

innosabi

# Visual Identity

copyright © 2020 innosabi



# Logotype

**innosabi**

logo word mark

In cases where the innosabi brand is already firmly established, we use the innosabi logo wordmark.

**galaxy**<sup>innosabi core</sup>

software version logo

Galaxy is the current version of our software. It never stands alone and is always in connection with core.

**innosabi**  
empowering what's next

logo claim combination

The claim conveys that we are the best partner for our clients – now and in the future.

**innosabi core**<sup>10.1</sup>

software logo

innosabi core is our software solution.

powered by **innosabi**

logo as a software label

The logo with the addition “powered by” is used in the visual markings of our software platforms.

# Claims

We are confident and we show that spirit with our new claims. Our clients can create the future with our solutions and we encourage them to do so. They can trust us and our offerings along their journey. innosabi is the best choice and partner for now and the years to come.

**empowering what's next**

logo claim

It stands exemplary for our new, more confident, vocal positioning. We don't have to describe what we do. We assert what we do.

**We provide the tools.  
You create the future.**

company claim

Its goal is to provide a simplified, easy-to-remember, and easy-to-use summary of our company's mission and proposed benefits of our products or methods.

# Logosize

Our innosabi logo is available in two sizes. The standard logo works in any medium from a width of 25mm. However, if the logo should be displayed smaller, we use the other logo. It is a bit thinner and runs wider so that it is easy to read in a small format.



# How to use

It's pretty simple. Black on white, white on black or white on innosabi blue. If you have any other ideas forget about it. We think this looks quite perfect!



# Colors

レ\_(シ)\_/

**primary color**  
RGB 85 | 75 | 250  
HEX #554BFA

(づ<sup>3</sup>)づ

**secondary color**  
RGB 216 | 252 | 82  
HEX #D8FC52

θ\_θ

RGB 9 | 9 | 26  
HEX #09091A

\ (^ O ^ ) /

RGB 19 | 19 | 36  
HEX #131324

( ' □ ' ) \_ | \_ | \_

RGB 58 | 58 | 72  
HEX #3A3A48

(=^\_|^=)

RGB 150 | 150 | 166  
HEX #9696A6

∴ (■\_■) / ♪

RGB 247 | 248 | 250  
HEX #F7F8FA

◎\_◎

RGB 255 | 255 | 255  
HEX #FFFFFF

# Typography

Sailec Hairline *Italic*

Sailec Thin *Italic*

Sailec Light *Italic*

Sailec Regular *Italic*

Sailec Medium *Italic*

**Sailec Bold *Italic***

**Sailec Black *Italic***

**Sailec Font**

# Product portfolio

copyright © 2020 innosabi

A decorative graphic element in the bottom right corner of the slide, consisting of several overlapping triangles in shades of light gray, creating a 3D effect.



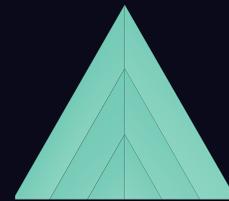
innosabi  
**spark**

# innosabi spark

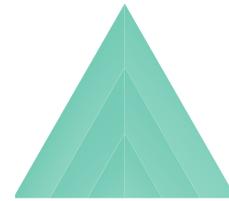
innosabi spark color

RGB 117 | 203 | 182

HEX #75CBB6



innosabi  
**spark**



innosabi  
**spark**



innosabi  
**telescope**

# innosabi telescope

innosabi telescope color

RGB 106 | 106 | 225

HEX #6A6AE1



innosabi  
**telescope**



innosabi  
**telescope**

innosabi  
**orbit**



# innosabi orbit

**innosabi orbit color**

RGB 231 | 187 | 26

HEX #E7BB1A



# Contact

If this guide doesn't answer your questions, if you can't find the right materials, or if you are quite simply not sure how to best represent the innosabi brand, please contact our brand experience team: **[brand@innosabi.com](mailto:brand@innosabi.com)**