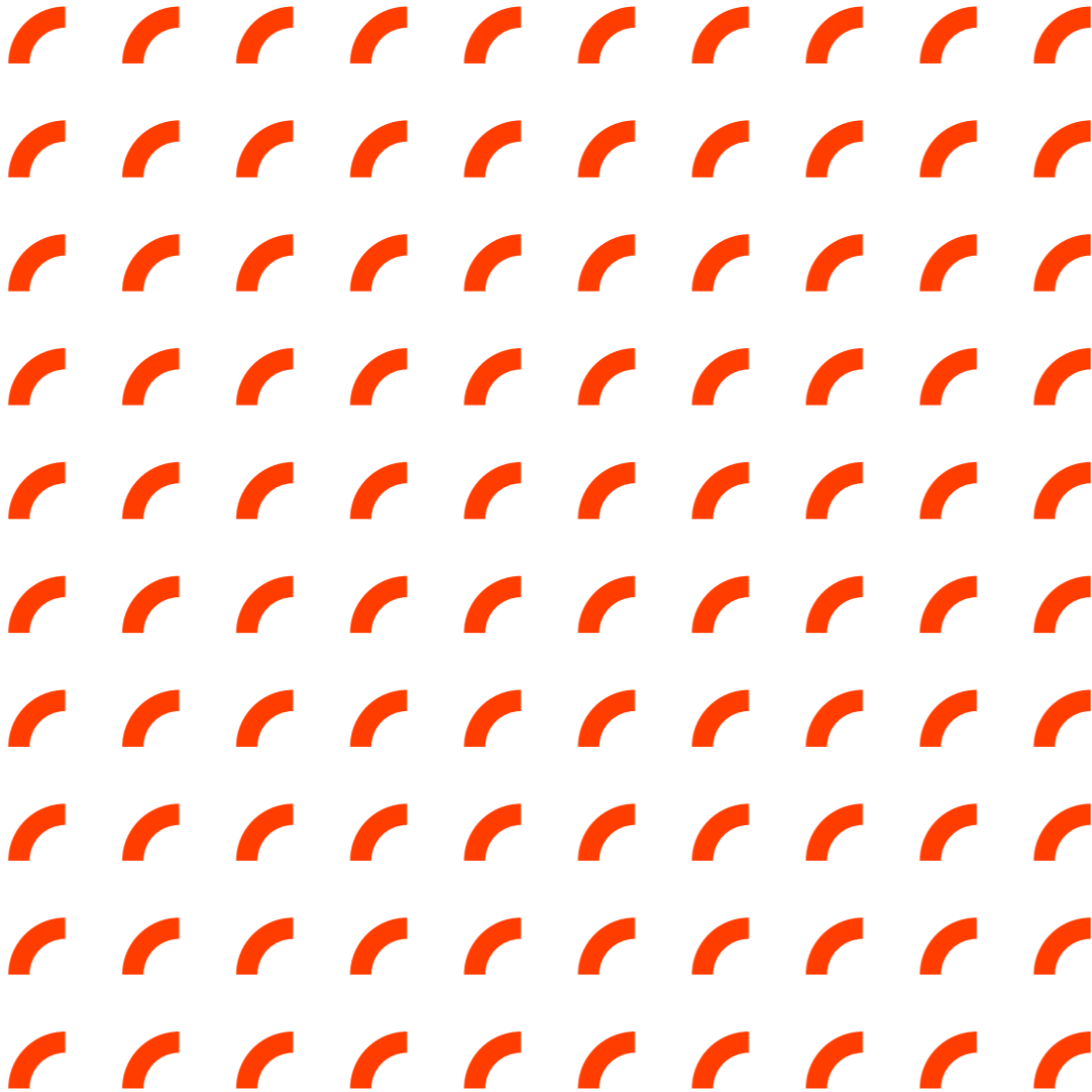
Black on Red
Black on Red

Tone on Black
Tone on Black

Pink on Black
Pink on Black

Tone on Red
Tone on Red

2.6 Patterns



2.7 Patterns on colors



5% Opacity Black



5% Opacity Grey



20% Opacity Tone



10% Opacity Tone



5% Opacity Black



5% Opacity Black



90% Opacity Pink

2.8 Journey to zero

JOURNEY TO ZERO



JOUR-
NEY
TO
ZERO