Branding Guidelines

May 2021

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Introduction

"Canadian Network Creating the Future of Image-guided Therapy led by Sunnybrook"

INOVAIT is a pan-Canada network who is entrusted to grow Canada's image-guided therapy (IGT) industry into a true global leader by facilitating the integration of artificial intelligence (AI) data handling into the most promising Canadian IGT companies and technologies.

This guide covers the core components of our brand identify and the basic rules of ensuring we express our brand consistently. These guidelines are meant to help our partners and audience understand who we are as an organization.

IMPORTANT NOTE

All materials using the Inovait branding must be reviewed and approved by an Inovait representative prior to publication.

Please send materials to your Inovait representative for approval.

THANK YOU!

Primary Logo

Our primary logo should be used for all communication throughout all platforms to reinforce our brand identity.

The Inovait logo consists of the "Inovait" Word Mark, a semi-circular pixelated graphic, and a triangular-shaped accent shape that connects the word mark with the graphic.

All elements are specifically determined with their pro-portions and arrangement, and should not be modified in any way.

Colour Variations

The black and white logo should be used in cases where the full coloured logo can not be used. In cases where there is a full coloured background or in cases where we need to implement a different contrast we can use these variations.

The Inovait team will advise on any inquires on proper usage and instances of usage.

Wordmark
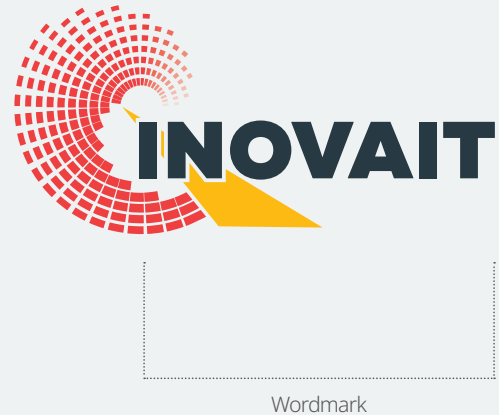
Spacing and Sizing

Clear Space

The clear space surrounding the logo must be respected to help preserve the integrity of the brand. This area must be kept free of text and graphics.

As the diagram indicates, the diameter of the "O" equals X. The distance of X as a unit of measurement determines the clear space surrounding the logo.
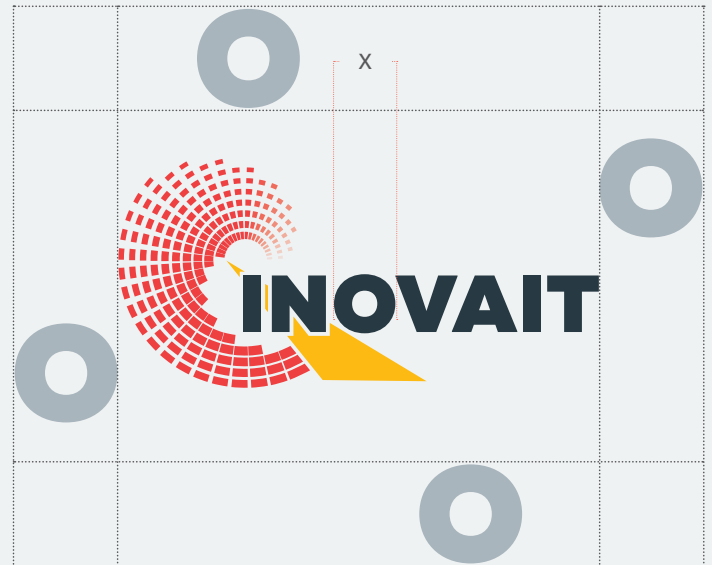
Minimum Size

This refers to the smallest size at which the logo can be reproduced to ensure its legibility. The minimum print size of the logo is 1 inch (2.54 cm) in width.

1" (2.54 cm)

Incorrect Logo Usage

Do not alter the Inovait logo in any way. Do not animate, apply colour, rotate, skew, or apply effects to the logo. Never attempt to create the logo yourself, change the font, or alter the size or proportions. Do not attempt to stage the logo yourself.

DONT'S

1. Don't stretch or compress
2. Don't apply any effects
3. Don't rotate the logo
4. Don't recolour the logo
5. Don't alter the relative size and positioning of the text and symbol
6. Don't change the text
7. Don't use the logo as watermark
8. Never place the logo over a distracting photographic image

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum non luctus nibh. Curabitur auctor malesuada tortor. Suspendisse et tortor non entus augue vehicula. Vivamus vulputate aliquet maximus. Nullam eu egestas urna, ac commodo est. Nulla id tincidunt tellus. Donec

Colours

Primary Colour

Colours establish the overall look and feel of the Inovait brand. The primary colour is Red. It is a regal and strong colour that draws the eye into the logo, and other applications. Should not be overused as it is a strong colour, and should be limited in the use on type/font.

Secondary Colour

To complement the primary colour and provide visual interest and accent, a secondary colour, Orange, has been created. The secondary colour is to be used mainly as an accent in other applications. Overuse can be overly distracting, and should be limited in the use on type/font.

To maintain consistency, it is recommended that Red is to be used as the primary colour for icons or accents. Orange should be used as other accent graphics or for attention drawing purposes.

Tertiary Colour

This is a neutral colour and should be used for type/font, negative background colour purposes and in other instances to neutralize the primary and secondary colours.

The prominent use of these colours helps to reinforce our visual identity. The use of these colours across all primary design applications to help bring life and energy to our communications.

PRIMARY COLOUR

INOVAIT RED
PMS: Red 032 C
C:0 M:89 Y:76 K:0
R:239 G:66 B:66
WEB: #EF4242

SECONDARY COLOUR

INOVAIT ORANGE
PMS: 109 C
C:0 M:29 Y:100 K:0
R:253 G:186 B:18
WEB: #FDBA12

TERTIARY COLOUR

MIDNIGHT BLUE
PMS: 7546 C
C:27 M:0 Y:0 K:89
R:41 G:59 B:68
WEB: #293B44

BACKGROUND COLOUR

MIST COOL GRAY
649 C
C:1 M:0 Y:0 K:5
R:237 G:240 B:242
WEB: #EDF0F2

Font

The typography of the Inovait brand identity can be broken down into two basic categories: general body text and title/accent text. In most instances, general body text should be set in Barlow. This typeface includes a number of different weights, including condensed fonts which will ensure clean, legible text in your documents.

Title/Accent text is to be set in Ridley Grotesk. This elegant font provides contrast to the general body text, and conveys a modern yet traditional look and feel.

It is understood that many users (particularly non-creatives) may not have access to Ridley Grotesk or Barlow. In these cases an alternate sans serif font, Verdana, (commonly available on PCs).

Title/Accent Font

Ridley Grotesk Black – 9/13
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (~!@#$%^&*]

Body Font

Barlow Light - 9/13
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (~!@#$%^&*]

Barlow Regular - 9/13
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (~!@#$%^&*]

Barlow Medium - 9/13
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (~!@#$%^&*]

MS Office Font

Verdana - 9/13
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (~!@#$%^&*]

Verdana Bold - 9/13
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (~!@#$%^&*]