



Brand Style Guide



Logo & Color

Logo Color & Font



Logo Size & Variation



Print

Smallest Size **1.5 in** width

Digital

Smallest Size **200 px** width

Roughly maintain an "I" height amount of space around the logo. Use this standard for all variations of the InvoSys logo.

Color Palette

Primary



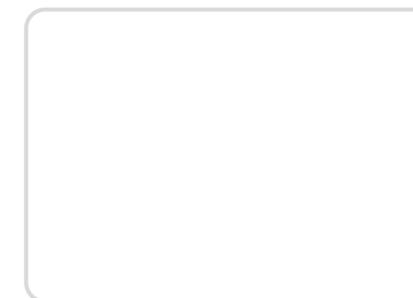
Red

HEX: #CE3C2E
RGB: 206 60 46



Navy Blue

HEX: #0D1728
RGB: 13 23 40



White

HEX: #000000
RGB: 255 255 255

Secondary



Teal

HEX: #144555
RGB: 20 69 85



Electric Blue

HEX: #049DA0
RGB: 47 157 160



Type



Header Typography

Header 1
Montserrat Bold

An innovative communications provider

Header 2
Open Sans Bold

We're always one step ahead of the curve

Header 3
Open Sans Light

Transforming the communications industry

Header 4
Open Sans Regular

We're Invosys — and we do things differently

Body Typography and CTAs

Body
Open Sans Regular

The communications industry is constantly evolving, and we're determined to lead from the front with our boundary-pushing, transformative solutions that make the complex simple. But above all, we're committed to providing world-class customer service and building genuine relationships based on trust.

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CTAs

Contact Us

Primary

Get Started

Secondary

Contact Us

Hover

Get Started

Hover



Icons & Graphics

Iconography

Thin Line

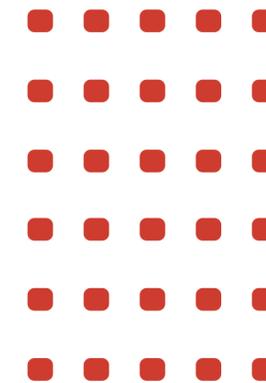
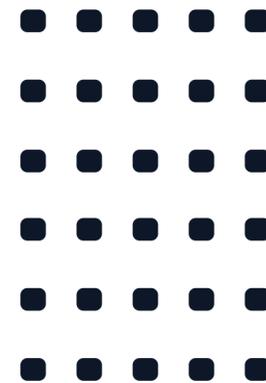
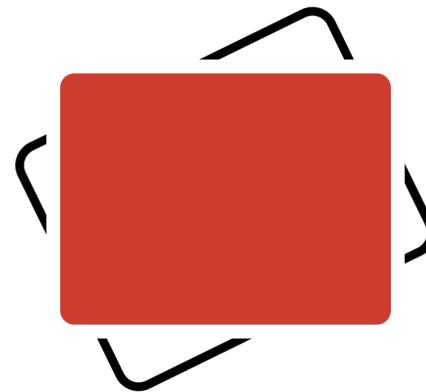
One or Two-Tone



Bullets



Graphic Elements



Social Media Samples





Thank you

Questions

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