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IMPROVIFI

BRAND LOGO GUIDE



LEGENDARY HOME SERVICE BRANDING™

DESIGNED BY **KICKCHARGE.COM**

LOGO

PRIMARY SIGNATURE



FULL COLOR

PANTONE® (PMS)



GRAYSCALE (BW)

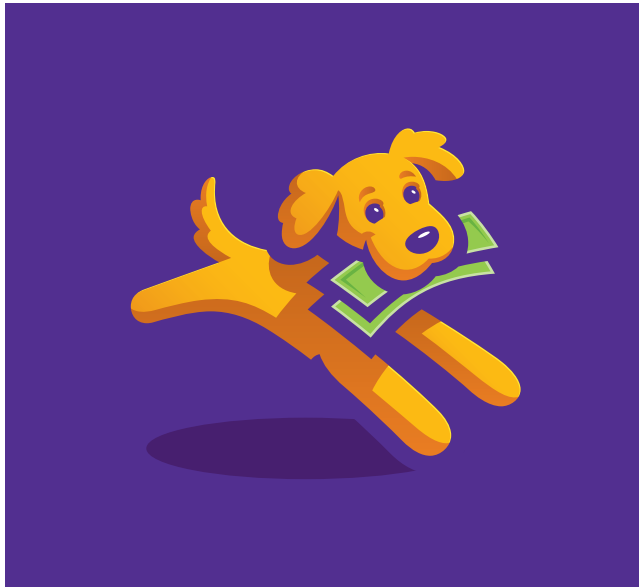


1-COLOR (1COLOR)



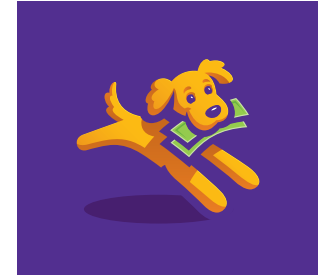
LOGO

MARK / MASCOT / ICON



FULL COLOR

PANTONE® (PMS)



GRAYSCALE (BW)



1-COLOR (1COLOR)



LOGO

LOGOTYPE / BADGE / PANEL



FULL COLOR

PANTONE® (PMS)



GRAYSCALE (BW)



1-COLOR (1COLOR)



LOGO

SECONDARY SIGNATURE



FULL COLOR

PANTONE® (PMS)



GRAYSCALE (BW)



1-COLOR (1COLOR)



LOGO

SECONDARY MARK / MASCOT / ICON



FULL COLOR

PANTONE® (PMS)



GRAYSCALE (BW)



1-COLOR (1COLOR)



LOGO

SECONDARY LOGOTYPE / BADGE / PANEL



FULL COLOR

PANTONE® (PMS)



GRAYSCALE (BW)



1-COLOR (ICOLOR)



LOGO COLORS

PANTONE® COLOR BRIDGE COATED PROCESS / CMYK / RGB / HEXADECIMAL

To retain logo color consistency across usages, please reference the following core color values for the Pantone®+ Color Bridge Coated Process (PMS CP) spot colors. These spot colors are Pantone's recommendations for CMYK (full color process printing), RGB (online, film, screen), and Hexadecimal (online, office documents) values.

PMS 269 CP C 80 M 98 Y 5 K 27 R 81 G 45 B 109 #512D6D	PMS 2607 CP C 83 M 99 Y 0 K 2 R 80 G 7 B 120 #500778	PMS 665 CP C 17 M 20 Y 0 K 1 R 198 G 188 B 208 #C6BCD0	PMS 7737 CP C 60 M 0 Y 98 K 7 R 107 G 165 B 57 #6BA539	PMS 375 CP C 46 M 0 Y 90 K 0 R 151 G 215 B 0 #97D700	PMS 153 CP C 5 M 64 Y 100 K 17 R 190 G 106 B 20 #BE6A14
PMS 7413 CP C 1 M 60 Y 98 K 4 R 220 G 134 B 51 #DC8633	PMS 7564 CP C 0 M 45 Y 100 K 4 R 219 G 138 B 6 #DB8A06	PMS 137 CP C 0 M 41 Y 100 K 0 R 255 G 163 B 0 #FFA300	PMS 7408 CP C 0 M 29 Y 100 K 0 R 246 G 190 B 0 #F6BE00	PMS 115 CP C 0 M 6 Y 87 K 0 R 253 G 218 B 36 #FDDA24	

LOGO TYPOGRAPHY

FONTS USED

The logo strategically uses these fonts (or a modified version) to best represent the brand.

Gravita GEO (Modified - Adobe Font)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz!@#\$\$%

1234567890

Texta Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz!@#\$\$%

1234567890

LOGO USE

GOOD PRACTICES

In order to keep the logo uncluttered, it needs to be placed in a clean environment. A safe margin has been added to all of the logo file elements provided to help preserve this zone. Keep elements from infringing on this space to maintain brand integrity.

The minimum logo size shown here should accommodate most applications and reproduction techniques. Make sure the signature is never smaller than what can clearly be executed.

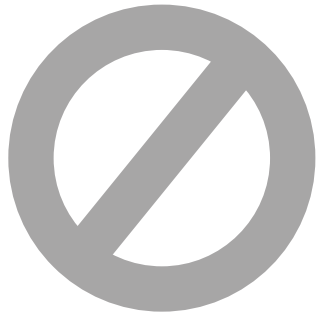


1.25 IN
-585 PX
-3.4 CM

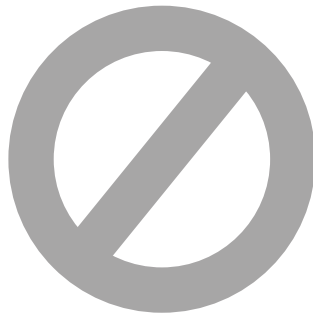
LOGO MISUSE

PROCEED WITH CAUTION

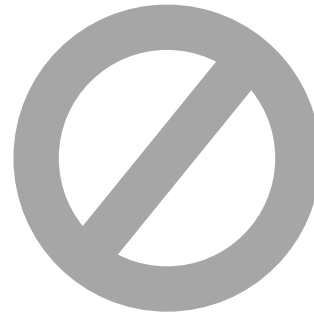
Incorrect use of the logo compromises brand integrity and effectiveness. The examples below are not comprehensive, but are a small sample of common misuses. To ensure accurate, consistent reproduction of the logo, never alter, add to, or attempt to recreate any elements. Always use the approved brand artwork.



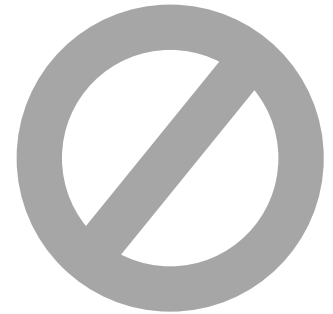
DON'T RETYPE



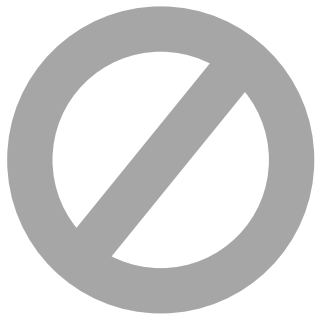
DON'T CHANGE COLORS



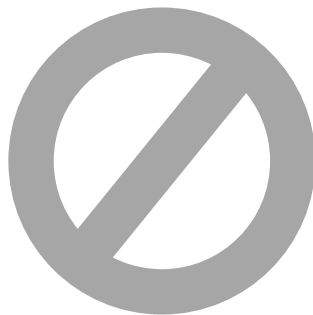
DON'T STRETCH



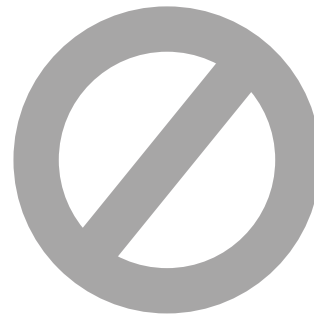
DON'T CHANGE THE PROPORTIONS



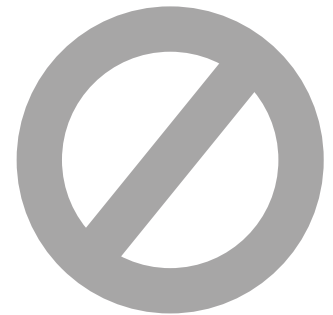
DON'T ADD ELEMENTS



DON'T ADD EFFECTS



DON'T PLACE ON COMPLICATED
BACKGROUNDS AND PATTERNS



DON'T PLACE TEXT IN
SAFE MARGIN

LOGO FILES

QUICK GUIDE

Here is a guide for understanding file formats in the logo files folder.

WHO	DESIGNER / PROFESSIONAL	OFFICE / CLIENT	DEVELOPER / WEB	VENDOR / PROFESSIONAL
	  	  	  	 
WHAT	- Any Design Projects - Vehicle Wrap Design - Stationery - Brochures / Sell Sheets - Billboards / Banners / Signs - Trade Shows - Website Design - T-shirt / Swag - Direct Mail / Marketing Materials	- Internal Word Documents - PowerPoint - Presentations - Email Signatures	- Website / App - Development - Custom Emails - Blogs - Digital Ads - Social Media	- T-shirt / Swag - Embroidery - Decals - Printing
WHERE		PRINT   	WEB   	
WHY	SCALABLE    	EDITABLE    	UNIVERSAL   	TRANSPARENT     

LOGO FILES

FOLDER GUIDE

Here is a guide for understanding what is supplied within the logo files folder. Below shows which format of your logo to use, and when.

COLOR FORMATS

CMYK: A color version of your logo for printing. This is the most popular and cost-effective way to print in full color. Color outcomes may vary depending on presses, press operators, vendors and product materials.

RGB: A color version of your logo for digital purposes. These files should NOT be used for print, but may be used online, for film or for screen.

BW: A grayscale version of your logo for printing in black and white.

Pantone®(PMS): A spot color version of your logo using Pantone colors. Pantones are solid inks assigned to numbers that look the same no matter who prints them. Some complex logos may not include a PMS version.

1-color: A one-color version for one-color printing. Some complex logos may not include a one-color version.

CLIENT-USE (FOLDER)

This folder contains formats of your logo that you would typically use internally with in-office printers (Word docs, spreadsheets, invoices, etc.) or online (website, social media, emails, etc.). These formats will preview on your computer and will typically work with your programs. If you are professionally printing or sending files to a professional, send them the “Professional-Use” folder.

Office Printing (folder)

PDF: Used mostly to show you a preview of the logo. This is a vector file and can be expandable to any size. PDF files are universally viewable and usable on any platform.

JPG: A 300 dpi version in CMYK color. We don't suggest using anything less than 150 dpi for printing. This should not be enlarged, as it will lose quality, but it can be shrunk.

BW: A 300 dpi grayscale version of your logo is provided in JPG format for printing in black and white.

PNG: A 300 dpi RGB version of your logo is provided on a transparent background so you can use the logo on colored or shaded backgrounds.

Web (folder)

JPG: A 72 dpi version in RGB color. The 72 dpi is for email and web, not printing. This should not be enlarged, as it will lose quality, but it can be shrunk.

PNG: A 72 dpi version with a transparent background in RGB color. This is typically used for web and when you want to place the logo on a background color. This should not be enlarged, as it will lose quality, but it can be scaled down.

SVG: A scalable vector graphic for web use in RGB color. This format is for professionals and may be requested by developers and/or website designers.

Social: This is a 72 dpi JPG file of your logo intended to be used for your social media profiles. See above information on usage for JPG file format for web use only.

PROFESSIONAL-USE (FOLDER)

This folder contains formats of your logo for professional use only. These formats may not preview on your computer and may not work with your programs. These are files to be sent to printers or designers.

EPS: A scalable vector version of your logo with no background. An EPS is supplied in PMS, CMYK, 1-color, and grayscale. This is the most widely used format for professionals. This can be scalable to any size.

ORIGINAL-FILES (FOLDER)

This is the original Adobe Illustrator file for your reference, but not to be used unless requested by a professional.



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