

innosabi

Visual Identity

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Logotype

innosabi

logo word mark

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

galaxy innosabi core^{10.1}

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^{10.1}

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.

The standard innosabi logo, featuring the word "innosabi" in a bold, lowercase, sans-serif font.

standard logo

The small innosabi logo, featuring the word "innosabi" in a bold, lowercase, sans-serif font, which is thinner and wider than the standard version.

small logo

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

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primary color

RGB 85 | 75 | 250

HEX #554BFA

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secondary color

RGB 216 | 252 | 82

HEX #D8FC52

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RGB 9 | 9 | 26

HEX #09091A

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RGB 19 | 19 | 36

HEX #131324

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RGB 58 | 58 | 72

HEX #3A3A48

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RGB 150 | 150 | 166

HEX #9696A6

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RGB 247 | 248 | 250

HEX #F7F8FA

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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

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innosabi
spark

innosabi spark

innosabi spark color

RGB 117 | 203 | 182

HEX #75CBB6





innosabi
telescope

innosabi telescope

innosabi telescope color

RGB 106 | 106 | 225
HEX #6A6AE1



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**