



INTER  
**STORES**

# Brand book



# Table of Contents

## LOGO GUIDELINES

- Primary logo horizontal 4
- Primary logo vertical 5
- Logo usage - one colour 6
- Logo usage - negative 7
- Clear space 8
- Smallest size use 9
- Icon 10
- Misuse of logo 11
- Proper use of logo on images 12
- Misuse of logo on images 13
- Additional graphic elements 14

## COLOUR GUIDELINES

- Primary colour palette 16
- Secondary colour palette 17

## TYPOGRAPHY fonts

- Body Typeface 19
- Accent Typeface 20

## APPLICATION

- PPT first page 22
- PPT page slides 23
- PPT end of SlideShow 24
- MS Word documents 25



# LOGO GUIDELINES

Primary logo - horizontal



INTER  
**STORES**

Primary logo - vertical



Logo usage - one color



INTER  
**STORES**



INTER  
**STORES**

When given the choice, the 4-Color treatment is the preferred logo. This logo is the most graphically balanced, providing the greatest attention to visual hierarchy. It should be used whenever possible.

However, due to budget, printing or other restrictions, the 4-Color treatment logo is not always a viable option. If only one color may be used, the Grayscale or 1-Color treatment is appropriate.

Logo usage - negative



INTER  
**STORES**



INTER  
**STORES**

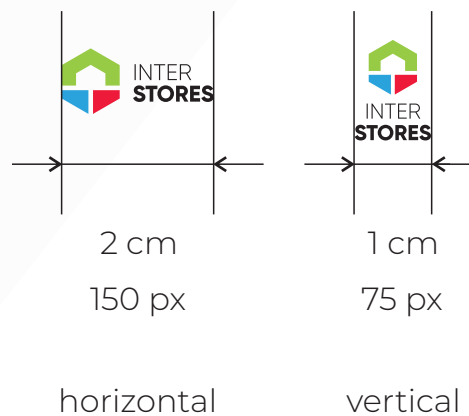
Clear space



In order to maintain the integrity of the Eloquence logo, it needs its own space. The space surrounding the logo allows it to be clearly read in a layout and gives it due respect in the visual hierarchy. Therefore, each logo must be cushioned with empty space. Use the height of the inner white space, as a measured length for the empty space required on all four sides of logo.

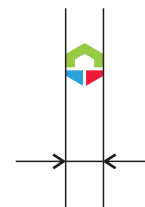


## Smallest size use



The InterStores logo should never be smaller than the dimensions listed here. If the logo, either vertical or horizontal, becomes smaller than these dimensions, the elements of the logo can become lost or unreadable and the integrity of the logo compromised. Therefore, it should always be at or larger than the listed dimensions.

## Icon



0,5 cm

30 px



The Icon can be used alone without the text. If the preferred full color version is not possible because of complex or competing backgrounds, use the simplified all white or all black version.

In order to maintain the integrity of the Icon, it needs its own space. Use the height of the white space, as a measured length for the empty space required on all four sides of each logo.

The Icon should never be smaller than the dimensions listed. If the Icon becomes smaller than these dimensions, the Icon can become unreadable and the integrity of the Icon compromised. Therefore, it should always be at or larger than the listed dimensions.

## Misuse of logo



**DO NOT**  
CHANGE COLORS

The logo utilizes the brand's primary colors; therefore, it could be confusing or misleading to change or alter the colors used in the logo. It also makes the logo less identifiable.



**DO NOT**  
RESIZE ELEMENTS

Do not make one element of the logo larger or smaller in relation to its intended proportions, to do so alters the visual weight and hierarchy of the logo.



**DO NOT**  
SKEW OR TILT THE LOGO

Skewing or tilting the logo warps or disfigures its proportions and makes the logo less identifiable and consistent.

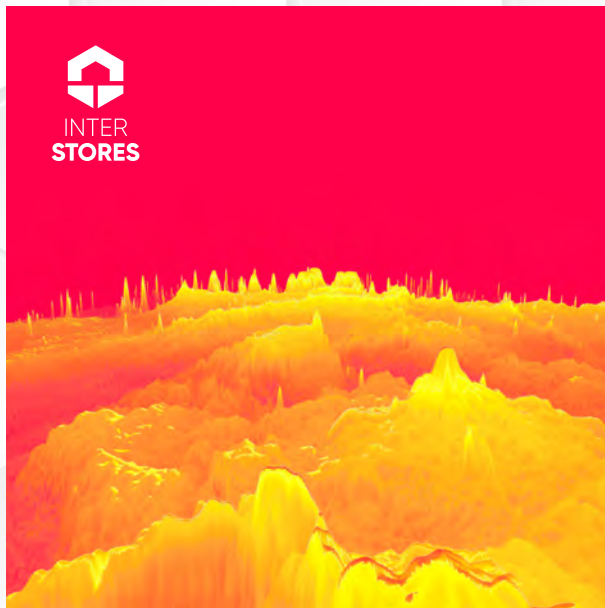


**DO NOT**  
REARRANGE LOCK-UP

Only use the approved logos provided. Do not rearrange the elements, as this makes the logo less identifiable.

Since the logo is a critical and identifiable part of the brand, it should always be used and treated consistently. It should not be placed or altered in any way that could compromise the logo's integrity. Only the logos provided in the Brand Book should be used and scaled.

## Proper use of logo on images



Use monochrome logo on images with background color



Use logo with banner on images with busy background



Use of logo with light background



## Misuse of logo on images



DO NOT use of monochrome logo on busy background



DO NOT use color logo on dark background



DO NOT use of color logo with background similar to primary logo colors

## Additional graphic elements



For use on various promotional materials, images, videos and social networks, it is possible to use additional graphic elements (in various Brand color combinations) that support the InterStores brand

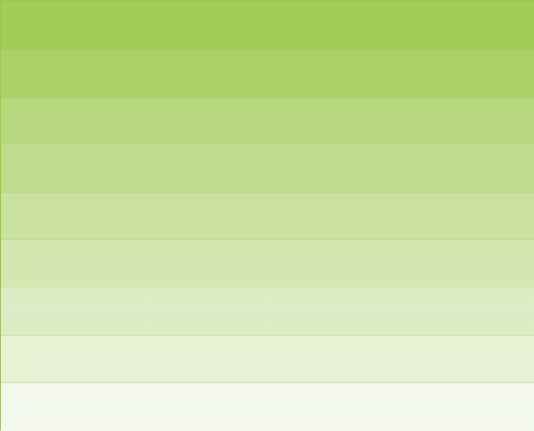


# COLOUR GUIDELINES

Primary Colour Palette

C **45%**    R **154**    Pantone **367C**    HEX **#9ACB4F**  
M **0%**    G **203**  
Y **95%**    B **79**  
K **0%**

The colors may be used in varying tints.



C **70%**    R **64**    Pantone **299C**    HEX **#40A5DD**  
M **20%**    G **165**  
Y **0%**    B **221**  
K **0%**

C **0%**    R **238**    Pantone **032C**    HEX **#Ee3147**  
M **100%**    G **49**  
Y **80 %**    B **71**  
K **0%**



Secondary Colour Palette

Pantone **549 C**

C **75%**

M **35%**

Y **25%**

K 0%

R **78**

G **143**

B **170**

HEX **#4E8FAA**



Pantone **2726 C**

C **65%**

M **60%**

Y 0%

K 0%

R **122**

G **121**

B **255**

HEX **#7A79FF**



Pantone **250 C**

C 0%

M **20%**

Y 0%

K 0%

R **255**

G **211**

B **255**

HEX **#FFD3FF**



The secondary colors are supportive hues to compliment the primary color palette. These accent colors are not to be used alone. They also should not be used together. Use them sparingly and in small quantities to complement the main color palette when there are large blocks of body. The colors may be used in varying tints.



# TYPOGRAPHY GUIDELINES

# Typography

Fonts

# Montserrat

Body Typeface

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%&\*

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%&\*

**Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%&\***

## Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%&\*

## *Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxyz*  
1234567890!@#\$%&\*

## **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%&\***