

THE IMMOWEB BRAND BOOK



VERSION FEBRUARY 2015

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OUR LOGO

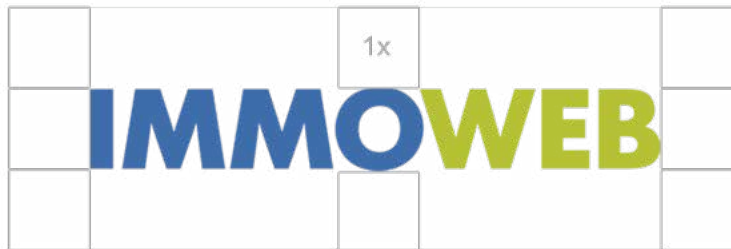


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OUR LOGO

Logo and minimum whitespace

The IMMOWEB logo is the most precious and visible asset of our corporate identity. It is intensively used, and therefore fragile and everyday under the risk of being abused. Please handle it with care.
Here guidelines for minimum whitespace around the logo.



OUR LOGO

Variants of logos

We prefer to use our logo as simply as possible, on a white background with enough space around it. However, for design reasons there can be some variations. Please have a look at the examples and the explanation below.



OUR LOGO

Correct logo usage

Here's how our logo is used in different channels. If our logo must fit into a square, use our pictogram.

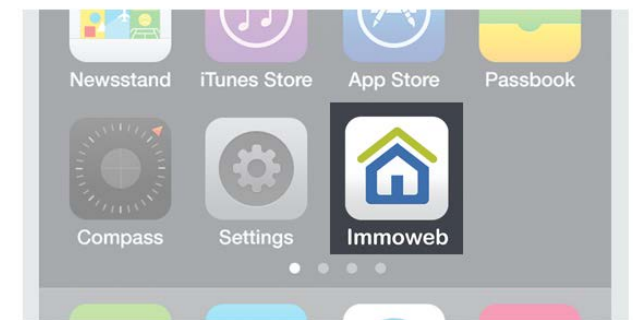
WEB



PRINT



IOS APP



SOCIAL NETWORKS



OUR LOGO

Incorrect logo usage

Here are some examples prohibited.



1. No colored background.
2. Not to move the slogan.
3. Do not deform the logo.

1. Do not use the old logo or the old pictogram.
2. Not recreate the logo.
3. Do not use the old logo.

1. Do not change the colors of the logo.
2. Do not add shadow below the logo.
3. Do not cut the logo.

1. Do not place the pictogram as desired.
2. Do not reduce the "whitespace" around the logo.

OUR COLORS









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OUR COLORS

Main colors

The 4 main colors are; green, blue, white and the light gray. The dark gray is used instead of the black, for example, for the typography. And the orange is used for the very important elements.

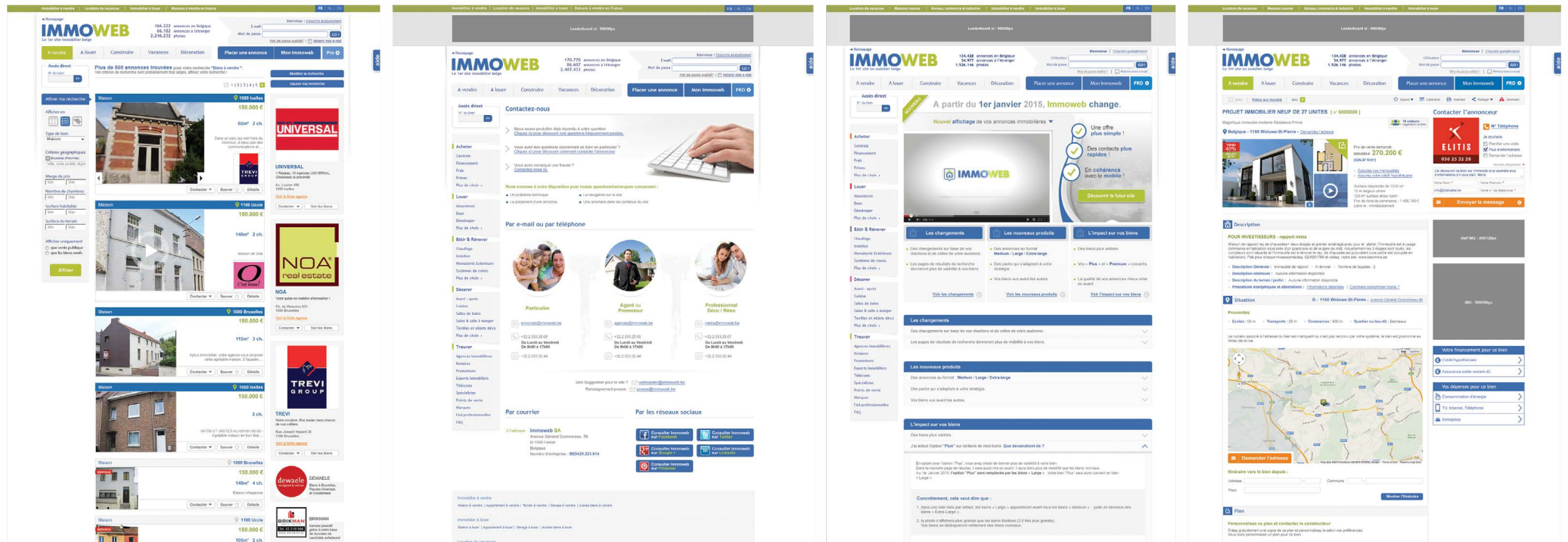
Colors						
RGB	R = 180 G = 192 B = 52	R = 61 G = 108 B = 169	R = 255 G = 255 B = 255	R = 245 G = 245 B = 245	R = 115 G = 115 B = 115	R = 240 G = 132 B = 0
Hexadecimal code	#b4c034	#3d6ca9	#ffffff	#f5f5f5	#737373	#f08400
CMYK	C = 34 M = 11 Y = 100 K = 0	C = 82 M = 58 Y = 8 K = 0	C = 0 M = 0 Y = 0 K = 0	C = 3 M = 2 Y = 2 K = 0	C = 56 M = 47 Y = 47 K = 13	C = 3 M = 58 Y = 100 K = 0
Pantone	583 EC	660 EC				

The orange color used for the very important elements.

OUR COLORS

Web chromatic universe

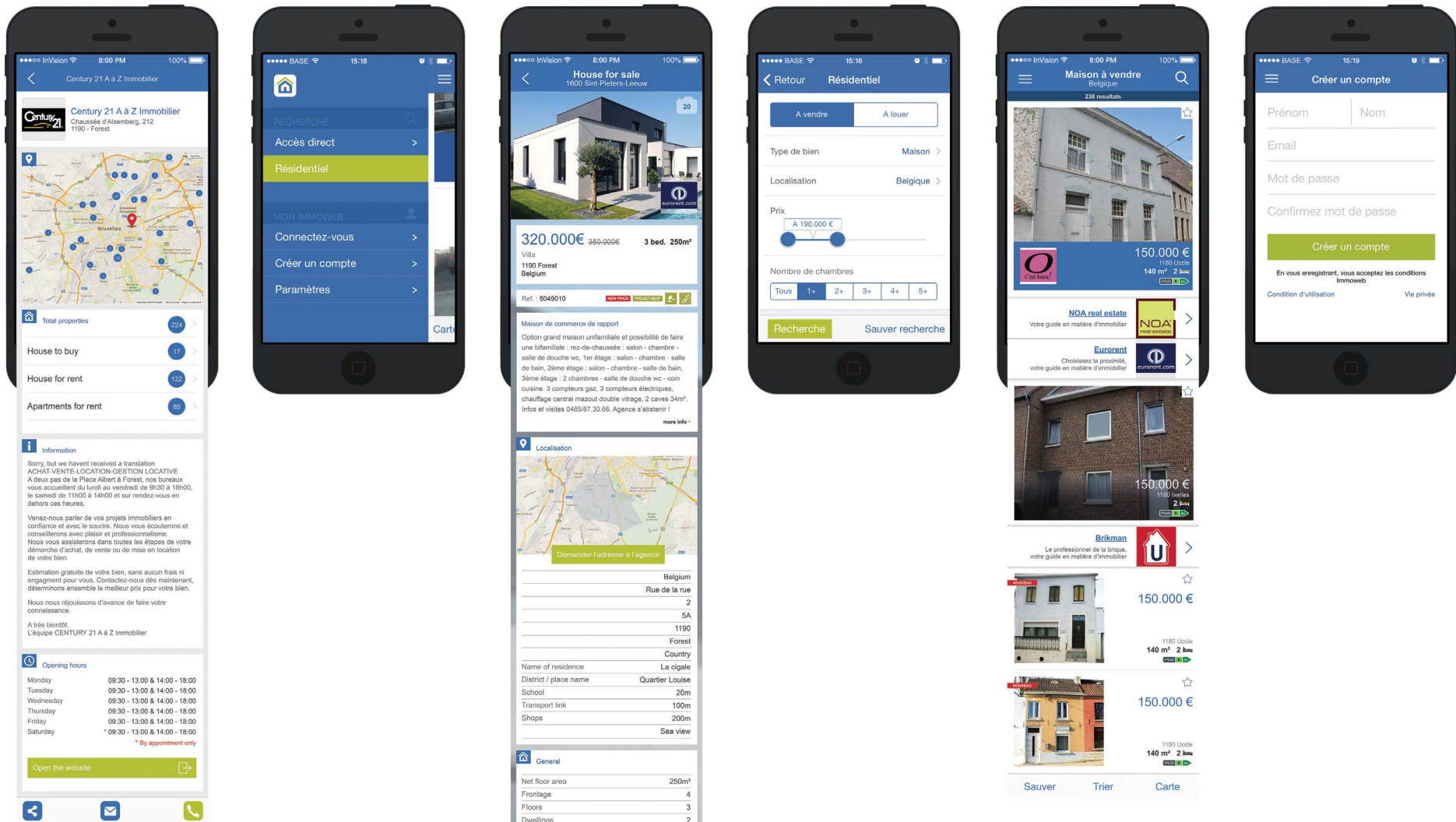
The dominant color is white, which gives a lot of freshness and modernity. The green is used in small doses compared to the blue. There is a graphic consistency on the different channels.



OUR COLORS

Mobile chromatic universe


The dominant color is white, which gives a lot of freshness and modernity. The green is used in small doses compared to the blue. There is a graphic consistency on the different channels.



OUR COLORS






Print chromatic universe

For printing, the dominant color is blue. White is used in smaller doses. Green is always less present. But there is still a graphical consistency across channels.



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POURQUOI CHERCHER AILLEURS

Bureaux
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OUR TYPEFACES



Good typography

14

OUR TYPEFACES

Good typography

According to the channel, the typography will be different.

The slogan below the logo is always "Trebuchet MS".

WEB

TREBUCHET MS (Titles & Main design)

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

ARIAL (Content)

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PRINT

MYRIAD PRO

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

IOS APP

HELVETICA NEUE

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HELVETICA NEUE MEDIUM

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.