



BRAND GUIDE

GRAPHIC STANDARDS POLICY

The image conveyed by Inform USA to clients and the community is of major importance. To maintain a consistent and positive image for the organization, and when utilizing all mediums to promote and support Inform USA, all staff are required to adhere to these logo usage standards.

Follow the guidelines as presented in creating all written, digital, and visual material for Inform USA. All materials should be reviewed by Inform USA at appropriate stages of the development process.

COLOR PALETTE

INFORM USA'S CORPORATE COLORS ARE REPRESENTED BELOW.
THIS IS FOR REFERENCE ONLY. FOR AN EXACT MATCH, PLEASE REFER TO A PANTONE BOOK.

PRIMARY



PANTONE
2935

■ 100
■ 52
■ 0
■ 0

R 0
G 87
B 184

0057B8



PANTONE
298

■ 68
■ 3
■ 0
■ 0

R 65
G 182
B 230

41B6E6



PANTONE
381

■ 23
■ 0
■ 89
■ 0

R 201
G 221
B 3

C9DD03

SECONDARY



PANTONE
295

■ 100
■ 69
■ 8
■ 54

R 0
G 40
B 85

002855



PANTONE
431

■ 45
■ 27
■ 17
■ 51

R 94
G 106
B 113

5E6A71



PANTONE
431 50% TINT

■ 35
■ 25
■ 23
■ 0

R 169
G 176
B 181

A9B0B5



PANTONE
431 20% TINT

■ 13
■ 9
■ 9
■ 0

R 219
G 221
B 222

DBDDDE

TERTIARY



PANTONE
173

■ 0
■ 82
■ 94
■ 2

R 207
G 69
B 32

CF4520

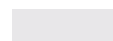


PANTONE
116

■ 0
■ 14
■ 100
■ 0

R 255
G 205
B 0

FFCD00



PANTONE
431 10% TINT

■ 6
■ 4
■ 4
■ 0

R 236
G 237
B 237

ECEDED

GRADIENT



■ 68 0 ■
■ 3 15 ■
■ 0 100 ■
■ 0 0 ■

CORPORATE FONTS

DISPLAY HEADLINES / H1-H2

Poppins Bold
abcdefghijklmnopqrstuvwxyz

TITLE

Poppins Bold
abcdefghijklmnopqrstuvwxyz

PARAGRAPH TITLE

Poppins Bold
abcdefghijklmnopqrstuvwxyz

BODY COPY

Poppins Regular
abcdefghijklmnopqrstuvwxyz

ACCENTS

Poppins Bold
abcdefghijklmnopqrstuvwxyz

FULL COLOR PRIMARY LOGO



FULL COLOR – USE ON LIGHT BACKGROUND



REVERSED FULL COLOR –
USE ON DARK BLUE BACKGROUND ONLY

2-COLOR PRIMARY LOGO

USE ONLY WHEN COLOR IS LIMITED AND FULL COLOR IS NOT AVAILABLE



2-COLOR – USE ON LIGHT BACKGROUND



REVERSED 2-COLOR –
USE ON DARK BACKGROUND

IMPRINT COLOR OPTIONS



PANTONE 2935



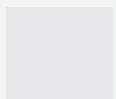
PANTONE 298



PANTONE 295



WHITE



PANTONE 431 - 10% TINT

MINIMUM SIZE

1.3725"W X 0.5"H

Inform
— USA —

SPOT COLOR

FOR 1-COLOR IMPRINTING ON SPECIALTY ITEMS

Inform
— USA —

Inform
— USA —

Inform
— USA —

Inform
— USA —

Inform
— USA —

Inform
— USA —

Inform
— USA —

ICON

USE ONLY WHEN FULL NAME OR WEB URL IS NEAR BY,
SUCH AS FOR SOCIAL MEDIA ICONS, VIDEO END SLATES, EMAIL SIGNATURES, AND SPECIALTY ITEMS



FULL COLOR – USE ON LIGHT OR DARK BLUE BACKGROUND ONLY



2-COLOR –
USE ON LIGHT
BACKGROUND

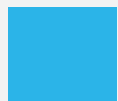


2-COLOR –
USE ON DARK
BACKGROUND

IMPRINT COLOR OPTIONS



PANTONE 2935



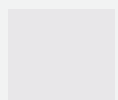
PANTONE 298



PANTONE 295



WHITE



PANTONE 431 - 10% TINT

MINIMUM SIZE

0.25"W X 0.25"H



SPOT COLOR

FOR 1-COLOR IMPRINTING ON SPECIALTY ITEMS



EMBROIDERY

DARK BACKGROUND 1 THREAD COLOR



WHITE –
MADEIRA 1801

LIGHT BACKGROUND 1 THREAD COLOR



BLUE –
MADEIRA 1177



SUGGESTED DARK BACKGROUND COLORS



SUGGESTED LIGHT BACKGROUND COLORS

MINIMUM SIZE

3"W X 1"H

Inform
— USA —

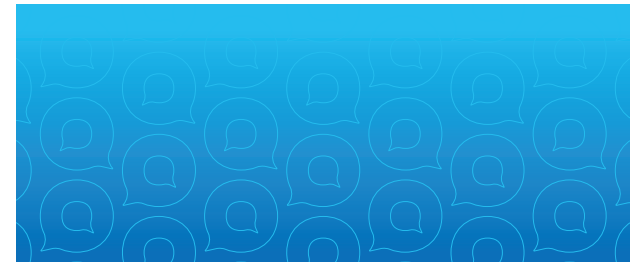
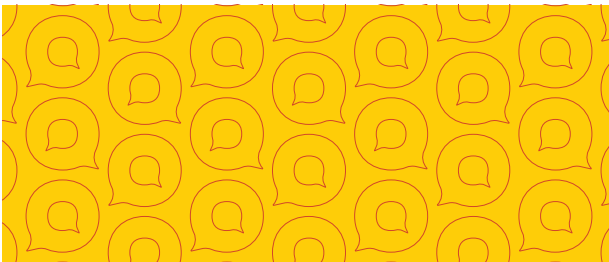
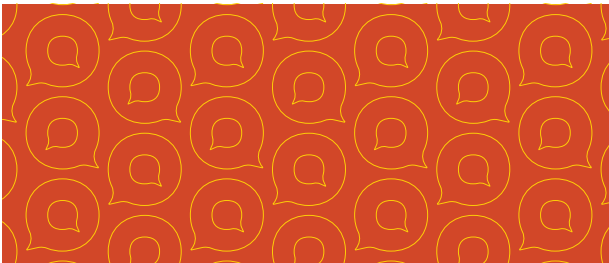
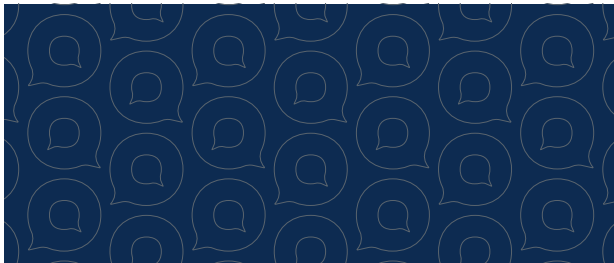
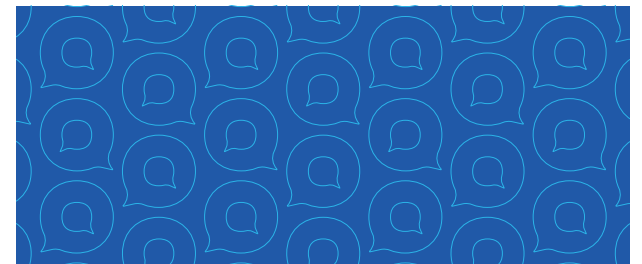
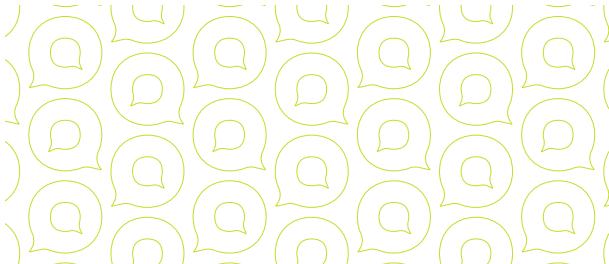
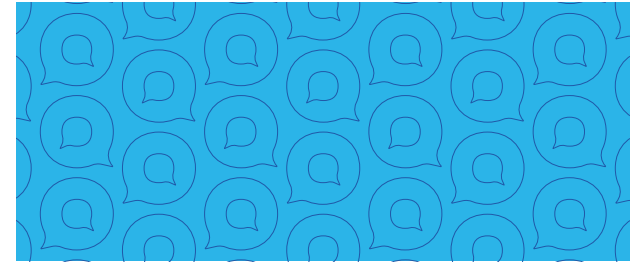
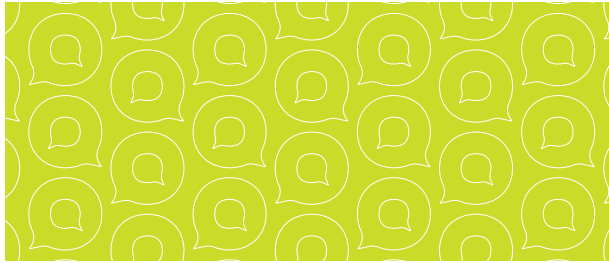
BADGES



BRAND ELEMENTS

PATTERN BACKGROUNDS

USE FOR ITEMS SUCH AS WEB SLIDERS





Brand guide developed by RCP Marketing.

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