Intrepid Brand Identity Guidelines/ Version 1.4

/Avenir Roman 82pt

Contents/
Brand Elements

Our Logo p.04
Colours p.06
Typography p.07
Photography p.09
Icons p.11
Applications p.12

/Avenir Roman 56pt

Introduction/
Preface

Our identity is not just a logo. It's a visual language composed of a number of core elements that come together to create a distinctive look and feel that makes the Intrepid brand instantly recognisable.

The following pages guide you through the core elements. They will assist you in designing and producing clear and engaging communications, providing both creative flexibility whilst ensuring brand consistency. /Avenir Book 17pt

Our Values/

Any sufficiently advanced technology is indistinguishable from magic.

Define, own and deliver clear and inspirational outcomes.

Hard work and continuous self-improvement.

Be nice, act with compassion and look out for each other.

/Avenir Book 26pt

Our Logo/



Our Logo/

Our logo is the most visible element of our identity, a universal signature across all Intrepid communications. It's the core identity element that unites and drives all aspects of our visual language.

Our logo predominantly appears in solid Orange Sun. We can also use the Intrepid logo in black or reversed out white. Limiting the logo colour options helps it to stand out against our other more flexible brand elements. It also ensures we maintain consistent legibility everywhere the logo appears.

The minimum legible size of our logo in all instances, both print and digital is 25mm. /Avenir Book 9pt

White Out/
As shown throughout this guideline, our logo can appear reversed 'white out' of suitable background colours, tones and images. For clear legibility our logo must always be placed on uncluttered backgrounds and images.

Never redraw or distort our logo in any way. You must use the original artwork.

Exclusion Zone/
The exclusion zone is defined as half the height of the Intrepid logo as shown. This is an area of clear space around the edges of the logo used to protect its legibility from interference with other typographic and graphic elements.



Minimum Sizing/
The minimum legible size of our logo is 25mm in length, as shown.



Colours/

Our primary colour palette consists of Orange Sun, conveying our innovation, energy and creativity. Complemented by Dove and Mine Shaft Grey, reflecting honesty, trust and confidence. Our secondary colour palette consists of Wild Sand and White, which are used predominantly as neutral background tones, to bring clarity and balance to our communications.

Our colour gradients which reflect progression and our continual passion for technological advancement, are used primarily as a background colour, bringing movement and dynamism to our brand.

Orange Sun/
Pantone: 1235C
C:3% M:33% Y:100% K:0%
R:249 G:178 B:17
Web:#FFB81C

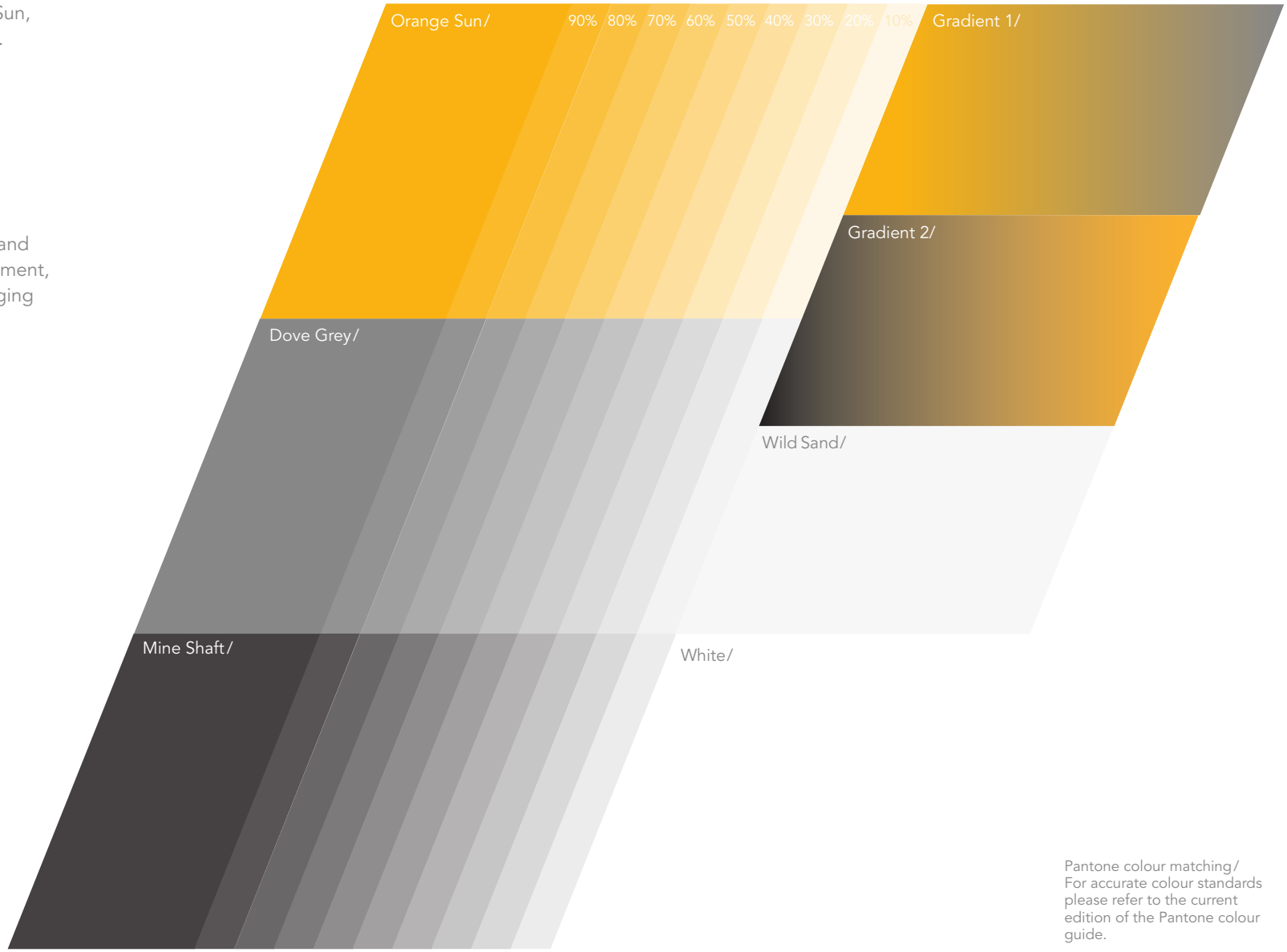
Dove Grey/
Pantone: Cool Grey 8
C:49% M:41% Y:40% K:5%
R:135 G:135 B:136
Web:#878788

Mine Shaft/
Pantone: 4287C
C:68% M:62% Y:58% K:46%
R:69 G:65 B:66
Web:#454142

Wild Sand/
Pantone Cool Grey 1
C:4% M:2% Y:3% K:0%
R:247 G:247 B:247
Web:#f7f7f7

Gradient 1/
Orange Sun to Dove Grey

Gradient 2/
Orange to Orange Sun



Pantone colour matching/
For accurate colour standards please refer to the current edition of the Pantone colour guide.

Typography/

Avenir is our brand typeface. It is at the heart of the Intrepid identity and is the foundation for all Intrepid branding. Clear, distinctive and legible it conveys a sense of clarity across all our communications and brand touch points.

It is available in a variety of weights allowing for a full range of creative expression. We use it for headings, subheadings, highlight text and body copy, to emphasise and differentiate information hierarchy. Please ensure only Avenir is used.

Avenir /Avenir Medium 130pt

abcdefghijklomnopqrstuvwxyz 1234567890

Typography/

As shown throughout this guideline, our preferred typesetting style is upper and lowercase type, ranged left. This provides the eye with a constant starting point for each line, making text easier to read.

When setting ranged left typography, it's important to take the time to balance the ragged edge of the text as effectively as possible. This improves the legibility and neatness of the block of text.

As shown throughout this guideline, as a general guide body copy appears in Dove Grey or Mine Shaft. With Orange Sun used predominantly as a highlight colour for titles, headings and captions.

Avenir Medium/
Is used primarily for small headings and highlighting information within body copy.

Avenir Roman/
Is used primarily for larger titles, sub headings and small captions.

Avenir Book/
Is predominantly used as our main body copy font, as well as for captions, sub headings and larger titles.

Avenir Light/
Is our least used weight, it is mainly used for larger titles.

Medium /Avenir Medium 130pt

Roman /Avenir Roman 130pt

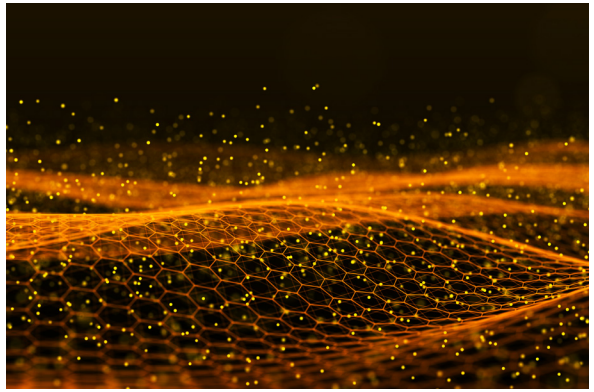
Book /Avenir Book 130pt

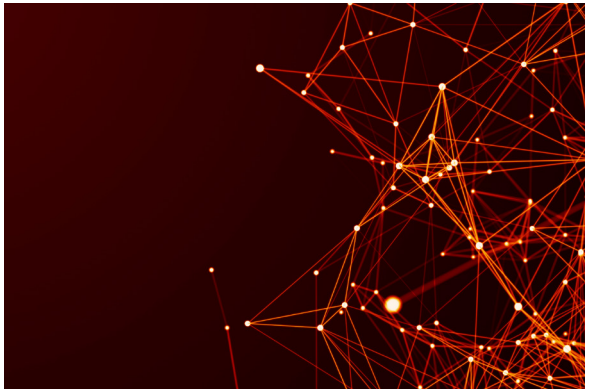
Light /Avenir Light 130pt

Photography/
On-brand imagery

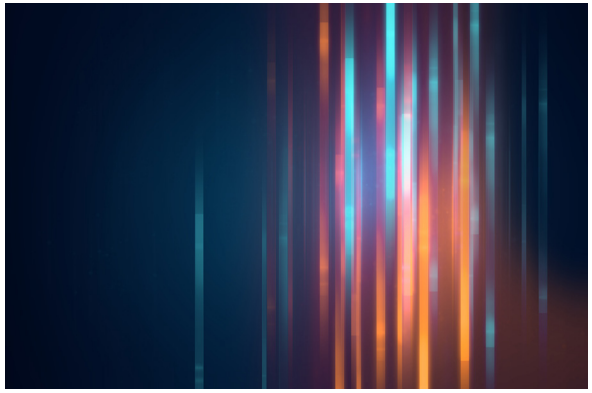
Using high quality, dynamic imagery brings our brand to life. We have a small image library containing on-brand photography that supports our brand personality.

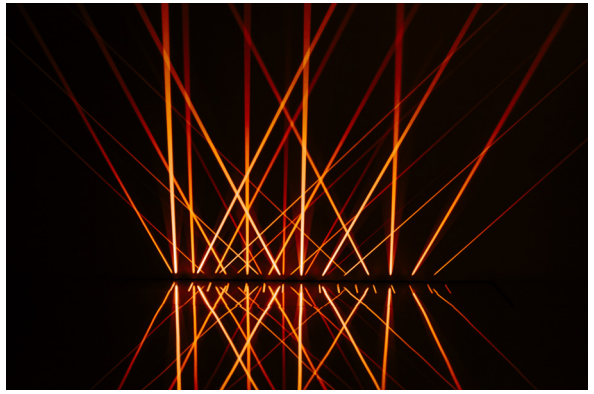
A selection of our images are shown here. Choose imagery appropriate to your audience, and/or the communication subject matter. Consider cropping images to create dynamic

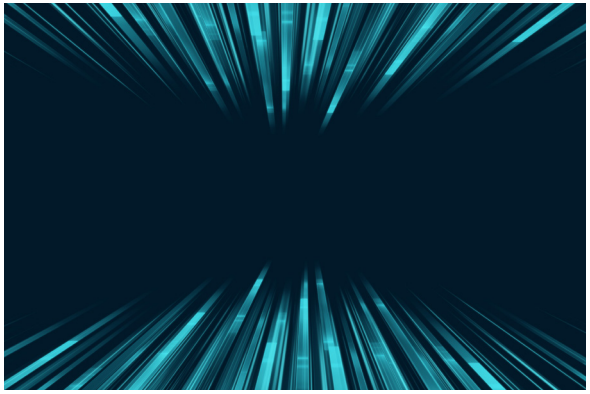




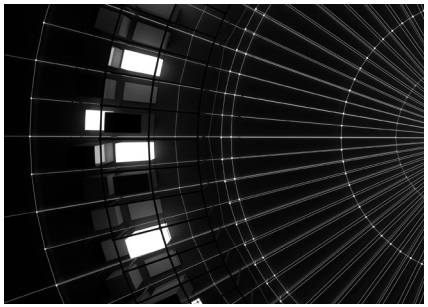
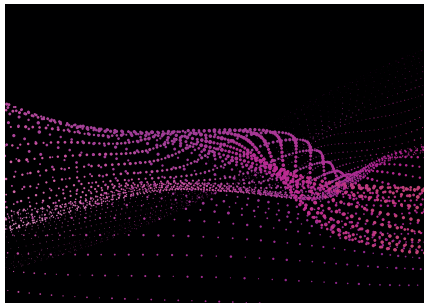
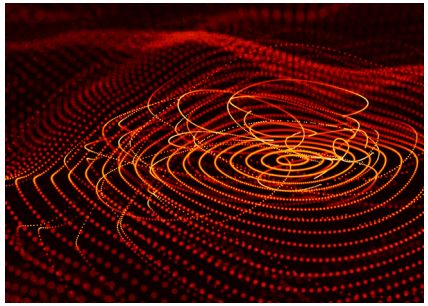


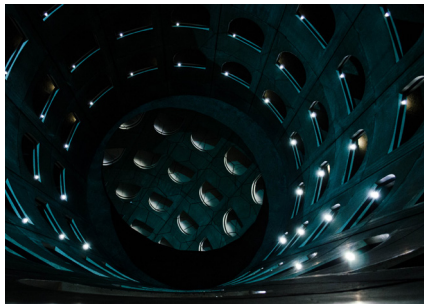
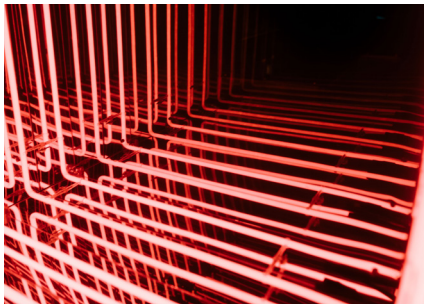
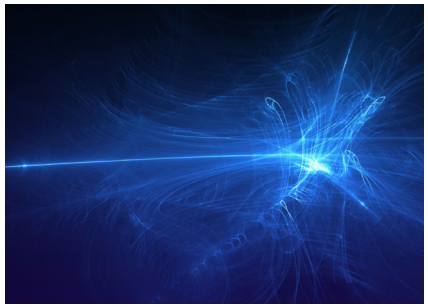
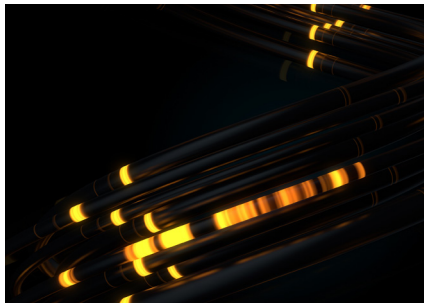
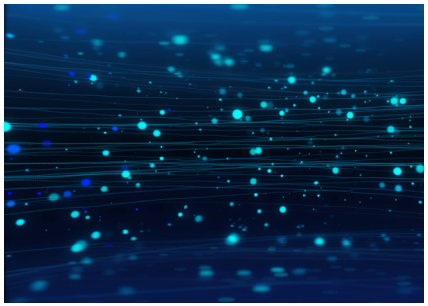
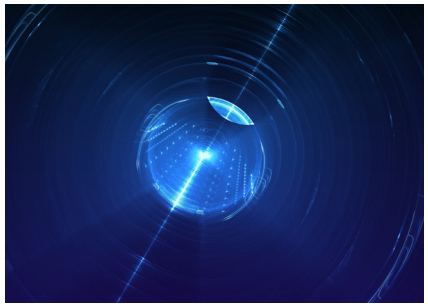






Photography/
Image Library

Icons/

On-brand iconography

A number of general icons and prebuilt icon kits for specific areas have been created for internal and external use.

You can use them as is or select new icons that are appropriate to your audience and/or the communication subject matter. Any icons chosen should be visually consistent in terms of complexity, line weight and colour with the existing icons shown here.

Our central resource for iconography is https://thenounproject.com/

Envisage/



Discover/



Deliver/



Maintain/



Envisaging/



Audit/



Build/



Intrepid Service Desk/



Scoping/



DevOps Hosting/



Proof of Concept/



Software Maintenance/



Prototype/



Applications/

Our brand style is clean, precise and contemporary. This page highlights some generic applications to show how our graphic elements unite to create an engaging and dynamic brand on documents and stationery.

All documents require a 1.15 line spacing (multiple) for consistency within the branding.

The forward slash / symbol from our logo can also be used independently as a recognised identity feature, to create contemporary and stylish applications, marketing and communications.

The Intrepid logo must be placed in the top left hand corner where possible and the'orange' dash at the bottom right.

On a document where onbrand imagery is used the logo must be placed in a central alignment as illustrated.





Contact/

If you need further information on our brand or require any digital assets, please contact Alexander Preston/Joni Duncan./Avenir Book 17pt

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