IBIS STYLE GUIDELINES
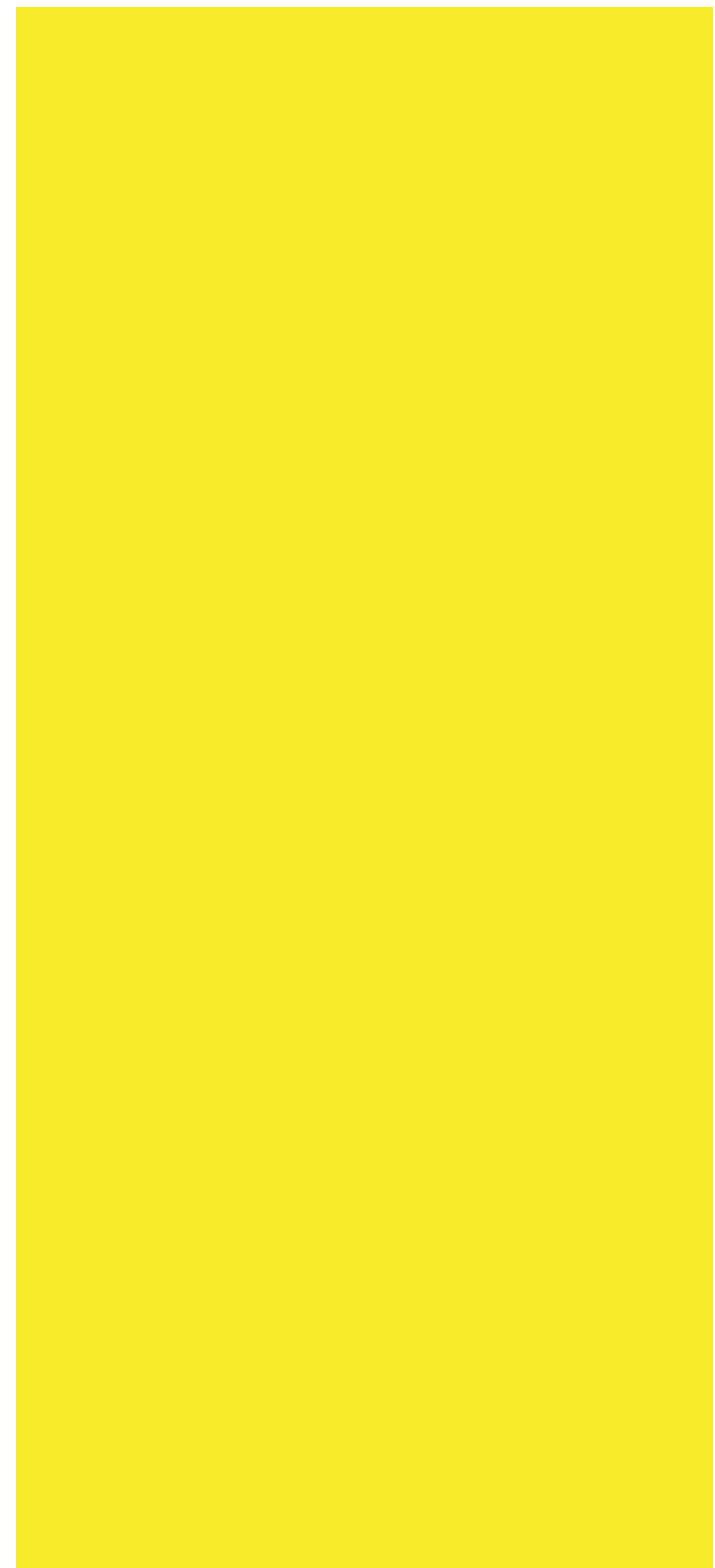
I'm not scared anymore. I don't feel alone. I used to forget my medicine, but now I don't."

-Jo

CONTENTS

PURPOSE

Cavatorta Design's goal for the Ibis brand is to define and create a new identity system. This system will align and compliment Ibis' corporate vision, creates a foundation for future branding and marketing materials, and reinvigorates the current and future customer base.

This guide will illustrate the identity system in action. The guide pertains to all aspects of identity cohesion; typography, color palettes, and other supplemental collateral.

GOAL

By standardizing all collateral Ibis will have a more professional appearance. This cohesion fosters trust and loyalty within the existing customer base, and adds an air of professionalism for those new to the business.

Action questions to guide you in giving feedback:

How well does each element reflect the Ibis brand?

How well does the identity reflect the overall brand strategy?

Are there elements that speak to you more than others? why?

LOGO FORMATS

see appendix A

HEX   #3c556d
RGB   60 85 109
HSV   209 45 43
CMYK   45 22 0 57

BLUE

HEX   #6d4161
RGB   109 65 97
HSV   316 40 43
CMYK   0 40 11 57

PURPLE

HEX   #ffec2a
RGB   255 236 42
HSV   55 84 100
CMYK   0 7 84 0

YELLOW

HEX   #e87e37
RGB   232 126 55
HSV   24 76 91
CMYK   0 46 76 9

ORANGE

Colors are displayed in order of most used to least. Each arm of the Ibis platform will have its own scheme derived from these four main selections.

TYPEFACES

Typeface Style 1: Overpass

Overpass is a bespoke typeface designed by Delve Fonts between 2011–2019 on commission from Red Hat, Inc.

The design of Overpass is an interpretation of the well-known "Highway Gothic" letterforms from the Standard Alphabets for Traffic Control Devices published by the U.S. Federal Highway Administration in 1948. Starting from those specifications, critical adjustments were made to the letterforms to create an optimal presentation at smaller sizes on-screen and later for display sizes — especially in the lighter weights.

TYPEFACES

Typeface Style 2: Crimson Pro

The Crimson Pro project is led by Jacques Le Bailly, a type designer based in Den Haag, Netherlands. Google commissioned Jacques Le Bailly to develop Crimson Pro in January 2019.

Crimson Pro is a serif typeface family: Contemporary, clear, classic and rounded/open. Something for a college textbook, editorial websites and any reading experience with book-length texts.

It contributes to the tradition of beautiful Garamond-inspired typefaces, often called "Garalde" or "Old Style," and has 8 named weights, in Roman and Italic, and is available as a Variable Font with a Weight axis.

Ibis Helps Me...
Be Confident &
Independent

IMAGE ASSETS

All images should feature end users or providers engaged in patient care. Additional images of the Ibis should feature the person over the product when possible

Proper lighting and clarity of subject are important in all images used online and in print.

All iconography, diagrams, etc. shall be prepared and presented using standardized colors from this guide and set in a two tone, silhouetted or similarly clean vector shape.

Illustrations, when needed, will be full color and professionally created. Also adhering to the pallette set forth in this guide.