



LOGO STANDARDS GUIDE FOR
INTEGRATED SOLUTIONS INC
11-28-2012

Designed and prepared by Mike Rebel Design



LETTER FROM THE MIKE REBEL DESIGN

Dear Todd and Keith:

Mike Rebel Design joins together with you as we unveil and launch your new logomark and brand. We take great joy and pride in our work and craftsmanship and it is our endeavor to provide you with the highest possible creative service possible.

Chances are you've heard of or even used the term "brand" when discussing marketing plans and advertising. Branding is the catchall term for identification. Historically, ranchers would brand their cattle to easily identify their stock among other herds, corporate branding is the easiest way to identify a company or product in a heavily marketed culture.

A logo mark and brand is more than graphic design. It's a company's ideology, the identity the public perceives and the idea employees and investors rally behind. We believe a logomark is the foundation of your company image. Your logomark design sets the path and direction from which all your design and communication collateral will be created. It brings life to your company culture, style and speaks louder than words.

As you launch your new logo and brand, keep in mind that having the right logomark is just a first step. Using the logomark correctly and appropriately is equally pivotal to establishing your desired position and message. We've put together a logo graphics standards guide for you to consider and reference when you use your logo in any medium from brochures and flyers, to the internet and emails.

Happy trails,

Mike Rebel Design

OVERVIEW



The logo has been thoughtfully designed to communicate a technical, yet creative and fluid image. It brings to mind motion and action, in details as minute as activity on the atomic level or as grand as a satellite in space.

The following guidelines have been established to ensure the correct and consistent use of your logo in all communication efforts – with your potential clients and in the community at large. Consistent imagery in communications creates an instantly recognized brand.

The logomark is comprised of two main graphical elements: the graphic symbol and the font treatment.

Generally speaking, the relationship between the various elements of the logomark should not be altered. In no case should the logos be distorted to achieve a specific graphic effect. The logo should be used in its entirety. We strongly recommend that you use the complete and final logo for all purposes.

CONTACT

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I'm also including your ISI contact info in case this document is given to ISI clients for reference.

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LOGO SPECIFICATIONS



THE LOGO MARK

The Integrated Solutions, Inc. logo is found on the Integrated Solutions, Inc. Logo Mark & Graphics CD-ROM.

FONT TREATMENT

The font family for Integrated Solutions, Inc. is a font that has been adapted specifically for Integrated Solutions, Inc. The font treatment should never be altered, however this information is sometimes needed by printers or designing other collateral.

SIZE & PROPORTION

Careful attention has been considered during the design to accommodate the curve shape, the text, and the sphere above the "i". The graphic symbol and the font treatment should be scaled as a group and should not be scaled individually. When scaling the logomark, it is important to constrain the proportions to maintain the correct aspect ratio.



incorrect logo scaling



incorrect logo scaling



CORRECT USAGE



preferred configuration



incorrect configuration



minimum width of 1.75"

POSITION

The logomark should always sit on a straight, horizontal baseline; it should never be positioned at an angle.

SPACING

It may be used in various size formats but no smaller than 1.75 inches in width, to prevent illegibility.

To ensure high visibility and an uncluttered presentation, clear space should always be maintained around the logo.

A space equal to the width of the sphere above the "I" in "ISI" should be retained for clearance, thus isolating the graphic and adding prominence.



CORRECT USAGE



COLOR

When in color, the logo must always be “Integrated Solutions, Inc.” approved colors. No different or multi-colored variations are acceptable.

Best results are achieved when you use the logo on a white or black background. If the logo will be placed on a colored background, pay attention to the contrast and avoid using colors close to the “Integrated Solutions, Inc.” colors as a background color.

CMYK output varies, so you’ll need to use discretion during reproduction to achieve desired results.

All colors used in the Integrated Solutions, Inc. logo are CMYK colors, standard four color process. Below are PMS colors to use as a guide when communicating what colors are used.

BLACK & WHITE (ONE COLOR)

It is permissible to use the logo in all black or all white. When doing so, particular attention must be paid to the contrast between the logo and the background color.

Use the black logo when the background value is less than 50%. Reverse the logo to white when the background value is more than 50%.

The art work is modified to allow the background colors to fill in strokes and create positive/negative space between objects. Use the black version for any one color purposes by changing the black to your desired colored.



40% black background



60% black background

COLOR	PMS	CMYK	RGB	WEB SAFE
Black	Black	0,0,0,100	35,31,32	000000
Lt Blue	2905 C	40,0,0,0	138,219,255	8ADBFF
Orange	151 C	0,55,100,0	255,151,31	FF971F

SPECS

FONTAGRAPHY

Family: Handel Gothic

Handel Gothic Bold

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890!@#\$%^&'()*

COLOR SWATCHES



Black



PMS 2905



PMS 151

FILE USAGE

When distributing or using the logomark, deliver the ISI_logo_blue2_CMYK.EPS for optimum output results. If the .EPS file format is not accepted or recognized by the application, such as Microsoft Word or similar word processors, default to use the .PNG file format.

