INSA SOFTWARE AG

Guidelines

Table of Contents

Branding Guidelines

Introduction

A brand is a representation of what the company is and stands for. That representation can be seen in logo, promotional messages, web site, product and everyday communication with clients.

Thru the brand the company builds distinctive and recognizable personality and the brand serves as a way of communication, advertising and behavior.

The brand is based on understanding that every choice and decision builds a picture for public to see.

These guidelines are created to help to get us known better, to learn the ways of promotion we prefer, and to properly apply all graphical elements in best way.

Please have in mind that this is a living document and expect updates and additions online.

Logo

There are two logo versions available: Full Logo (.pdf .png) with text below and Standard Version (.pdf .png)

The Insa logo consists of two elements – the "Swirl" symbol and the Insa wordmark.
Preferred version is when logo appears in horizontal alignment in color on white background. The logo should never be altered in the way that brings inconsistencies. However where you are not able to optimally show the entire Insa logo due to space or other limitations an exception may be made.
This exception requires approval from one of our marketing leaders. Please use approved electronic .pdf, .png files available on Insa website or follow hyperlink available by clicking on presented pictures.

Logo Placement

Clear space

Please maintain a minimum clear space around the logo according to the proportional enlarging or reducing in size. The clear space around the logo is defined as the height of the "Swirl".

Printed materials

Whenever possible logo should appear in top left corner of the page. Clear space from the top and left edge should be equal to two times height of the "Swirl". Be sure to maintain the same amount of clear space from the edges.

Minimum size

Wide range of the Insa logo sizes are possible, however when the logo is reproduced to small and the wordmark is hard to read it is no longer legible. The minimum size of the logo in print should not be reproduced in size smaller than 15mm.

Color

Color provides a strong visual link to our identity across a wide range of applications. The Insa logo should be reproduced in color whenever is possible. For specific color values use the presented scheme:

Color	Pantone	CMYK	RGB	HEX
Red	Pantone 1807U	19,78,53,27	165,74,82	#A54A52
Gray	55% black	0,0,0,55	147,148,148	#939494

White is the most effective background because it provides good contrast for logo's color and elements. When the logo is placed on a photographic image the image should be light enough to provide good contrast.

If color reproduction is not an option logo should be reproduced in gray tones.

However if gray tones are not available you can use logo in black on white or lightly colored background.

Use reversed color logo on dark or colored background.

Typography

All typography was chosen based on the company profile so it is recommended to use it whenever is possible.

Lucida Bright is a clear and sophisticated typeface that is used for the big headlines. Good practice is to use it in the Insa red color.

Helvetica Neue can be found among our printed marketing material.

Segoe UI is utilized by Insa applications and it is standard typeface for online body text and in active everyday use.

Lucida Bright

Your personalised Portfolio Management Software

HelveticaNeue LT

Your personalised Portfolio Management Software

Segoe UI

Your personalised Portfolio Management Software

Fonts are available for download on demand from our marketing team.

Strapline

For company promotion Insa software use "Your personalized Portfolio Management Software", "Improve your performance with Insa" and "Software tailored made for you".

Graphic style

Beside the logo Insa use a custom shape called the "Wave". It is combined with a strong stripe going up, symbolizing success and ease of reaching it with its smooth lines, complemented by a series of smaller lines which present a help given by support from the software and two thin lines. Color of the wave varies with different shades of Insa red (Pantone 1807U). For usage please reefer on section "Logo Placement".

Insa Simple

All recent developed applications for browser or tablet comes with standard interface in black/dark gray with blue accent. This style promotes company's innovative development that follows trends in computer technology.

Color	Pantone	CMYK	RGB	HEX
Blue	Pantone 7468C	83,28,13,25	5,119,156	#05779C
Gray	Pantone 446 C	71,61,58,66	58,58,58	#3A3A3A