

YourIntelliBase



Corporate Brands Style Guidelines and Usage

v1.0
April 9th 2009

(ILLUSTRATOR / PHOTOSHOP COMPATIBLE PDF)
Deisgners can import logos from this file.



YourIntelliBase
Corporate Identity
Guide

v1.0
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Contents

GreenIntelliBase Logo	4
MedIntelliBase Logo	5
Colors	6
Type	7
Sizes	8
Spacing	9
Reversal	10



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The Concept

What's "YourIntelliBase"?

It's human filtered data. It's an intelligent way of storing information. It's a database that magically knows what you want.

Because the IntelliBase has been constructed with human filters in place, the data is more humane and easier for subscribers to interface with. YourIntelliBase goes a step farther and offers to extend this unique view of information organization to unlimited specific subjects in the future.

What began as MedIntelliBase has grown from a medically specific set of data and filters, to an over-arching concept of human filtered data empowering new industries, individuals, social change and the way we use information.

YourIntelliBase let's you stop having to think and starts letting you know.

Thus the graphical strategy emerged using a human silhouette through which we peer into the mind revealing what the intellibase helps YOU know.



YourIntelliBase



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GreenIntelliBase Logo

Typical Use: Stacked Configuration



GreenIntelliBase™

Horizontal Configuration



GreenIntelliBase™

Flat Color:



Gray-Scale (Note that logo graphic and "Green" are medium gray color)



Reverse





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v1.0
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MedIntelliBase Logo

Typical Use: Stacked Configuration



MedIntelliBase®

Horizontal Configuration



MedIntelliBase®

Flat Color:



MedIntelliBase®



MedIntelliBase®



MedIntelliBase®



MedIntelliBase®

Gray-Scale (Note that logo graphic and "Green" are medium gray color)

Reverse



MedIntelliBase®











MedIntelliBase®



Colors

Since some printers require screens that snap to increments of 20% on CMYK process, all the colors below have been selected and designed using only a "snap 20" color gamut.

			
C: 0 M: 0 Y: 0 K: 80	C: 100 M: 100 Y: 100 K: 100	PANTONE 2746 C	PANTONE 347 C
R: 0 G: 0 B: 0	R: 0 G: 0 B: 0	CMYK 100.100.0.0	CMYK 80.20.100.0
#: 000000	#: 000000	RGB 51.0.153 #: 330099	RGB 0.153.0 #: 009900
			
		CMYK L: 80.60.0.0 D: 100.100.0.0	CMYK: L: 60.0.80.0 D: 80.20.100.0
			
		RGB L: 51.102.104 D: 51.0.153	RGB: L: 0.51.204 D: 0.153.0



Type

FONT:

SkiaRegular

AnyIntelliBase

Differentiation is sub-brand's color.

"I" is always capitalized.

"B" is always capitalized.



AnyIntelliBase

AnyIntelliBase

Text may be all white on "reverse" treatments.

~~AnyIntellibase~~

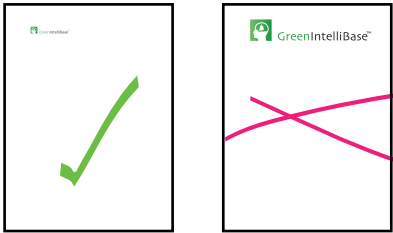
~~Anyintellibase~~

~~AnyIntelliBase~~

~~AnyIntelliBase~~



Sizes



BE SECURE:

Aim for elegance. Not too large and not too small. There is such a thing as too large. Over-sized logos make the brand look insecure and self conscious / cheap.

1/2"



1/4"



PRINT:

The logo shall appear no smaller than 1/2" (one half inch) on any printed piece.

1/2"



1/4"



100 px
OK ●



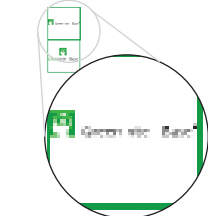
100 px
OK ●



75 px
avoid ●



50 px
NEVER ●



SCREEN:

The logo shall appear no smaller than 75 pixels wide. Avoid sizes smaller than 100 pixels wide. At small sizes the 'Stacked' configuration of the logo works best.

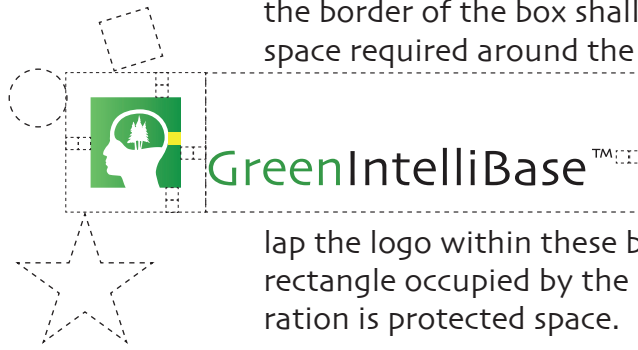
NEVER go under 75 pixels wide!



Spacing

SPACING: Horizontal Configuration

A square the same size as the space between the head and the border of the box shall dictate HALF of the minimum space required around the logo. This includes text as well as the square itself.

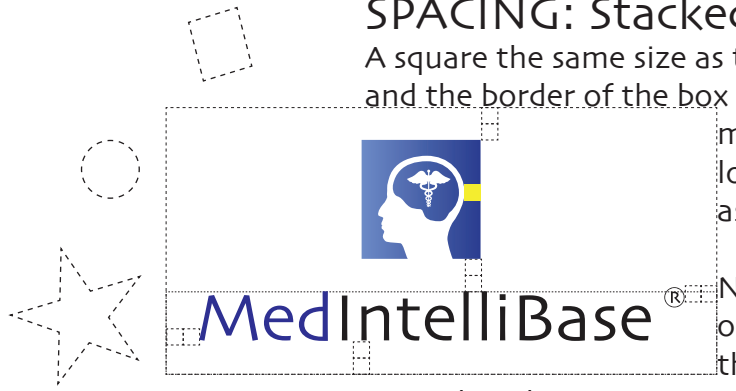


GreenIntelliBase™

No Object, text, image, graphic or anything else should overlap the logo within these bounds. Note that the entire rectangle occupied by the logo in this horizontal configuration is protected space.

SPACING: Stacked Configuration

A square the same size as the space between the head and the border of the box shall dictate HALF of the minimum space required around the logo. This includes text as well as the square itself.



MedIntelliBase®

No Object, text, image, graphic or anything else should overlap the logo within these bounds.

Note that the entire rectangle occupied by the logo in this stacked configuration is protected space.



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Reversal



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To perform a reversal, the graphic portion of the logo must be bound by a white box.

To determine the size of the bounding box, make a square that spans from the back of the head to the edge of the color box.

Divide the square by half, and this will provide the correct size for the white bounding box used in reversals.



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