

Brand Guidelines



Introduction

itemit

This brand guide is for internal use only and all design rules should be followed carefully to ensure consistency in the itemise brand.

itemit was envisioned and created by the team at RedBite Solutions. RedBite was founded in 2006 as a spin-out from the University of Cambridge. The founders are a team of RFID experts that collaborated as part of the Cambridge University Auto-ID Centre, where the GS1 EPC standards were established.





itemit

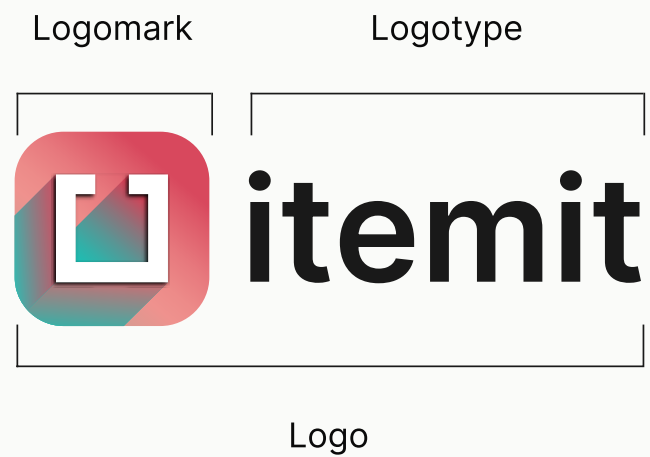
Logo

The itemit logo

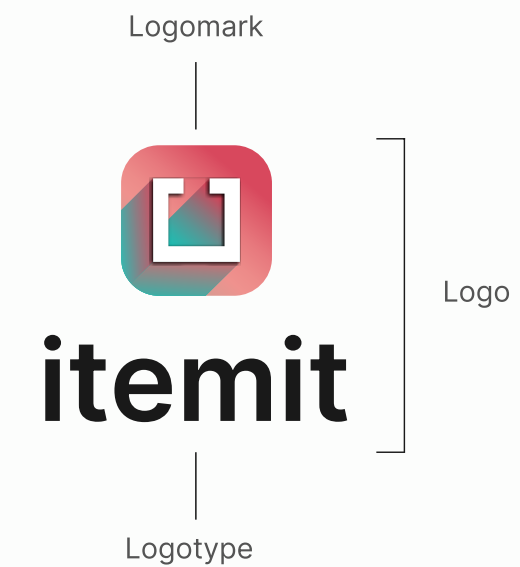
The itemit logo is inspired by the idea of collecting and storing items in an organised and useful way.



Horizontal & Vertical



An ideal shape for a logo is a horizontal rectangle. That doesn't mean that the actual shape of the logo needs to be a rectangle, but the live area should be like a wide rectangle.

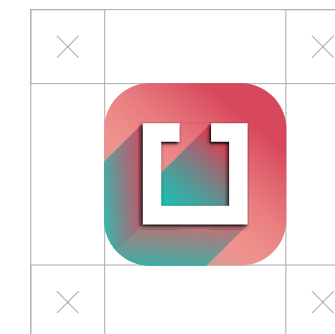


You'll need a square or stacked logo variation for when the space on print or web do not accommodate the horizontal logo.

Clearspace

The ideal clearspace is equal to the logo mark on each side.

It is important to maintain proper spacing around the logo to avoid overcrowding.



Small-scale logo

As a rule, the logo should be 10% of page width unless the width is < 600 pixels. The logo should never be < 62 pixels wide.

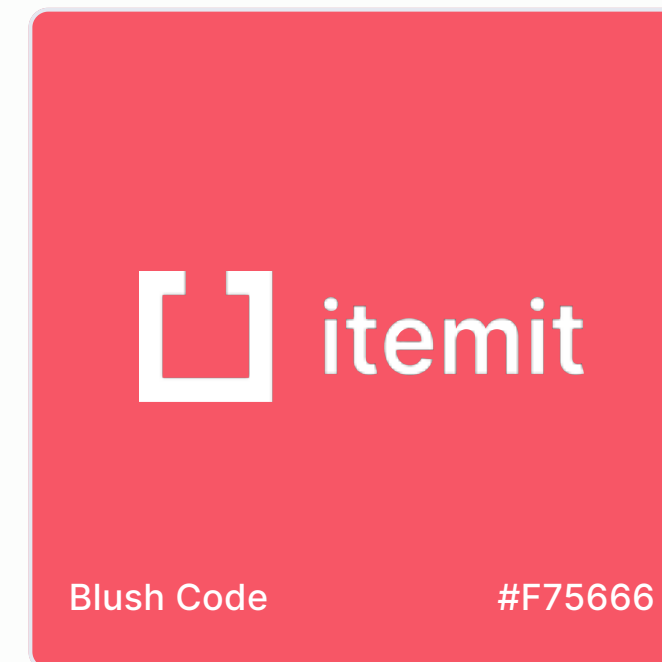
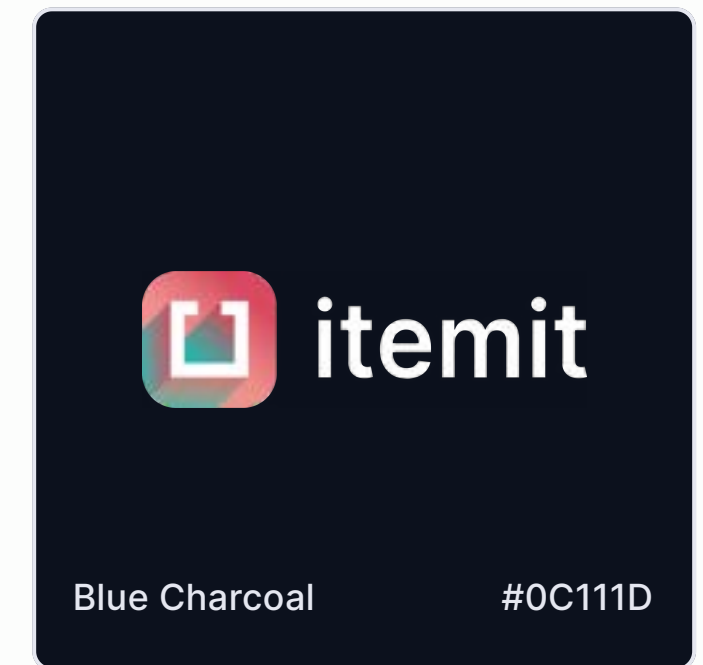
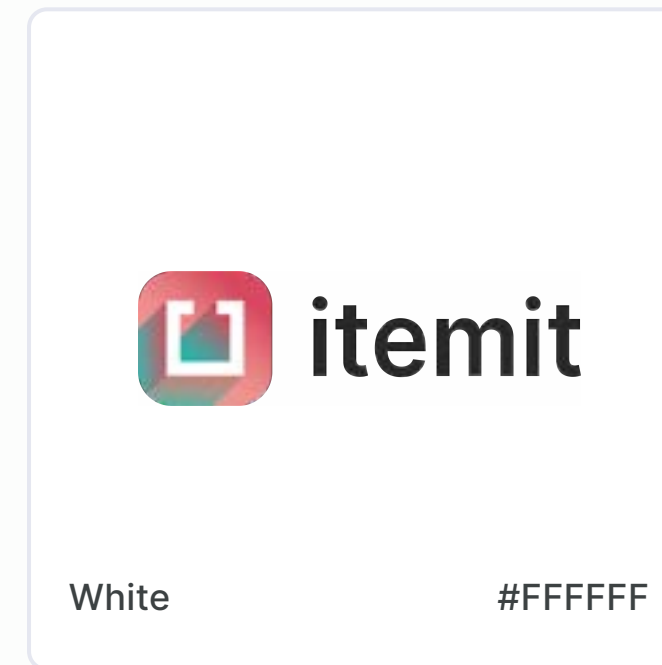
A specific small horizontal logo to use at a size between 62px and 200px wide. The small logo mark should be used at a size of 62px.



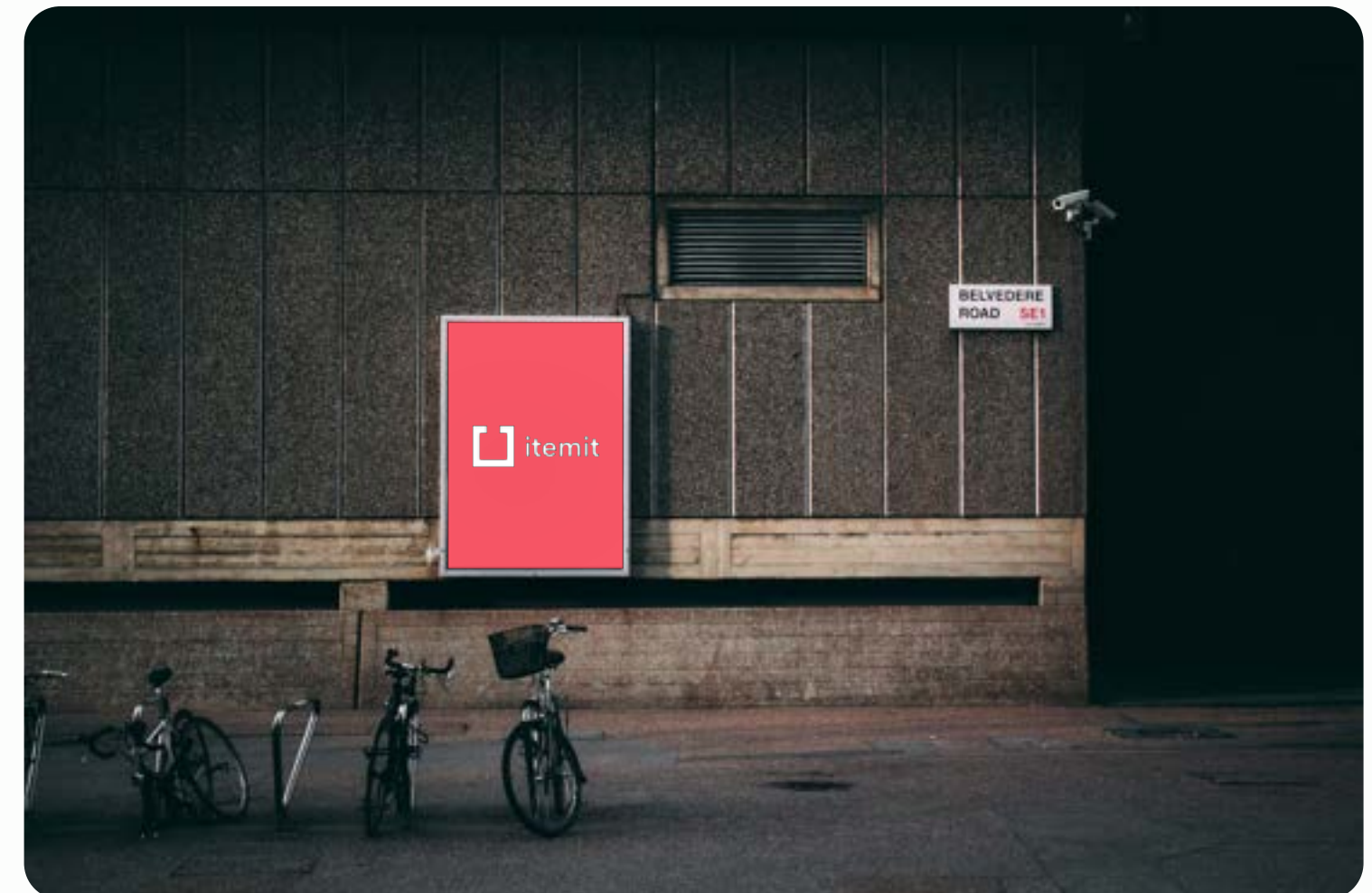
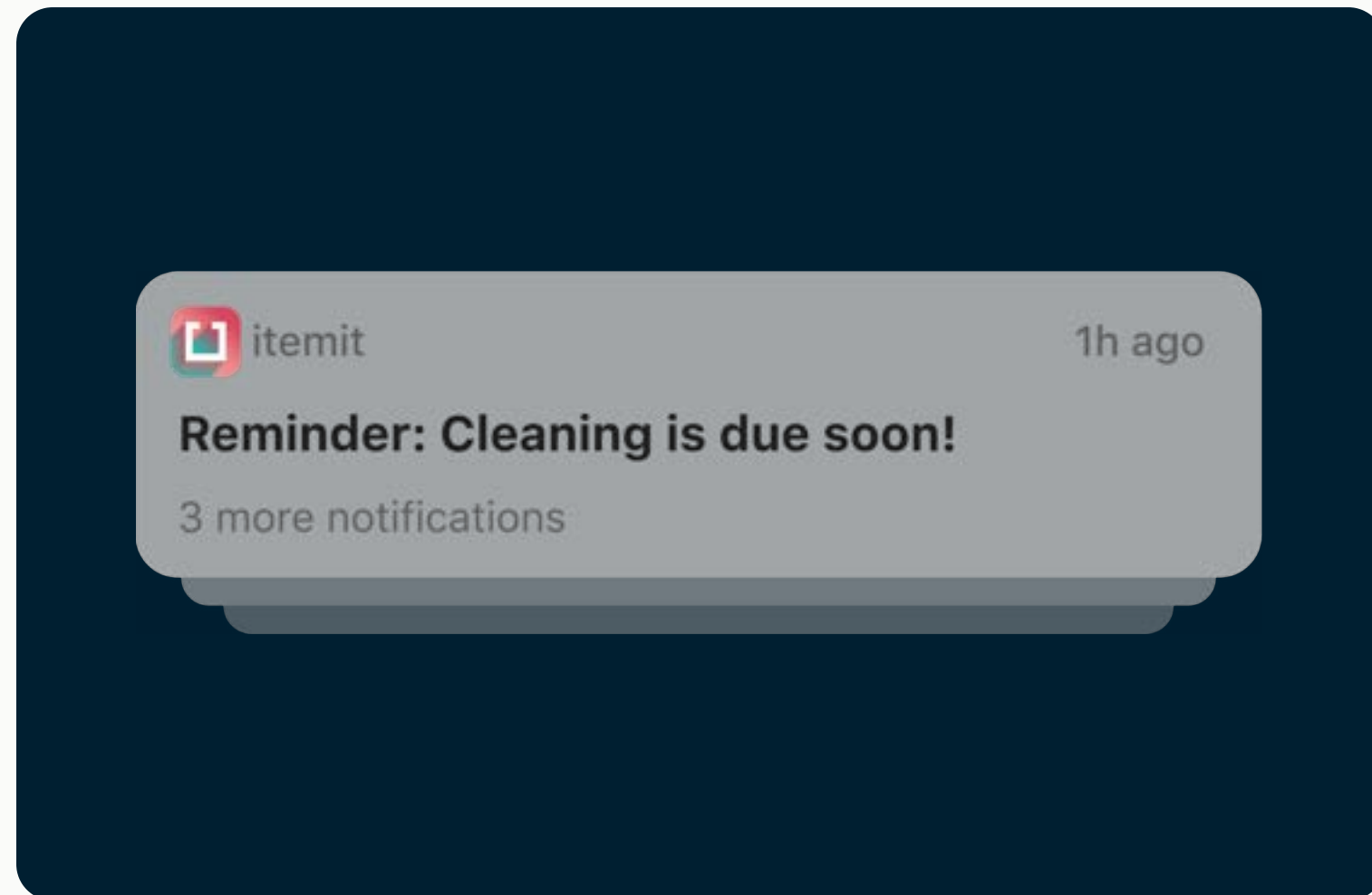
Backgrounds

When used on backgrounds, please adhere to these guidelines for maximum impact.

On wild watermelon and fountain blue colours, we strongly prefer to use the one-colour logo



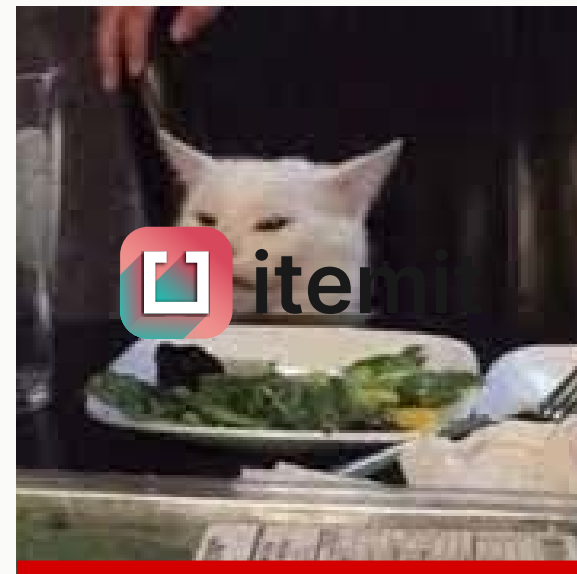
Usage



Don't manipulate



- ✗ Don't alter, crop, skew, outline, distort or recreate the logo in any way.



- ✗ Don't use the full-colour logo on an unapproved background colour or low contrast photo.

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- ✗ Don't display the itemit name without the logo mark.



- ✗ Don't use the full-colour logo on the core colour backgrounds.



- ✗ Don't change the logo colour.



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Colour Palette

The itemit colour palette

The itemit colour palette is made up of a primary and secondary colour palette. The primary palette is predominantly used for itemit’s corporate communications. The secondary colour palette can be used to accompany the primary palette for broader applications like marketing collateral and campaigns.

Colour values should be kept as is and should not be altered. The correct values should be used for the corresponding application. For example, RGB should be only used on digital applications and not print.

| | | | |
|--|--|---|---|
| <div></div> <div>#F75666 RGB: 247/86/102 CMYK: 0/65/58/3</div> | <div></div> <div>#55BFBF RGB: 85/191/191 CMYK: 55/0/0/25</div> | <div></div> <div>#0C111D RGB: 5/7/11 CMYK: 59/41/0/89</div> | <div></div> <div>#FFFFFF RGB: 255/255/255 CMYK: 0/0/0/0</div> |
|--|--|---|---|