

measurement

Intelligence by
NUMERIS



A Guide to “Video Measurement – Intelligence by Numeris” Brand Identity

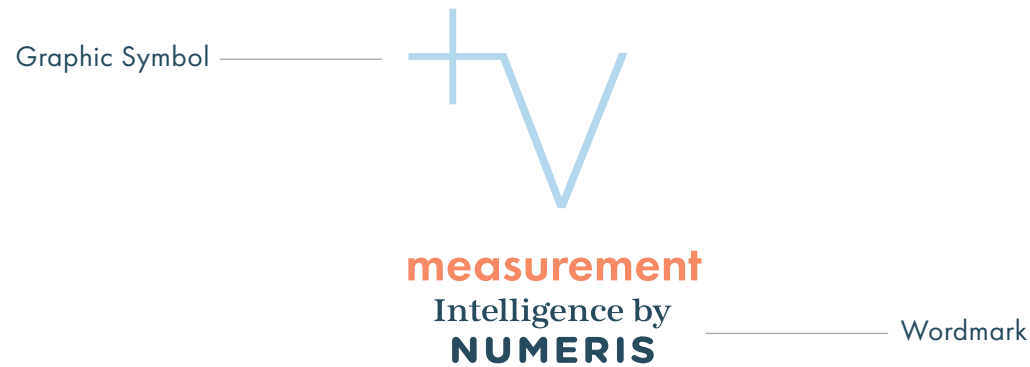
BRAND IDENTITY



Full Logo Brand Identity

The Video Measurement | Intelligence By Numeris logo is composed of two elements, the graphic symbol and the wordmark. Colour, black and reversed out white versions of the logo were created to address various communication needs. The proportions between the graphic symbol and wordmark must never be altered. Different colour variants of the logo have been created to address various requirements and communication needs – full colour, black and reversed out white. In most instances the full colour logo is to be used. One colour versions are only to be used when there are creative

..... Primary Logo

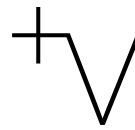


English Logo Variations

Primary Logo



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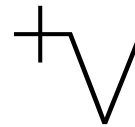


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Logo Variations



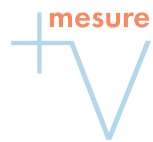
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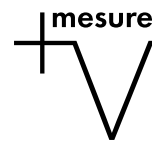
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French Logo Variations

Primary Logo

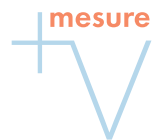


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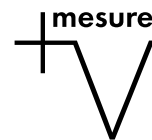


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Logo Variations



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Wordmark

Artwork for the wordmark “Intelligence by Numeris” has been created for both English and French to ensure it will be used consistently on marketing pieces.

The **wordmark** should always be included with the **graphic symbol**.

English Wordmark

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French Wordmark

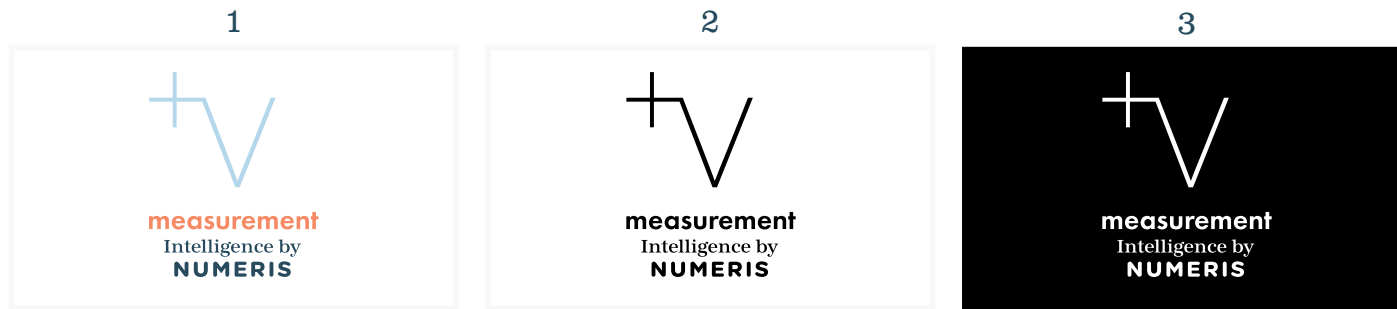
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English Logo Usage

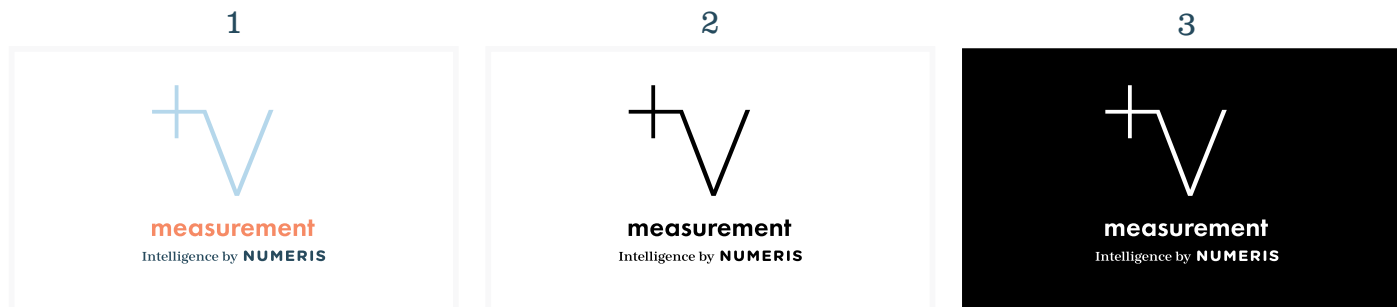
English Primary Logos

English Primary Logos can be used on different background colors or images. Primarily, logo 1 should be used as first choice. When English Primary Logo 1 are illegible, logos 2 and 3 are alternatives should a background color be present.



English Logo Variations

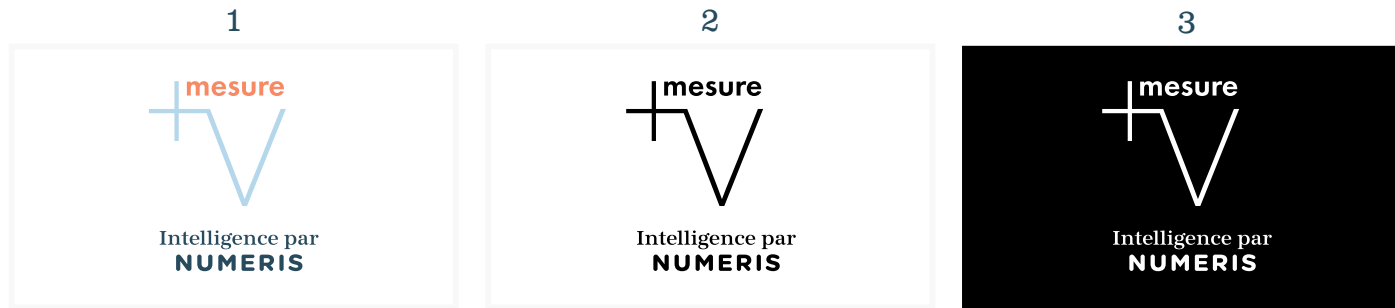
English Logo Variations may be used as an alternative and on different background colors or images. Primarily, English Logo Variation 1 should be used as first choice. When Logo Variation 1 are illegible, Logo Variation 2 and 3 are alternatives should a background color be present.



French Logo Usage

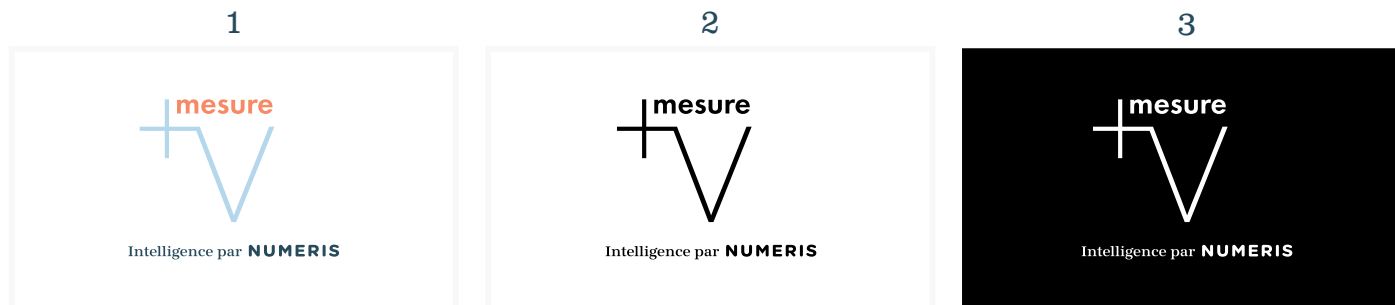
French Primary Logos

French Primary Logos can be used on different background colors or images. Primarily, Logo 1 should be used as first choice. When French Primary Logo 1 are illegible, logos 2 and 3 are alternatives should a background color be present.



French Logo Variations

French Logo Variations may be used as an alternative and on different background colors or images. Primarily, French Logo Variation 1 should be used as first choice. When Logo Variation 1 are illegible, Logo Variation 2 and 3 are alternatives should a background color be present.

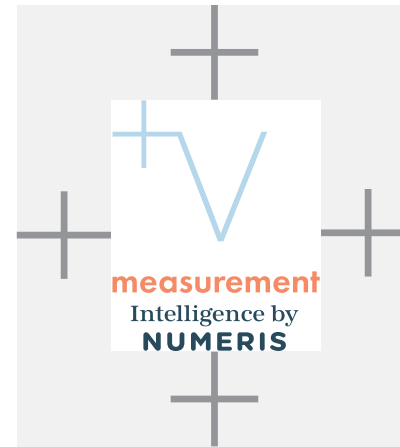


Logo Clear Space

Clear Space

Clear space is needed to ensure the logo has enough visual breathing room to live within a given space and with other graphic elements. This space is the minimum area around the logo which must be kept free of any other graphics or text.

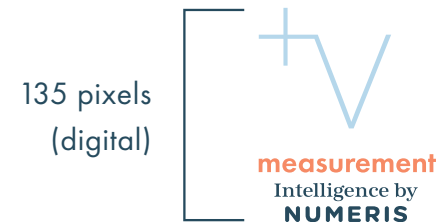
The clear space is defined by the height from the plus symbol “+”. (See reference below.)



Note: This is the minimum recommendation, and more clear space is preferable.

Minimum Size

The minimum size of the logo is based on its height. For digital and presentation purposes (web or PowerPoint), the minimum logo size is 135 pixels. The logo cannot be scaled smaller than these values, as this would greatly hinder legibility.



Note: This is the minimum recommendation. A larger logo is preferable.

Incorrect Logo Usage



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DO NOT

alter the size relationship
between graphic symbol and
wordmark.



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DO NOT

alter the placement of
the wordmark.



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DO NOT

alter the colours
or rotate the logo.



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DO NOT

alter the fonts
in the wordmark.

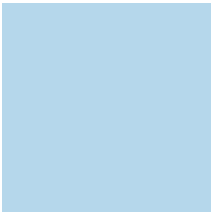


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DO NOT

place the colour logo
on an illegible colour
background that.
(Use the reversed out
white logo).

Brand Color Palette

		
90% 80% 70%	90% 80% 70%	90% 80% 70%
60% 50% 40%	60% 50% 40%	60% 50% 40%
30% 20% 10%	30% 20% 10%	30% 20% 10%
Blue	Orange	Indigo
HEX #B8D8EB	HEX #F5885E	HEX #254A5D
CMYK 26, 5, 3, 0	CMYK 0, 57, 66, 0	CMYK 88, 63, 45, 30
RGB 185, 217, 235	RGB 245, 136, 94	RGB 37, 74, 93
PANTONE 290 C	PANTONE 1645 C	PANTONE 2168 C

Print

Using CMYK is preferred for any printed pieces. For large print runs and specialty print, Pantone Matching System (PMS) Spot Color is recommended.

Digital

For all web and digital materials, use the HEX values (#000000) or RGB. Please note, colors may vary due to inconsistent monitor color calibration



Typeface

Futura PT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & % \$

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & % \$

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & % \$

Futura PT

Primary use of the font family Futura PT for all print and/or digital creative marketing materials.

Adobe Fonts

Note: Available for Adobe license owners only.

URW Antiqua

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & % \$

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & % \$

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & % \$

URW Antiqua

Secondary use of the font family URW Antiqua may be paired with Futura PT for all print and/or digital creative marketing materials.

Adobe Fonts

Note: Available for Adobe license owners only.

Default Typeface

Segoe UI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & % \$

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & % \$

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & % \$

Segoe UI

The default font is used to ensure consistency when the file is shared. It allows the font to be available to them automatically. The default use of this font family Segoe UI are to be used for all PPT presentations, Word documents, or Excel Spreadsheets.

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & % \$

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! & % \$

Georgia

The default font is used to ensure consistency when the file is shared. It allows the font to be available to them automatically. The default use of this font family Segoe UI are to be used for all PPT presentations, Word documents, or Excel Spreadsheets.