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Primary corporate signature

Use the electronic artwork provided with these guidelines whenever possible. It will save you time as well as the hassle of recreating the signature for every layout.

The Inxight signature is made up of three elements:

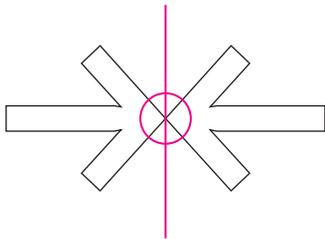
- The converging arrows symbol
- The Inxight wordmark
- The endorsement line, "A Xerox New Enterprise Company"

The design of the signature reflects the qualities of focus, speed and navigation inherent in Inxight technology.

These elements are shown in their primary configuration on this page. This configuration should be used for most applications.

Positioning of the three elements is measured by a unit (x) that is equal to the x-height of the Inxight wordmark.

A key element of the Inxight identity is the symbol of two converging arrows, rendered in perspective. The point of intersection is an alignment point for many elements in the identity system.



Primary signature with minimum clear space indicated

x = x height of Inxight wordmark



The light blue squares represent the minimum clear space required around any application of the primary signature. No type or graphic elements should intrude into the clear space. Clear space is measured by a unit (x) equal to the x-height of the Inxight wordmark.

Primary signature with endorsement line

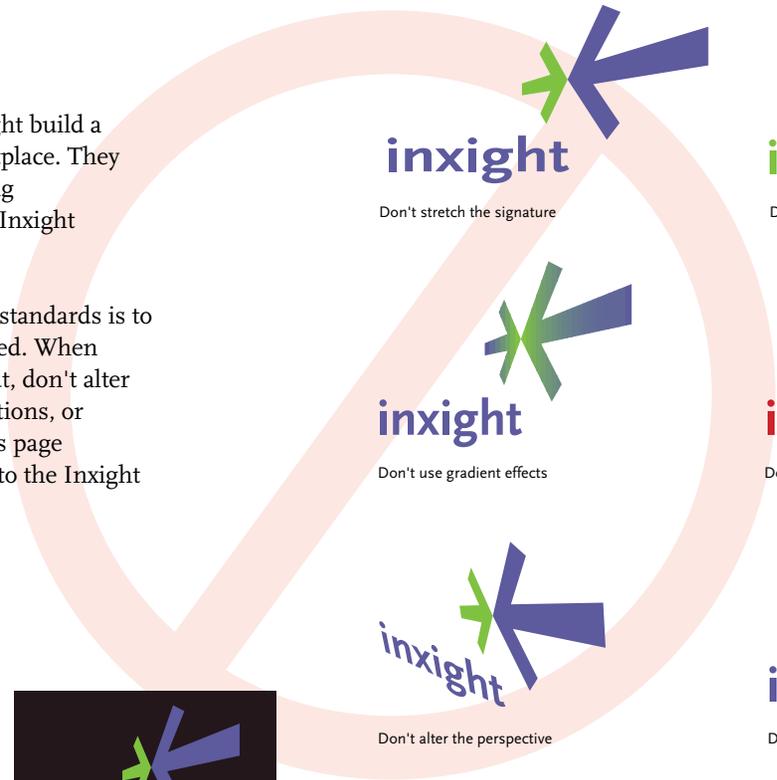


Without endorsement line

Unacceptable treatments

Graphic standards will help Inxight build a recognized identity in the marketplace. They accomplish this in part by limiting illegible or unrefined uses of the Inxight signature.

The simplest way to follow these standards is to use the electronic artwork provided. When you place the signature in a layout, don't alter the recommended colors, proportions, or alignments. The examples on this page illustrate things you *shouldn't* do to the Inxight signature.



inxight

Don't stretch the signature

inxight

Don't switch the colors

inxight

Don't use gradient effects

inxight

Don't use other colors

inxight

Don't alter the perspective

inxight

Don't render it in 3-D



Never place the Inxight signature on a patterned or photographic background that inhibits readability, or on a colored background that does not provide sufficient contrast. (See section 2.3 for background guidelines.)

inxight

Don't use drop shadows

inxight

Don't outline it

inxight

Don't blur it

inxight

Don't change the proportions

Pantone numbers specify different inks for coated and uncoated stock. Use uncoated stock whenever possible.

The Inight signature will be the "face" of Inight on all your printed materials, from advertising and marketing brochures to collateral and letterhead. As such, it requires the consistent use of color across all your print applications.

The two colors in the signature itself are the Inight corporate palette. Always use these exact colors when printing a full-color signature. (Black-and-white and one-color versions are shown on page 2.3.)

When you use colors outside the corporate palette for a publication, choose from the supporting palette shown at right below. These colors complement the corporate palette and should be used in headings, charts, and to highlight information.

All colors are identified by Pantone Matching System numbers and their CMYK equivalents.

Pantone 2748

Inight corporate palette

C, M, Y, K:	100,76,0,18	18,0,100,18
Pantone no:	2748	383

NOTE:
Don't rely on these samples for color matching. Use standard Pantone chips instead.

Pantone 383

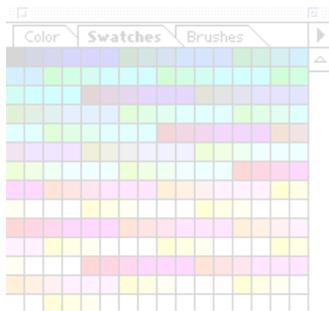
Supporting palette

C, M, Y, K:	100,30,0,6	33,0,88,0	2,71,84,0	0,43,87,0
Pantone no:	3005	390	165	151
	100,0,9,34	6,0,100,47	0,9,80,0	0,9,70,0
	314	392	115	121

Onscreen colors (RGB & Hex)

These palettes are for onscreen uses of the signature, including web page designs. Use the two colors framed in black (at right) when creating an onscreen Inxight signature.

The 216-color palette is a "browser-safe" palette that can be used cross-platform and without dithering. All screen colors should be chosen from this palette.



Note that a range of colors is provided to simulate tints of the corporate colors and black. You can use these tints for buttons, backgrounds, and other elements on the screen.

To highlight information, choose from the onscreen highlight palette. Choose a color with sufficient contrast to the background color you're offsetting.

All colors are identified by RGB formulas and their hexadecimal equivalents.

Onscreen corporate palette

R,G,B:	51,51,102	102,102,153	153,153,204	204,204,255		
Hexadecimal:	333366	666699	9999cc	ccccff		
	51,102,0	102,153,0	153,204,0	204,255,00		
	336600	669900	99cc00	ccff00		
	0,0,0	51,51,51	102,102,102	153,153,153	204,204,204	255,255,255
	000000	333333	666666	999999	cccccc	ffffff

Onscreen highlight palette

R,G,B:	153,255,0	<i>Highlight green for purple or grey backgrounds</i>
Hexadecimal:	99ff00	
	102,204,0	<i>Highlight green for white backgrounds</i>
	66cc00	
	255,153,0	<i>Highlight orange for purple or grey backgrounds</i>
	ff9900	
	255,102,0	<i>Highlight orange for white backgrounds</i>
	ff6600	

Color and the signature

When the Inight signature sits on a saturated background, it should be reversed to make it more legible. The only suggested background colors are Inight blue and green, or black.

The examples on this page show the suggested uses of the signature against a colored background and in one-color situations. In every case, choose a solution that will create enough contrast between the background and the elements of the signature.

One-color uses

If you have no control over the background, render the signature either in all black or reversed to white, depending on the darkness of the background. (For instance, use black on a yellow background, but reverse the signature to white against an orange background). Against black, Inight green or another dark color, the entire signature should be reversed in white, as shown in the three blocks to the right.



Primary signature reversed on saturated backgrounds



For high-resolution printing on quality paper



For low-resolution printing on low-quality paper (newsprint)



For jobs that will not accommodate any subtle contrast



If reversed on Inight blue, only the left arrow should print in green.

The Scala family

Scala was designed by Martin Majoor for Vredenburg Music Centre in Utrecht, Holland. Based on a humanist model, the Scala Sans is more "open" than non-humanist sans serifs, and has features such as non-lining figures and an extensive set of ligatures.

Inxight's corporate typefaces are from the Scala type family. Scala was chosen for its interesting balance between round and angular forms. These forms contrast well with the Inxight symbol and make the typefaces highly legible.

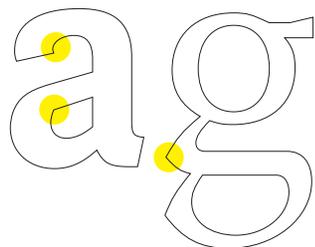
Scala Serif is an excellent face for body text. Scala Sans works well for titles and headlines but is equally useful for captions, sidebars, and small blocks of text (like those at left and below).

Because Scala Serif and Sans share a common form principle, they can be mixed to create documents of high typographic quality.

When referring to Inxight in text, always spell the word as it is shown here and throughout these guidelines with an initial capital "I" followed by lowercase letters: Inxight.

To preserve readability as well as Inxight's unique look, avoid any spacing "tricks," such as tracking or stretching, that distort the letterforms or the relationships between them.

Type is readable at smaller sizes in print than it is on screen. Pay special attention to legibility when you move between print and screen applications.



Both the sans and serif versions of Scala are unique for their angular lines in letterforms that are ordinarily rounded.

Scala Sans and Scala Serif are available through Font Shop International, telephone (888) FF FONTS.

FF Scala SANS

Scala Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 TUVWXYZ abcdefghijklmn
 opqrstuvwxyz 1234567890
 (~!@#\$%&*+{È©]ã
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Scala Sans Regular 1236

Scala Sans Regular Italic 1236

SCALA SANS CAPS 1236

Scala Sans Bold 1236

Scala Sans Bold Italic 1236

FF Scala Serif

Scala Serif Regular

ABCDEFGHIJKLMN
 OPQRSTUVWXYZ abcdefgh
 ijklmnopqrstuvwxyz
 1234567890 (~!@#\$%
 ^&*+{È©]ã ¨ à/fjßÿ¥;
 =+Ò» Õ ; : , . İ®?)

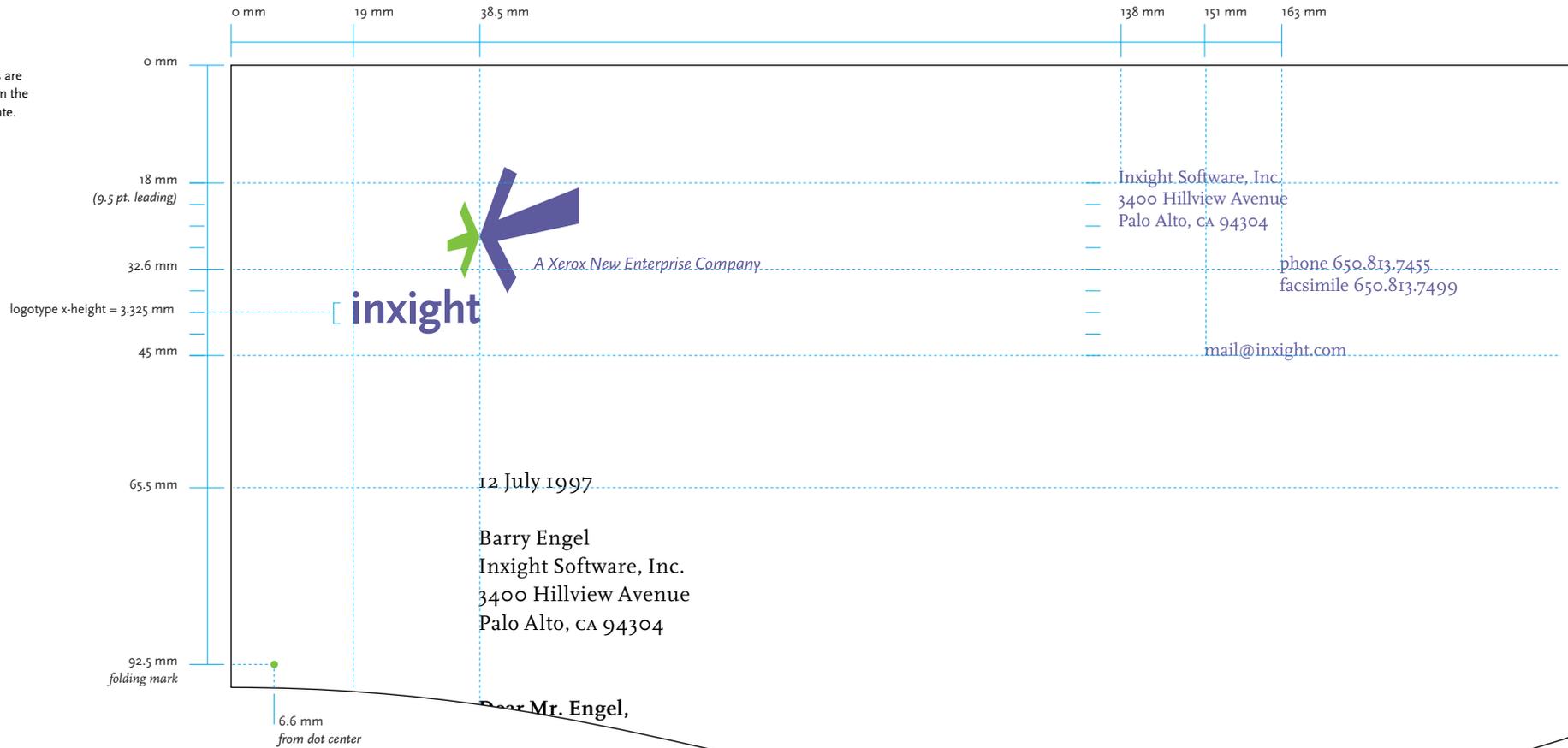
Scala Serif Regular 1236

Scala Serif Italic 1236

SCALA SERIF CAPS 1236

Scala Serif Bold 1236

All alignments are measured from the (0,0) coordinate.



ical format for a letterhead. The clean and organized
highly professional profile in the

When preparing the digital art for the letterhead, use the artwork provided on the stationery floppy disc. All the files needed for production have already been constructed.

Paper size
8.5" x 11"

Signature size
x-height = 3.325 mm

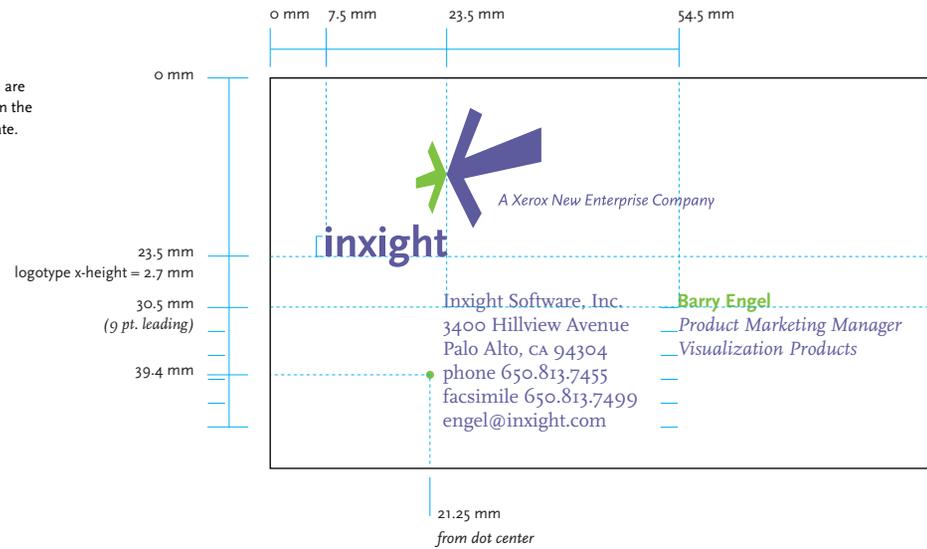
Address blocks
8 pt Scala Serif Regular
on 9 pts leading

Colors
Blue: Pantone 2748
Green: Pantone 383

Green dot
(Used as a fold marker)

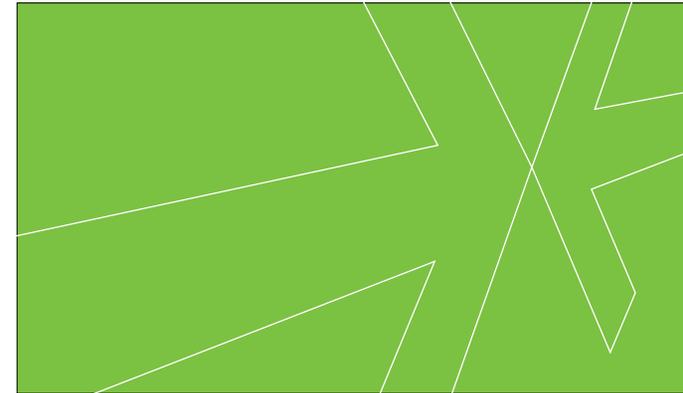
Business card

All alignments are measured from the (0,0) coordinate.



When preparing the digital art for the business card, use the artwork provided on the stationery floppy disc. All the files needed for production have already been constructed.

back



Paper size
3.5" × 2"

Signature size
x-height = 2.7 mm

Address block
6 lines maximum
7.5 pt Scala Serif Regular
on 9 pts leading

Name
7.5 pt Scala Sans Bold
on 9 pts leading

Job title
3 lines maximum
7.5 pt Scala Serif Italic
on 9 pts leading

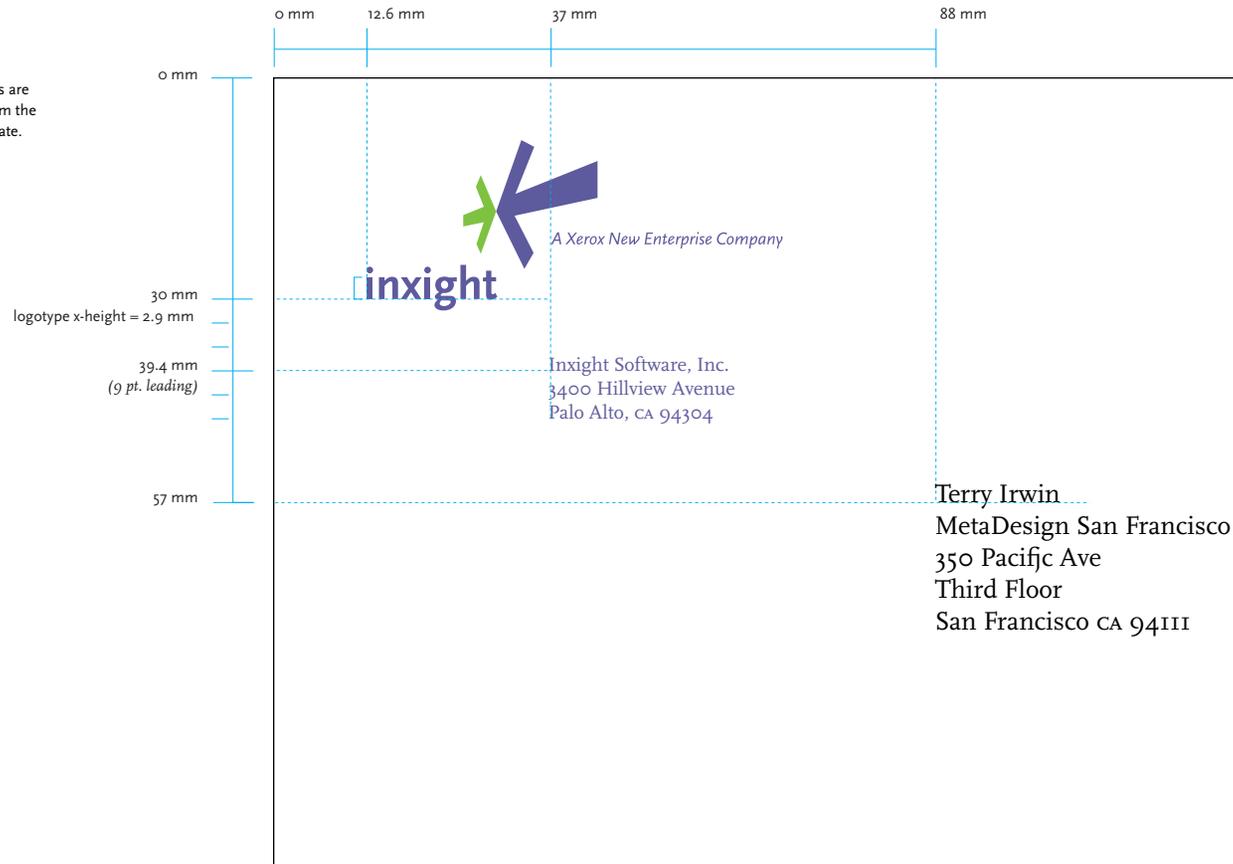
Colors
Blue: Pantone 2748
Green: Pantone 383

Green dot
(Used to identify the phone number)

The back
A full bleed of Pantone 383
(Large logo is a .5 pt reversed outline)

No. 10 envelope

All alignments are measured from the (0,0) coordinate.



When preparing the digital art for the envelope, use the artwork provided on the stationery floppy disc. All the files needed for production have already been constructed.

Envelope size
No. 10 (9.5" x 4.125")

Signature size
x-height = 3.325 mm

Address block
7.5 pt Scala Serif Regular
on 9 pts leading

Colors
Blue: Pantone 2748
Green: Pantone 383