



Brand Guidelines

Brandscape

ievo = Intelligent Evolution

ievo is a world leading business within the security access control industry.

With a strong focus on fingerprint reader technologies, we design and manufacturer one of the highest quality ranges of devices that can be integrated into existing security access control systems.

Stemming from years of in-depth research, expertise and hard work, **ievo** thrive on being at the forefront of biometric technology, with products that offer unrivalled accuracy in terms of function in harsh environmental use, are affordable, and can be tailored to meet the requirements of any security access control solution.

Our brandscape is a reflection of this hard work and sets out guidance, not to police rules, but to protect what has been achieved to help establish the brand and the work behind it.



Brand strapline

The **ievo** brand strapline, a reflection of the company's positioning statement, is embedded into the company logo:

RELIABLE. BIOMETRIC. SOLUTIONS.

These three words each convey an important aspect of **ievo** Ltd, **ievo** products and the **ievo** business ethos.

Reliable. = **ievo** provide reliable products that deliver on promise and performance. **ievo** as a company is reliable – trustworthy and hardworking – vital elements when working in security and putting faith in both company and products offering security.

Biometric. = a core component to what **ievo** does, dealing with biometrics.

Solutions. = **ievo** offers solutions, not just in terms of physical product and components, but **ievo** provide solutions to software and integration – **ievo** will help find a solution to access control issues or requirements.

Putting the three individual words together, they complement each other to help give an overall meaning to the individual aspect;

ievo provides reliable biometric solutions.

Logo

The **ievo** logo is the essence of the brand identity and therefore needs to reflect the qualities that the company adheres by.

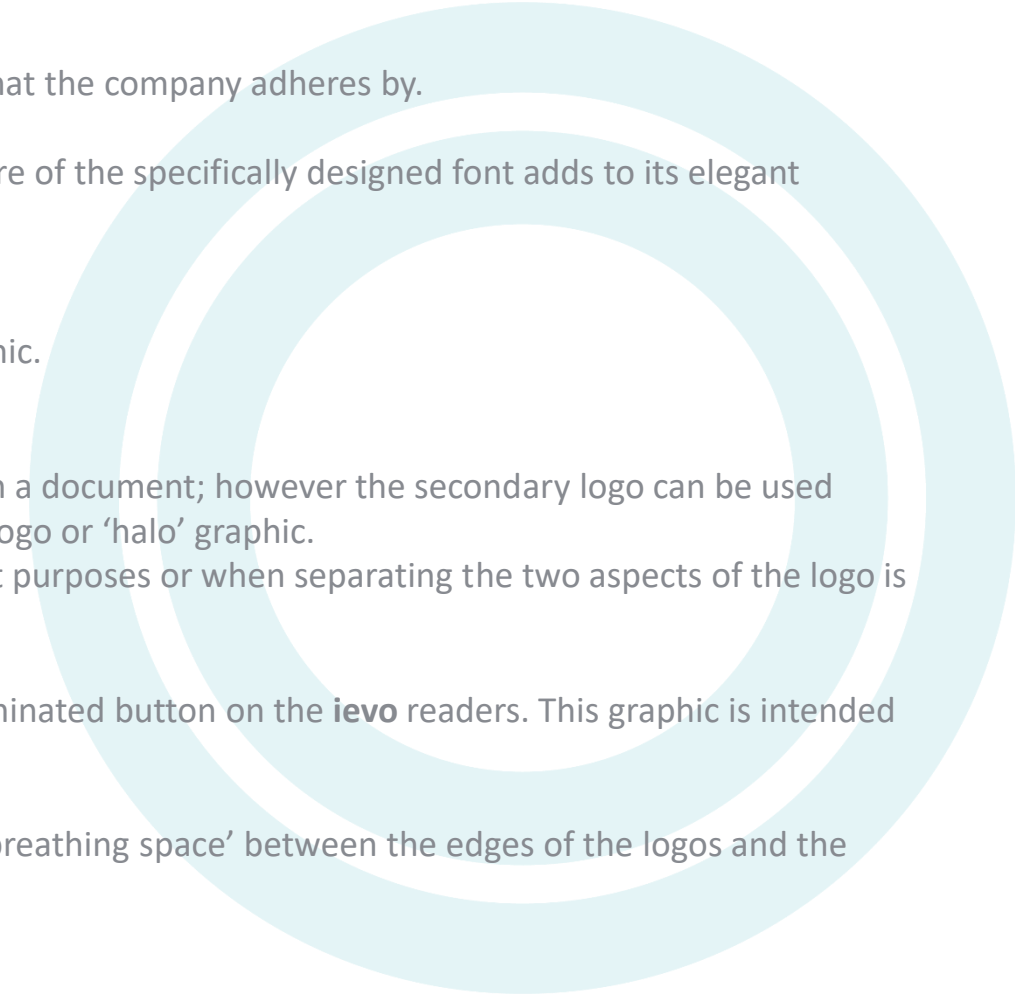
The **ievo** identity utilises a logo with a clean and contemporary typeface. The symmetrical nature of the specifically designed font adds to its elegant appearance.

There are two variants of the **ievo** logo; the logo with the strapline and the logo on its own. There are also two support images the strapline on its own and the 'halo' as a standalone graphic. There are 'alternative' white versions of the logos available to be used as and when required.

The primary logo should always carry the registered trademark, unless being used repeatedly in a document; however the secondary logo can be used with or without the trademark symbol, depending on its use, the same applied to the support logo or 'halo' graphic. The standalone strapline is reserved for use when using the secondary logo, normally for layout purposes or when separating the two aspects of the logo is appropriate.

The 'halo', or 'O' character has been highlighted as a direct graphical representation of the illuminated button on the **ievo** readers. This graphic is intended to be used as a brand symbol in isolation and is classed as a supportive logo.

While the logos do not have a strict 'exclusion zones' it is best practice to always allow a little 'breathing space' between the edges of the logos and the edges of any document it is being used on.



Logo Suite

Primary Logo:



Primary logo should always carry the trademark symbol.

Secondary Logo:



Secondary Logo can be used without the trademark symbol.

Strapline:

RELIABLE. BIOMETRIC. SOLUTIONS.

Primarily to be used alongside the secondary logo

Support Logo:



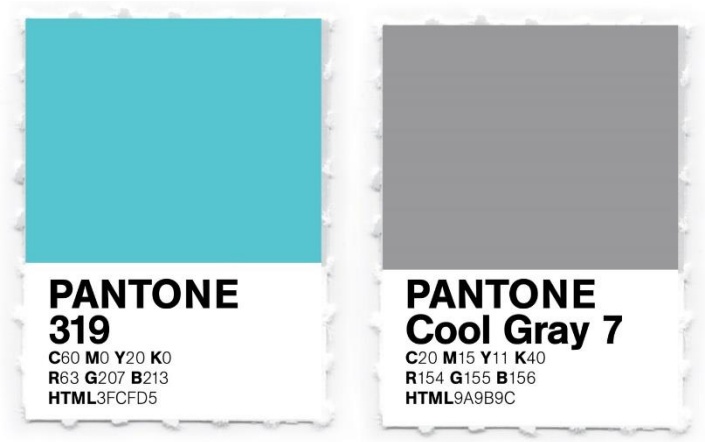
Support logo can be used without the trademark symbol



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Colours

The **ievo** logo and brand employs two primary colours:



Pantone ‘Cool Gray’ 7 is the main brand colour, giving a clean and contemporary appearance to our brand collateral.

[Pantone 319](#) adds a splash of colour to our branding and is intended to give our brand a premium quality feel. The principle use of Pantone 319 is for the ‘halo’ within the **ievo** logo.

Because consistency is vital in our brand communications we have specified the colour palette as a Pantone spot colour, CMYK (4 colour process) mix for offline collateral, as well as RGB and HTML colours for online communications. The HEX codes (for use in office software) are [#4CCED1](#) (turquoise) and [#97999b](#) (grey).

Typography

There are two elements to our typography, one which focuses on corporate requirements and the second is used in our marketing materials, namely **ievo** case studies and technical datasheets. We always refer to **ievo** in **bold**. When mentioning products, if referencing a product with a trademark we keep the font as standard, however for repeated mentions when the trademark is not needed we place the product name in italics, e.g.:

- **ievo** ultimate™
- **ievo** *ultimate*

Our corporate font is: Calibri

Mainly used for all corporate documents, presentations, planning documents and emails etc.

Our preferred marketing font is: Helvetica Neue LT Std

There is a standard template of font sizes and styles which are used in our marketing materials which are:

- Main body text uses the Helvetica subcategory '55 Roman' and the colour C:20 M:15 Y:11 K:40
- **ievo**®, **ievo** ultimate™ and **ievo** micro™ are Helvetica subcategory '85 Heavy' using colour C:20 M:15 Y:11 K:40
 - **ievo** and *ultimate/micro/USB* use Helvetica subcategories **85 Heavy** and *56 italics* respectively
- Quotes from users are Helvetica subcategory '76 Bold Italic' using colour C:65 M:0 Y:21 K:0

NB: The only other thing to note in our typography is that when referring to the **ievo** *ultimate* and the **ievo** *micro* we keep the words 'ultimate' and 'micro' in lower case. **ievo** or **ievo** Ltd is also written in lower case apart from the word 'limited' which carries a capital 'L'.