iGUIDE®

Branding Guide

Ver. 1

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Using the Brand Guide

The essential identity of iGUIDE® is encapsulated in our easily identifiable logo and branding. After all of the hard work we've put into creating a cohesive brand design, we came up with a few rules for maintaining the integrity of the brand. Following these guidelines will optimize the awareness for iGUIDE through all applications, on any kind of media, regardless of the technical requirements.

At the most basic level, this document seeks to define the appropriate applications of our branding, uphold our aesthetic standards, and imbue confidence in their implementation.

Mission

Our mission at Planitar is to become the gold standard for documenting and managing physical built space. We will map the world and look forward to the day when there is an iGUIDE for every property around the globe!

iGUIDE in Practice

Using our patented iGUIDE® Camera System, iGUIDE Professionals have the quickest and most efficient tools to document existing built space. iGUIDE property data sets deliver photos, floor plans, room measurements, square footage calculations, 3D property tours, and enable an array of other property management tools for a complete solution.

iGUIDE provides users with the best way to navigate and understand a physical space.
The Planitar Sales, Marketing, Training, and Support teams are focused on working with iGUIDE Professionals to create and build successful businesses, using iGUIDE technology and know-how.
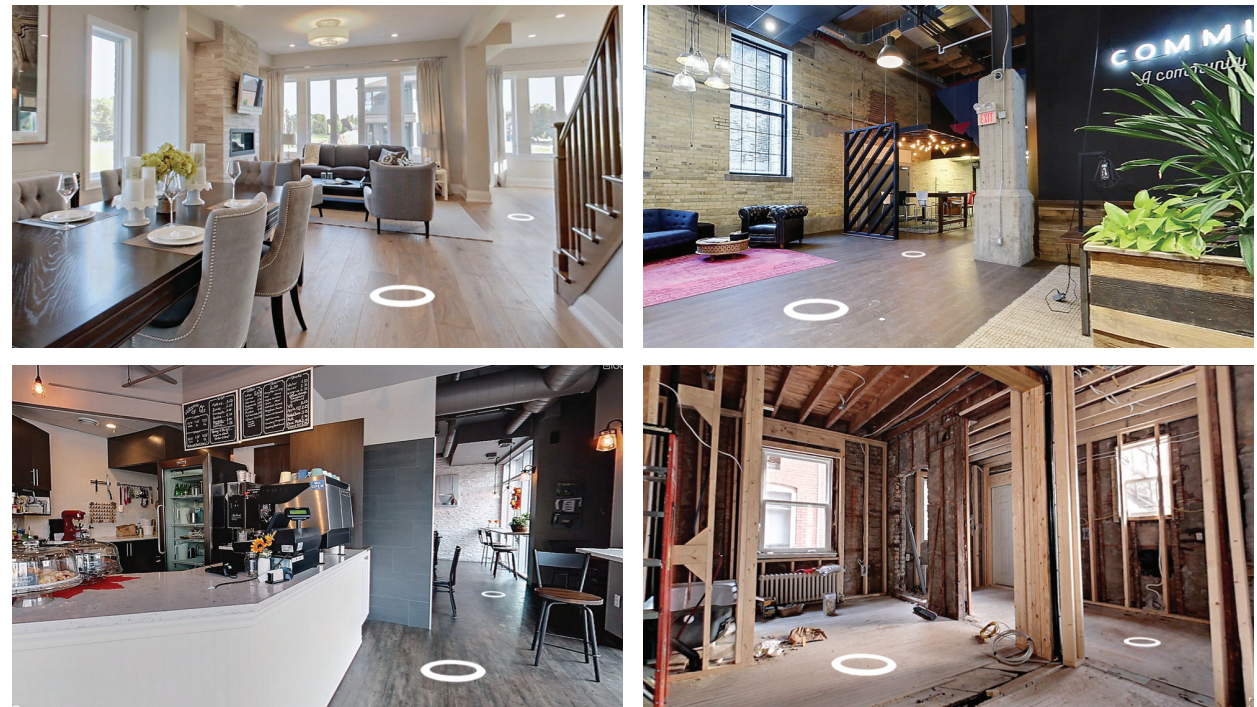
iGUIDE Logos

The iGUIDE logo is an essential part of the iGUIDE brand and its use is governed through these traightforward and intentional rules because we want you to be able to share it confidently.
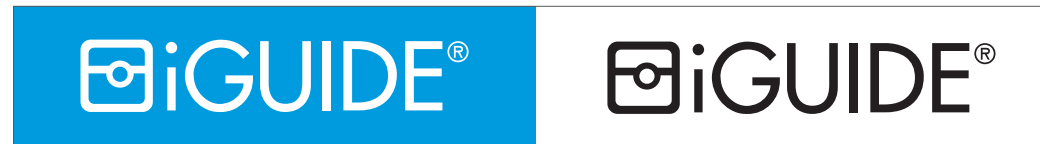
The iGUIDE name, the iGUIDE logos, and their related trademarks are the property of Planitar Inc. and are registered and/or used in Canada, the U.S., and countries around the world.

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Primary Logo

The Rules

- The main logo should always be used the first time a reader/the public encounters the logo. Thereafter use the Secondary logo (wordmark).

- On white backgrounds, the preferred logo is the one with the blue lettering, the logo with the black lettering is the secondary choice.

- On a non-white background the logo lettering can only be white.

- The iGUIDE logo must always include the registered trademark (®).

- The primary iGUIDE logo (combined camera icon and iGUIDE wordmark) are only to be used by the employees of the head office.

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Secondary Logo

iGUIDE®   iGUIDE®   iGUIDE®
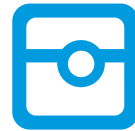
The Rules

- The secondary logos should be used after the primary logo has been used first in a document.

- All operators and vendors are only to use the secondary iGUIDE logo and not the primary logo.

Camera Logo

The Rules

- The camera-only logo cannot be used in place of the primary logo or the iGUIDE secondary logo.

- The camera-only logo may be used as an icon, such as a bullet point or to represent a marker on a map, but should never be used in the place of the primary or secondary logo. Use of the Camera logo on licensed products requires official permission by the Planitar Marketing Department.

Logo Usage

Don't compromise the overall look and feel of the iGUIDE logo by distorting, off-brand colouring, rotating, or skewing it. That would dilute our brand and results in unsuccessful communication. When in doubt, please check with Brandon Puim, our Brand Grand Master.

How to Use our Logo

- Do not stretch or distort the iGUIDE logo in any way.

- Ensure that you only use the iGUIDE logo with the registered trademark.

- Do not attempt to change the colour of the iGUIDE logo.

- To ensure legibility, the logo is always surrounded by a minimum amount of buffer space in which no other graphic element may intrude, conflict, or overcrowd and lessen the impact of the logo. The amount of buffer space is proportional to the height of the letter "E" in the logo rotated 360°.

Planitar Logo

The Planitar logo is not interchangeable with the iGUIDE logo. The Planitar logo and Planitar Inc. company name should only be used for official communications about the parent company Planitar Inc., the physical headquarters, the employees of Planitar Inc., and when discussing the day to day running of Planitar Inc.

When representing both iGUIDE and Planitar Inc., the logo used, should be that of the one emphasized. For example, use the Planitar logo when the copy will read, "Planitar Inc. makers of the iGUIDE®". However, you would use the primary iGUIDE logo if the copy read, "The iGUIDE® is a complete listing system produced by Planitar Inc."

Download

Is it iGUIDE or Planitar?

Primary Logo

PLANITAR INC.

| PLANITAR INC. | PLANITAR INC. |

The Rules

- For official documents use Planitar Inc.

- On white backgrounds, the preferred logo is the one with the blue lettering, the logo with the black lettering is the secondary choice.

- On a non-white background the logo lettering can only be white.

- When referring to Planitar Inc., it should always be the complete phrase Planitar Inc. for the first time it is used on the page and thereafter can be referred to colloquially as Planitar.

Secondary Logo

PLANITAR   PLANITAR   PLANITAR

Colour Palette

Colour is an integral part of the iGUIDE brand identity. Consistent use of the approved colour palette will not only reinforce the cohesiveness of the iGUIDE brand, but also works to create brand recognition.

These specific primary and secondary colours are key indicators of the iGUIDE brand. They convey our lively, forward-thinking approach to creating measured solutions to built spaces. When developing branded materials such as business cards, letterhead, event invitations, presentation decks, etc. always refer to these approved combinations.

Primary Colours
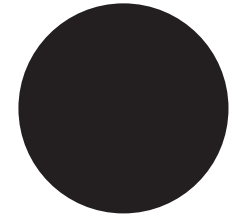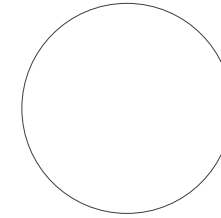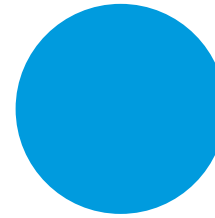
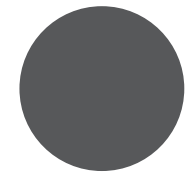| Name	iGUIDE Blue	White	Black
RGB	0, 156, 222	255, 255, 255	0, 0, 0
Hex	#009CDE	#ffffff	#000000
CMYK	85, 21, 0, 0	0, 0, 0, 0	0, 0, 0, 100
Pantone	2925 C	White	Black

Secondary Colours
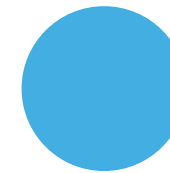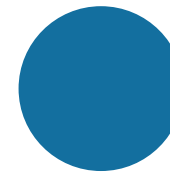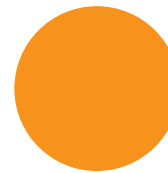
Name	Orange	Dark Blue	Light Blue	Grey
RGB	247, 148, 29	0, 110, 158	69, 174, 227	88, 89, 91
Hex	#F7941D	#006E9E	#45AEE3	#58595B
CMYK	0, 50, 100, 0	91, 52, 19, 2	65, 14, 0, 0	0, 0, 0, 80
Pantone	1375 C	7690 C	298 C	425 C

Typeface

We've crafted our branding right down to our approved font choices for official company documents and marketing materials. Typography is a powerful brand tool when it is used consistently.

The approved typefaces perfectly capture our clean and modern feel and should be used across all web and print applications. Black is the preferred colour for our typography body copy.

Download

What font should I use?

Main Font

Inter

! " # % & ' ( ) / - : _ ? * @
A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z
a b c d e f g h i j k l m n o p q
r s t u v w x y z

Font Family

Inter Light

Inter Regular

Inter Italic

Inter Semibold

Inter Bold

Inter Extrabold

Header

Inter Bold

Subheader

Inter Semibold

Body

Inter Regular