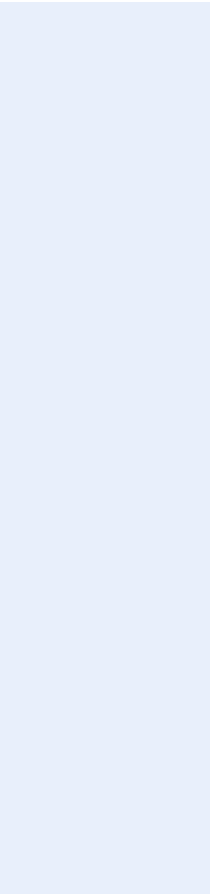# BRAND IDENTITY GUIDELINES

Our motivation behind the guidelines is to get people familiar with our brand elements and feel the connection & comfort whenever there's our presence.

Consistency is the key to it. So here's a set of guidelines to create the brand identity of iBOS.
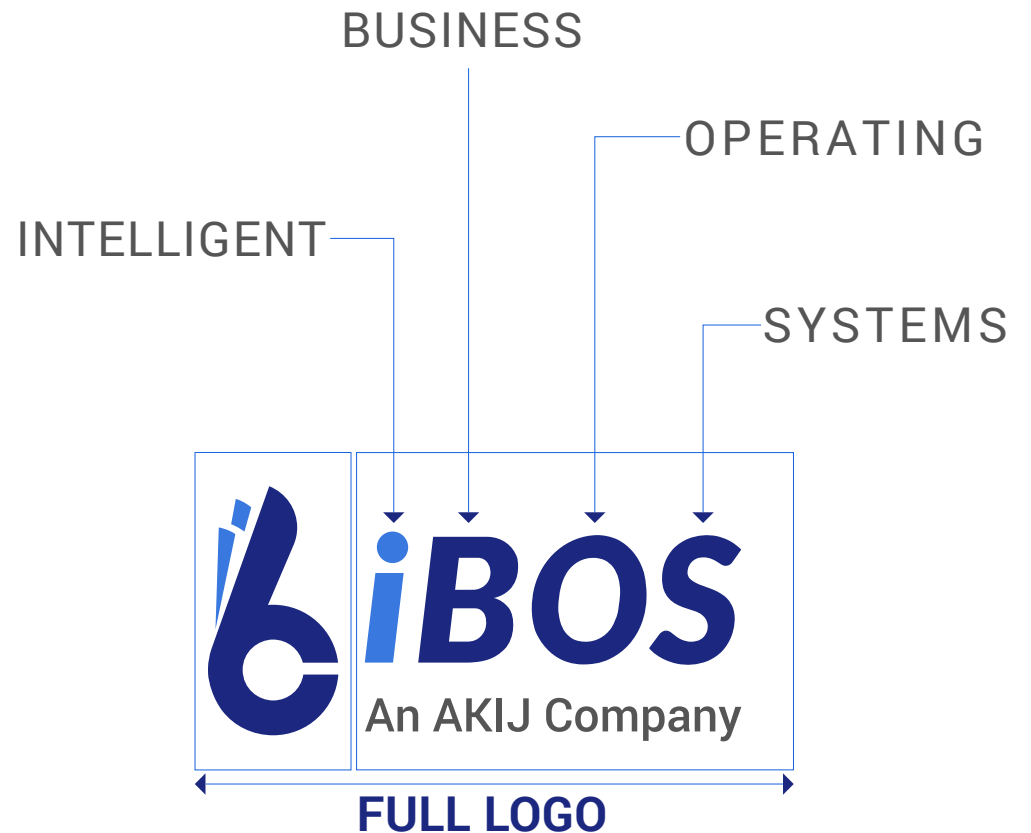
iBOS

iBOS stands for 'Intelligent Business Operating Systems'. It came into existence from inception with a view to provide solutions to businesses to make them simple.

Like a computer needs an operating system to function properly, businesses also need a strategic system to run smoothly. iBOS wants to set a footprint with its remarkably creative solutions to the business needs.

Keeping that in mind, every brand element is meticulously handpicked with a view to making a simple yet impactful presence of iBOS.

INTELLIGENT

BUSINESS

OPERATING

SYSTEMS
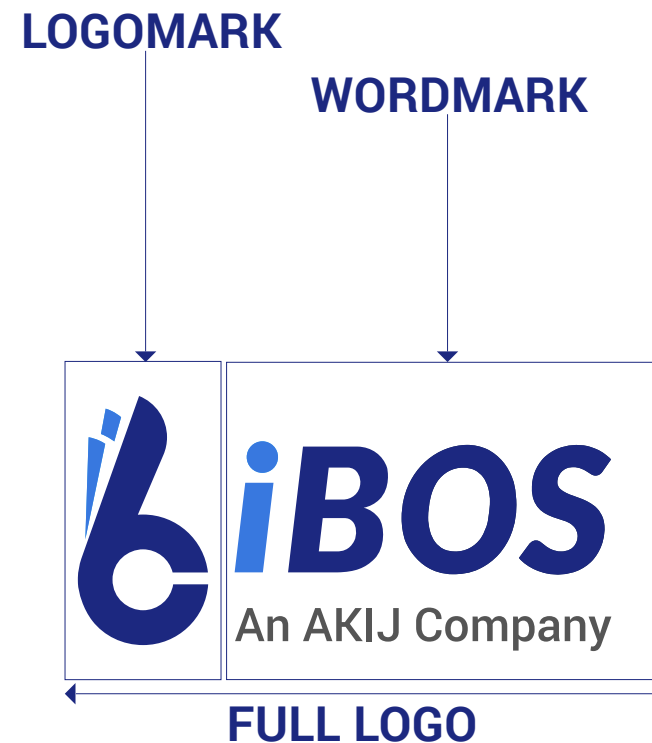
iBOS
An AKIJ Company

FULL LOGO

iBOS LOGO

The logo is the identity the company carries through every step of its journey. The color, the shape, the vibe it gives off- everything is vital to stand out in the market and foster brand loyalty.

Our logo bears the simplicity we have vouched to create with an unparalleled elegance.

It's a combination mark of two parts: logomark & wordmark

LOGOMARK

WORDMARK

FULL LOGO

iBOS LOGO WORDMARK

A logotype is the company's name that is designed in a visually pleasing way for use. Here, the word 'iBOS' is our logotype/wordmark-and combined with the logomark it creates the full logo.

iBOS

An AKIJ Company

SAFE ZONE

The safe zone is an integrated part of our logo. It's 61 pixels. In all the cases of using the logo, the safe zone has to encompass it.

In order to hold on to logo integrity, it's absolutely mandatory to maintain the safe zone. The safe zone begins at the external edges of the logotype and from the baseline and extends to the height of the capital 'O' in the 'iBOS' wordmark.

Things that are not allowed within the safe zone:

*Any design element

*Any brand element

iBOS
LOGOMARK

A logomark is the symbol or identifying mark that does not contain the name itself but stands for the company. Logo marks are easy to fit in a variety of locations.
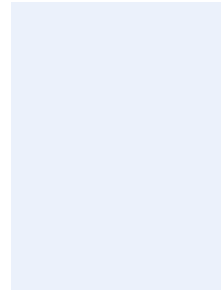
SAFE ZONE

While using the standalone logomark, the dimensions should be as such that length:width is 215:112 with a safe zone of 1/5th of the length on each side of the logo. Neither design element nor brand element is allowed within the safezone. The color policy is the same as the full combination logo.

112Px

215Px

43Px
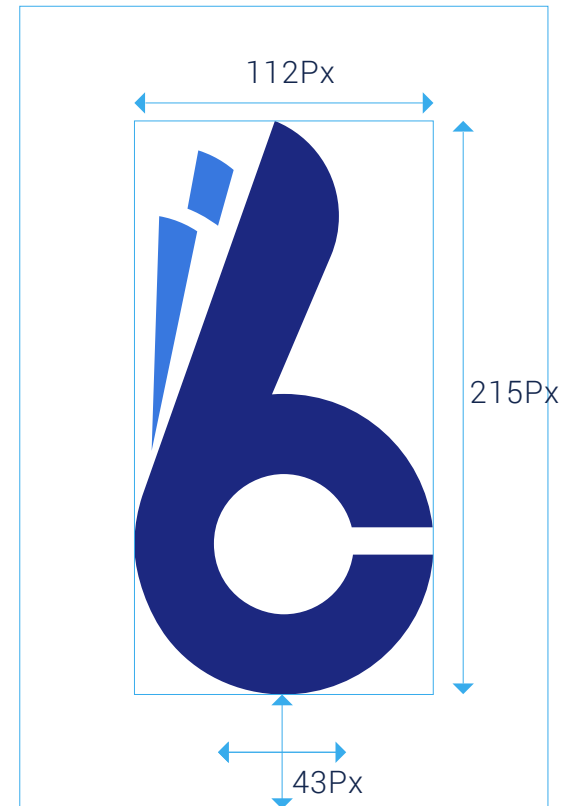
THE **DUAL TONE** LOGO

The Jacksons Purple and the Royal Blue colored dual tone logo is the original logo with the paramount priority. We will try to use this authentic logo as much as we can.

Only in cases where the background is much darker or creating a contrast of less than 30%, we can go for the other variants.

iBOS
WHITE LOGO

The white logo is to be used only in the cases where the white logo enhances the visibility up to 100% or the background is so dark it compromises the visibility to 30% or less.

iBOS JACKSONS PURPLE LOGO

This one is a special logo having the hero colour only. If the background is of Royal Blue, the Jacksons Purple logo can be used to create a soothing contrast.

Also, in case with special requirements of a dark logo, the Blue Zodiac can be a favourable option.

iBOS
BLACK LOGO

The Black logo suits mostly with light backgrounds. So it isn't necessary as our main logo is of Royal Blue + Jacksons Purple, and it serves the same purpose.

However, black is a strong color that can be used in a meaningful way to express empathy on behalf of our company. Use the black logo on a white background to express sincere solidarity in cases of unfortunate events.
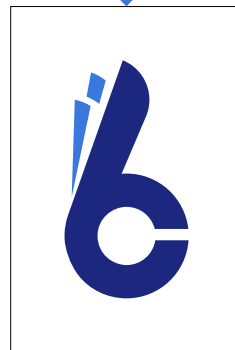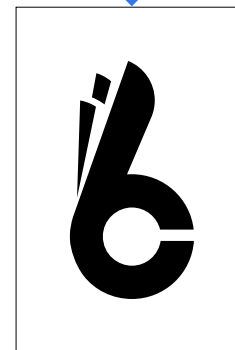
iBOS
An AKIJ Company
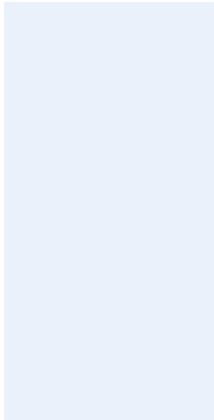
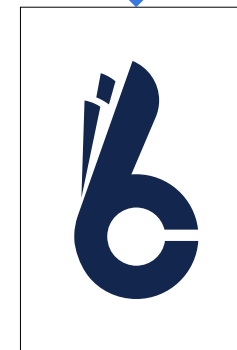Go for the white logo if the visibility is compromised more than 70%

Always try to use the original dual tone logo

Use the black logo on a white background in cases of tragedy

The Jacksons Purple color logo is to serve special requirements of a dark logo only

WHAT NOT TO DO

Do not change
any of the following since we are a team of people
with a common vision. Be careful to AVOID the following
so we can showcase our uniformity:

ADDED ANGLE:
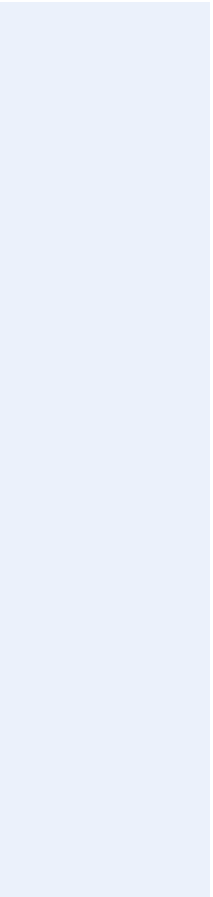The angle of the logo can't be changed

EXTERNAL COLORS:
Adding more colors to the existing guideline is not allowed

GRADIENT:
No gradient can be used apart from the approved ones

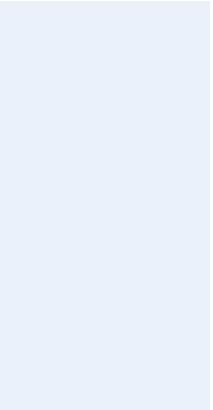**DROP SHADOW:**
The usage of drop shadow is strictly prohibited

A set of colors that a company selects to represent as the identity of their brand is the color palette. The colors express what kind of an organization we are, the depth of our sincerity and our supreme morale.

PRIMARY
COLORS

These are the core colors that will help our brand to stand out. The same colors are incorporated into our logo. Upon seeing these colors, iBOS will instantly be on the people's mind.

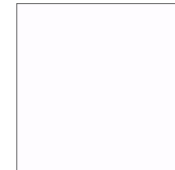| Jacksons Purple	Royal Blue	Blue Zodiac	Akij Bule or Azul	Milk White
#1C2880	#3878DF	#13264D	#1662DC	#FEFCFF

SECONDARY
COLORS
The batch of secondary colors is there to complement the primary colors.

Aqua Marine	Paris Green	Vivid Violet	Sun Yellow	Davy Grey
#2EE8BB	#50C878	#9F00FF	#FFDF22	#555555

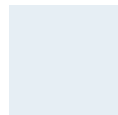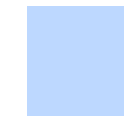| Red Ribbon	Carmine Pink	Midnight	Columbia Blue	Porcelain
#ED0A3F	#EB4C42	#011635	#A3DEFF	#E6EEF4

Tertiary Colors

The third palette of colors is a combination of primary & secondary colors and adds diversity when necessary.
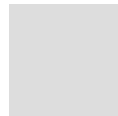
A3A3A3	BDFFD1	FFF2BD	FFF2BD	DDDDDD

iBOS
COLOR GRADIENTS

A selection of color gradients have been included in the guideline in case of appropriate case of necessity.

iBOS COLOR
PROFILES

Here are all the color profiles that we recommend using. You'll find all the detailed codes you'll need for different purposes.

RGB stands for red, green & blue. Use the RGB color profile, if you are adding colors to create images for a lit screen.

CMYK represents four colors: cyan, magenta, yellow, and black. CMYK is the profile you can use for any printed product such as brochures, posters and business cards.

HSV (hue-saturation-value), HSI (hue-saturation-intensity) and HSL (hue-saturation-lightness) are alternative representations of the RGB profile.

Please note,You can work with the opacity but cannot alter the original color to a darker tone. For example, you can reduce the opacity in the cases where you need a comparatively lighter color tone.

Jacksons Purple

C 100 M 91 Y 21 K 04

Hex : #1c2880
Rgb : rgb(28,40,128)
Hsl : 233° , 64% , 31%
RgbaColor : rgba(28,40,128,1.00)
lab XyzColor : 5.134, 3.323, 20.793
HsvaColor : hsva(232.8,78.13%,50.2%,1)
HsvColor : 233° , 78% , 50%

Royal Blue

C 78 M 52 Y 00 K 00

Hex : #3878df
Rgb : rgb(56,120,223)
Hsl : 217° , 72% , 55%
RgbaColor : rgba(56,120,223,1.00)
lab XyzColor : 21.667, 19.601, 72.454
HsvaColor : hsva(217.01,74.89%,87.45%,1)
HsvColor : 217° , 75% , 87%

Akij Bule or Azul

C 100 M 88 Y 41 K 39

Hex : #1662dc
Rgb : rgb(22,98,220)
Hsl : 217° , 82% , 47%
RgbaColor : rgba(22,98,220,1.00)
lab XyzColor : 17.617, 14.073, 69.498
HsvaColor : hsva(216.97,90%,86.27%,1)
HsvColor : 217° , 90% , 86%

Blue Zodiac

C 100 M 88 Y 41 K 39

Hex : #13264d
Rgb : rgb(19,38,77)
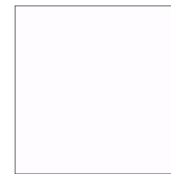Hsl : 220° , 60% , 19%
RgbaColor : rgba(19,38,77,1.00)
lab XyzColor : 2.301, 2.06, 7.298
HsvaColor : hsva(220.34,75.32%,30.2%,1)
HsvColor : 220° , 75% , 30%

Milk White

C 00 M 1 Y 00 K 00

Hex : #fefcff
Rgb : rgb(254,252,255)
Hsl : 280° , 100% , 99%
RgbaColor : rgba(254,252,255,1.00)
lab XyzColor : 93.733, 97.912, 108.566
HsvaColor : hsva(280,1.18%,100%,1)
HsvColor : 280° , 1% , 100%

Davy Grey

C 60 M 50 Y49 K 43

Hex : #555

Rgb : rgb(85,85,85)

Hsl : 0° , 0% , 33%

RgbaColor : rgba(85,85,85,1.00)

lab XyzColor : 8.635, 9.084, 9.893

HsvaColor : hsva(0,0%,33.33%,1)

HsvColor : 0° , 0% , 33%

Red Ribbon

C 00 M 97 Y 66 K 00

Hex : #ed0a3f

Rgb : rgb(237,10,63)

Hsl : 346° , 92% , 48%

RgbaColor : rgba(237,10,63,1.00)

lab XyzColor : 35.931, 18.58, 6.395

HsvaColor : hsva(345.99,95.78%,92.94%,1)

HsvColor : 346° , 96% , 93%

Carmine Pink

C 00 M 82 Y 71 K 00

Rgb : rgb(235,76,66)

Hsl : 4° , 81% , 59%

RgbaColor : rgba(235,76,66,1.00)

lab XyzColor : 37.829, 23.224, 7.643

HsvaColor : hsva(3.55,71.91%,92.16%,1)

HsvColor : 4° , 72% , 92%

CIE L*a*b* : 55.3, 60.45, 40.43

Midnight

C 100 M 89 Y 47 K 62

Hex : #011635

Rgb : rgb(1,22,53)

Hsl : 216° , 96% , 11%

RgbaColor : rgba(1,22,53,1.00)

lab XyzColor : 0.942, 0.837, 3.48

HsvaColor : hsva(215.77,98.11%,20.78%,1)

HsvColor : 216° , 98% , 21%

Aqua Marine

C 61 M 00 Y42 K 00

Hex : #2ee8bb

Rgb : rgb(46,232,187)

Hsl : 165° , 80% , 55%

RgbaColor : rgba(46,232,187,1.00)

lab XyzColor : 38.953, 61.882, 56.905

HsvaColor : hsva(165.48,80.17%,90.98%,1)

HsvColor : 165° , 80% , 91%

Paris Green

C 65 M 00 Y 67 K 00

Hex : #50c878

Rgb : rgb(80,200,120)

Hsl : 140° , 52% , 55%

RgbaColor : rgba(80,200,120,1.00)

lab XyzColor : 27.353, 44.37, 24.892

HsvaColor : hsva(140,60%,78.43%,1)

HsvColor : 140° , 60% , 78%
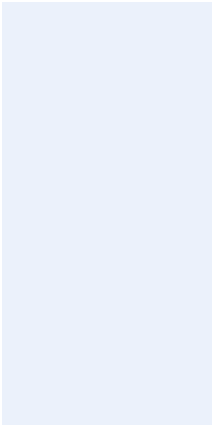
Columbia Blue

C 38 M 00 Y 00 K 00

Hex : #a3deff

Rgb : rgb(163,222,255)

Hsl : 202° , 100% , 82%

RgbaColor : rgba(163,222,255,1.00)

lab XyzColor : 59.276, 67.249, 104.464

HsvaColor : hsva(201.52,36.08%,100%,1)

HsvColor : 202° , 36% , 100%

Porcelain

C 12 M 04 Y 03 K 00

Hex : #e6eef4

Rgb : rgb(230,238,244)

Hsl : 206° , 39% , 93%

RgbaColor : rgba(230,238,244,1.00)

lab XyzColor : 79.537, 84.504, 97.707

HsvaColor : hsva(205.71,5.74%,95.69%,1)

HsvColor : 206° , 6% , 96%

Vivid Violet

C 72 M 81 Y 42 K 00

Hex : #9f00ff

Rgb : rgb(159,0,255)

Hsl : 277° , 100% , 50%

RgbaColor : rgba(159,0,255,1.00)

lab XyzColor : 32.348, 14.591, 95.719

HsvaColor : hsva(277.41,100%,100%,1)

HsvColor : 277° , 100% , 100%

Sun Yellow

C 02 M 09 Y 89 K 00

Hex : #ffdf22

Rgb : rgb(255,223,34)

Hsl : 51° , 100% , 57%

RgbaColor : rgba(255,223,34,1.00)

lab XyzColor : 67.916, 74.151, 12.246

HsvaColor : hsva(51.31,86.67%,100%,1)

HsvColor : 51° , 87% , 100%

Typography is a subtle yet powerful tool that uplifts
the overall brand.

The font families we use are: Roboto and Roboto Slab.
The neat characteristics of the families represents how
scalable and flexible we are as a company.

PRIMARY
ROBOTO
FONT FAMILY

Roboto is a Sans Serif and our primary typeface. This open and modern typeface is to be used for all the communication of iBOS.

It has a largely geometric variety of fonts and the comfort of the users were given prime importance while creating it. Its readable shape generates a smooth visual. The elegant contrast makes the body text easier to read. Provides a comprehensive font family, so you can find what suits your purpose.

ROBOTO Thin
ABCDEFGHIJKLMNOPQRSTWXYZ
#!&@0123456789+-_:;" '.,*<>?(){}[]^

ROBOTO Light
ABCDEFGHIJKLMNOPQRSTWXYZ
#!&@0123456789+-_:;" '.,*<>?(){}[]^

ROBOTO Regular
ABCDEFGHIJKLMNOPQRSTWXYZ
#!&@0123456789+-_:;" '.,*<>?(){}[]^

ROBOTO Bold
ABCDEFGHIJKLMNOPQRSTWXYZ
#!&@0123456789+-_:;" '.,*<>?(){}[]^

ROBOTO Black
ABCDEFGHIJKLMNOPQRSTWXYZ
#!&@0123456789+-_:;" '.,*<>?(){}[]^

SANS SERIF

SECONDARY
PUBLIC SANS FONT FAMILY

The Public Sans family is our secondary typeface. It can be used alongside the Roboto family for company purposes.

Roboto Slab is a slab serif typeface which contains nine weights but doesn't contain any italic styles. It can be an excellent choice for enhancing layout designs, headlines, subheads and pull-quotes.

Public SansThin
ABCDEFGHIJKLMNOPQRSTWXYZ
#!&@0123456789+-_:;" '.,*<>?(){}[]^

Public SansLight
ABCDEFGHIJKLMNOPQRSTWXYZ
#!&@0123456789+-_:;" '.,*<>?(){}[]^

Public Sans Regular
ABCDEFGHIJKLMNOPQRSTWXYZ
#!&@0123456789+-_:;" '.,*<>?(){}[]^

Public Sans Bold
ABCDEFGHIJKLMNOPQRSTWXYZ
#!&@0123456789+-_:;" '.,*<>?(){}[]^

Public Sans Black
ABCDEFGHIJKLMNOPQRSTWXYZ
#!&@0123456789+-_:;" '.,*<>?(){}[]^

SERIF

TERTIARY
ROBOTO SLAB
FONT FAMILY

Roboto is a Sans Serif and our primary typeface. This open and modern typeface is to be used for all the communication of iBOS.

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ROBOTO SLAB Thin
ABCDEFGHIJKLMNOPQRSTWXYZ
#!&@0123456789+-_:;" '.,*<>?(){}[]^

ROBOTO SLAB Light
ABCDEFGHIJKLMNOPQRSTWXYZ
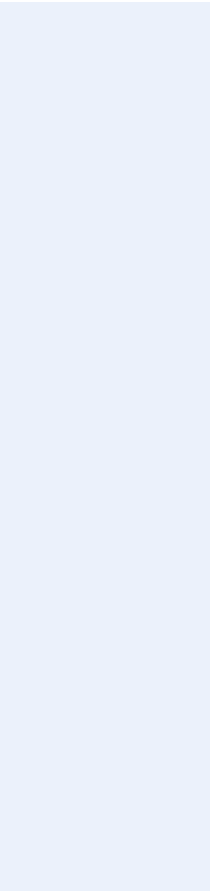#!&@0123456789+-_:;" '.,*<>?(){}[]^

ROBOTO SLAB Regular
ABCDEFGHIJKLMNOPQRSTWXYZ
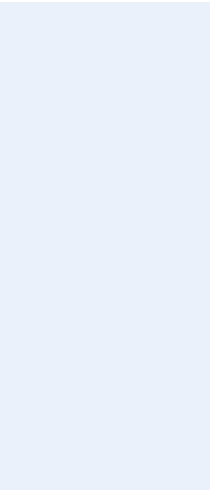#!&@0123456789+-_:;" '.,*<>?(){}[]^

ROBOTO SLAB Bold
ABCDEFGHIJKLMNOPQRSTWXYZ
#!&@0123456789+-_:;" '.,*<>?(){}[]^

ROBOTO SLAB Black
ABCDEFGHIJKLMNOPQRSTWXYZ
#!&@0123456789+-_:;" '.,*<>?(){}[]^

SERIF

The guidelines are an integral part of our brand and there's no room for compromise in this regard. In any case of doubt, contact the branding team or reach out to the website:ibos.io

Thank You!