



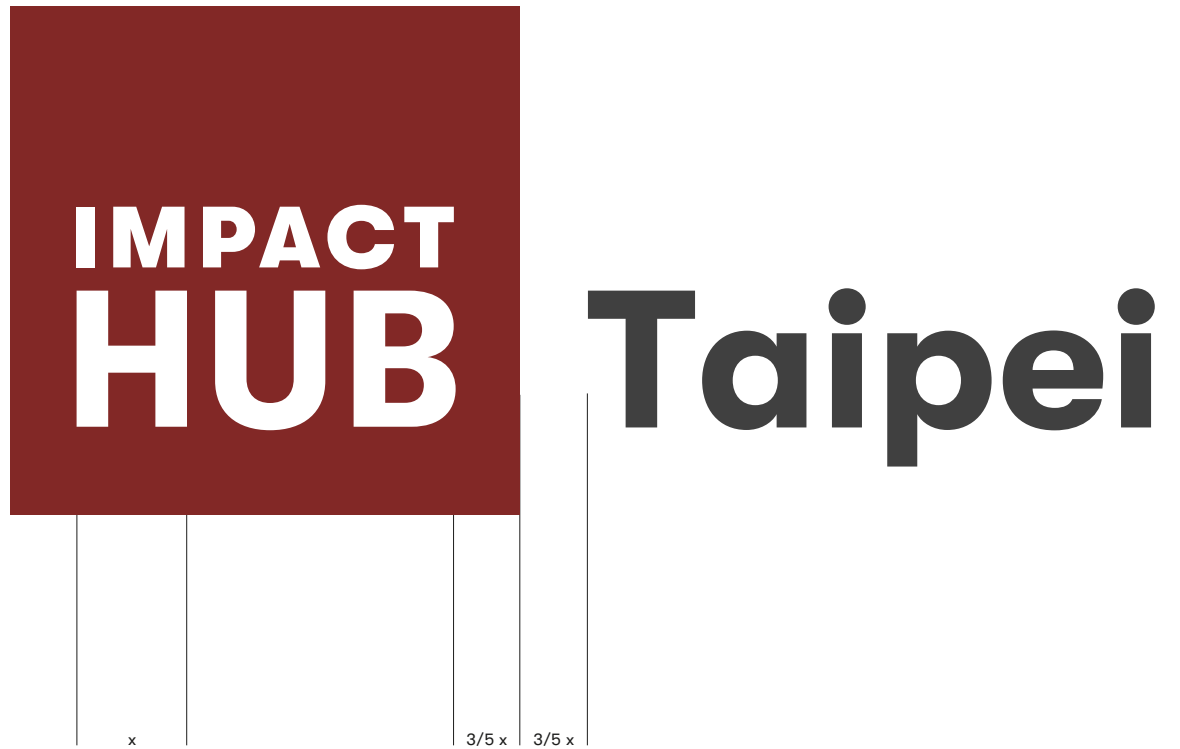
# Logo Use Guidelines

Cleaned-Up Version

As of April 2018

## Logo Proportion

The distance among the red square and the location, “Coming Soon” and tagline is constant and should never be modified.



## Logo Size Restrictions

The signature should never be used smaller than indicated in order to guarantee its readability and visibility.



# Logo

## Clear Space Requirement

There should always be a clear space, as indicated around the Impact Hub logo, to keep a distance from other logos and text in order to guarantee its visibility.



# Logo Reproduction Rules

Use the white, negative versions on dark backgrounds. Use the red, positive versions on light backgrounds.

Be careful when using the logo on colorful and photographic backgrounds. It is important to have a clean and readable look.



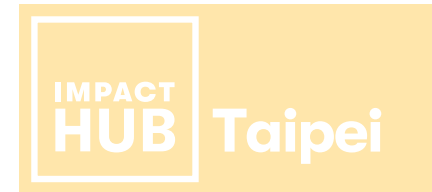
Correct Use



Incorrect Use



Correct Use



Incorrect Use



Correct Use



Incorrect Use

# Logo

## Unacceptable Usages

Please respect the signature and do not distort, stretch, cut, overprint or modify it in any way.

These are just some examples to show that any type of distortion should be avoided in order to guarantee a coherent global branding.



Do not stretch the logo vertically



Do not modify the color of the location



Do not stretch the logo horizontally



Do not incline the red square



Do not sketch or type on the red square or alter it in any way



Do not modify the color of the red square



Do not modify the orientation of the words



Do not modify positioning

# Colours

Impact Hub has a primary and a secondary colour pallet and two neutral grey shades.

The primary colours are to be used in general for text, headings, diagrams and backgrounds.

For a more colourful design you can use primary colours in combination with secondary colours for text, headings, diagrams or as backgrounds.

The colours of the secondary pallet will also help clustering information. Applied examples of the colour coding are this guideline document, the ppt example within or the business card template.

The two neutral grey shades are an addition to the primary as well as to the secondary colour pallet. They are especially helpful whenever the grey from the primary pallet feels too massive.

If you need light backgrounds you can use 40% of the secondary colours.

## Primary Colours



<b>IMPACT RED</b> RGB 129/41/38 HEX #812926 C30 M90 Y85 K35	<b>GREY</b> RGB 64/64/64 HEX #404040 C0 M0 Y0 K	<b>BLACK</b> RGB 0/0/0 HEX #000000 C0 M0 Y0 K100	<b>WHITE</b> RGB 255/255/255 HEX #ffffff C0 M0 Y0 K0
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## Neutrals



<b>LIGHT GREY 1</b> RGB 153/155/155 HEX #999b9b C41 M31 Y32 K10	<b>LIGHT GREY 2</b> RGB 204/204/204 HEX #cccccc C23 M17 Y18 K0
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## Secondary Colours



<b>LIGHT RED</b> RGB 238/79/63 HEX #ee4f3f C5 M82 Y77 K0	<b>ORANGE</b> RGB 247/138/60 HEX #f78a3c C0 M56 Y80 K0	<b>TAN</b> RGB 246/169/116 HEX #f6a974 C5 M43 Y60 K0	<b>CORAL</b> RGB 255/83/83 HEX #ff5353 C0 M79 Y58 K0	<b>RUBY</b> RGB 207/48/95 HEX #cf305f C18 M94 Y51 K0	<b>MIDNIGHT</b> RGB 15/58/95 HEX #0f3a5f C98 M71 Y43 K40	<b>BLUE</b> RGB 56/148/194 HEX #3894c2 C75 M31 Y12 K0
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<b>MINT</b> RGB 65/190/208 HEX #41bed0 C68 M0 Y22 K0	<b>OCEAN</b> RGB 38/104/135 HEX #266887 C85 M50 Y31 K15	<b>HUNTER</b> RGB 10/93/100 HEX #0a5d64 C88 M40 Y47 K36	<b>FERN</b> RGB 61/164/145 HEX #3da491 C75 M19 Y53 K0	<b>GREENHOUSE</b> RGB 126/187/85 HEX #7ebb55 C58 M4 Y82 K0	<b>PISTACHIO</b> RGB 170/203/112 HEX #aacb70 C42 M6 Y69 K0	<b>YELLOW</b> RGB 255/213/70 HEX #fd546 C0 M20 Y80 K0
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