



Brand Style Guidelines

Logomark

The letter "i" folded into a left-to-right chevron shape, pointing onward and resembling an airplane tail: the rudder and elevator, steering and lifting the client to success.





Wordmark

The Impelix wordmark uses a customized version of Gotham, a geometric sans-serif typeface inspired by the architectural lettering in American cities like Chicago. Its weight matches our bold vision for helping clients drive onward in today's digital transformation.

Colors

Pull from this color palette for the design of all branded communication and graphics.



#F9C125 – **Impelix Yellow**
RGB(249, 193, 37)
CMYK(2, 25, 95, 0)



#0E1116 – **Dark BG**
RGB(14, 17, 22)
CMYK(36, 23, 0, 91)



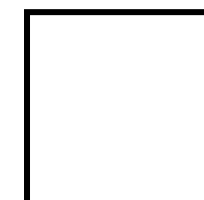
#1B1B1B – **Alt Dark BG**
RGB(27, 27, 27)
CMYK(0, 0, 0, 89)



#363636 – **Medium BG**
RGB(54, 54, 54)
CMYK(0, 0, 0, 79)



#A8A9AD – **Light BG**
RGB(168, 169, 173)
CMYK(3, 2, 0, 32)



#FFFFFF – **White**
RGB(255, 255, 255)
CMYK(0, 0, 0, 0)

Typography

for digital, web & print

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Body Copy: PT Sans - 19px

Alternate Headline

Playfair Display – Bold Italic

Benefits

In branded communication, consider using this font as an accent or to bring attention to certain words or phrases sparingly.

Headline 1

Montserrat - Bold 700 - 65 px

Headline 2

Montserrat - Semi-Bold 600 - 42 px

Headline 3

Montserrat - Normal 400 - 34 px

Headline 4

Montserrat - Light 300 - 27 px

Headline 5

Montserrat - Light 300 - 21 px

HEADLINE 6

Montserrat - Semi-Bold 600 - 19 px

Uppercase, wider spacing

Impelix Trademark Guidelines

Impelix™ and Impelix IMPACT™

A. Company Name Use.

The “Impelix” name is not only a trademark used to identify our products and services, it also serves as our company name. When using the “Impelix” name as a reference to the company, “Impelix” may be used as a noun and no TM symbol is needed. For example, the sentence “Impelix announced a new line of products” would be an appropriate use.

B. Proper Trademark Attribution: Symbols and Legends.

Whenever you use one of Impelix’s trademarks, you must also include a proper trademark attribution statement somewhere on the same document or webpage, such as the following: “The Impelix IMPACT™ trademark is owned by Impelix, Inc. and is used with permission.” Remember, mere inclusion of a trademark symbol and legend does not entitle you to use a Impelix trademark.

C. No Alterations to the Trademarks.

You may not alter or revise any of the Impelix trademarks or logos and you may not combine any of the Impelix trademarks or logos with any other words, terms, logos, designs, characters, or marks, without Impelix’s express written permission.

Impelix Logo Families



Logo Variations



Logo Variations



Logo Variations



Logo Variations



