



Logo Usage Guide

Brand Standards



PRIMARY LOGO

The In Toto is a unique graphic mark, used to represent In Toto.

It enables maintenance of brand consistency and recognizability across all marketing materials and endeavors. Consistency will translate into stronger marketplace recognition, enhancing credibility and confidence among all stakeholders.

Any departure from consistency from this mark weakens its impact and value; therefore, modifications are not permitted.

The following pages outline proper use and include guidelines on color, typography, and optimal reproduction.

SINGLE COLOR

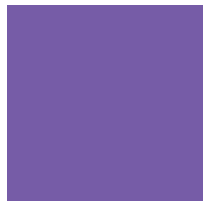


 Process Black



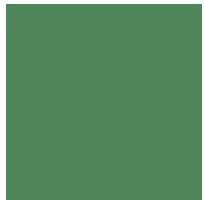
 Reverse

In Toto BRAND COLORS



In Toto Purple

C : 62 R : 118
M : 73 G : 92
Y : 0 B : 167
K : 0 HEX: #765CA7



In Toto Green

C : 71 R : 83
M : 28 G : 134
Y : 75 B : 94
K : 11 HEX: #53865E

COLORS

The CMYK values are for use in print applications, and the RGB values are for digital use (on the web and other screen mediums).

Biko Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%`()_+`

Biko Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&`()_+`

Acumin Pro Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%`()_+`

Acumin Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%`()_+`

Acumin Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%`()_+`

GoodDog New

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*`()_+`

LOGO FONTS

The two (2) fonts used to create this logo are Biko Black and Biko Bold.

WEBSITE FONTS

Fonts used on the new in Toto website are three (3) weights (Black, Semibold, and Regular) from the Acumin Pro family of fonts, as well as GoodDog New.



Do not add effects



Do not change colors



Do not skew



Do not rotate

LOGO MISUSE

These are just a few examples of logo misuse. Do not change any elements or colors of the logo. Do not add any effects to the logo. Do not rotate the logo (especially diagonally).

CLEAR SPACE



To preserve the logo's integrity, always maintain a minimum clear space around the logo. This clear space isolates the logo from competing graphic elements such as other logos, copy, photography, or background patterns that may divert attention.

MINIMUM SIZE



The primary logo should ideally appear no smaller than 1" wide to maintain legibility.

FILE FORMATS INCLUDED

Included with this manual are several different electronic file formats of the logo. These different formats end in the following suffixes:

.eps, .jpg, .png

The .eps format is a vector file—created using mathematical calculations—so that no matter the scale, the logo always looks crisp and solid. .EPS should be used for all print applications.

The .png and .jpg formats are bitmapped files, comprised of pixels that appear to be solid color. These files should not be enlarged. These should be used for website and other digital applications.

Logo Usage Guide Provided By:



1034 Fifth Avenue
Pittsburgh, PA 15219
Phone: 412.281.6215
BeyondSpotsAndDots.com