
Brand Manual

the latest corporate design guidelines for interworks.cloud

DESIGN MANUAL V4

March 2023

Interworks Single Member SA
8 Iatrou Gogousi str., 56429 ,
Efkarpia Thessaloniki , Greece

+
meet
interworks.cloud



interworks.cloud
corporate brand
guidelines

Introduction

These guidelines describe the visual and verbal elements that represent interworks.cloud corporate identity, which includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company. These guidelines reflect interworks.cloud commitment to quality, consistency and style.

Our brand, including the logo, name, colors and identifying elements, are valuable company assets.



our logo &
applications

The full logotype

The Corporate Logo comprises two elements, the logo symbol and the logo type.

The symbol has a particular relationship with the name.

The typeface is PF Isotext pro which has been chosen to compliment and balance perfectly with the symbol.

Logo

Our Logo is the key building block of our identity, the primary visual element that identifies us.

1



The main logo is the colored logo used on white or colored background. For other backgrounds you will find an alternative below.

2



On some cases our brand may use only the symbol.

3



to be used when the background color is dark colored

4



to be used when the background color is light colored

Recommended formats:

.eps | .ai | .png | .jpg | .tiff

Attention:

Use of any stylized, animated, hand drawn or other versions of a inofficial logo is not permitted. This undermines the logo system and brand consistency.

logo clearspace

Logo Construction & Clearspace

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element

or message can be positioned in relation to the mark of the symbol itself and our company name. They have a fixed relationship that should never be changed in any way.

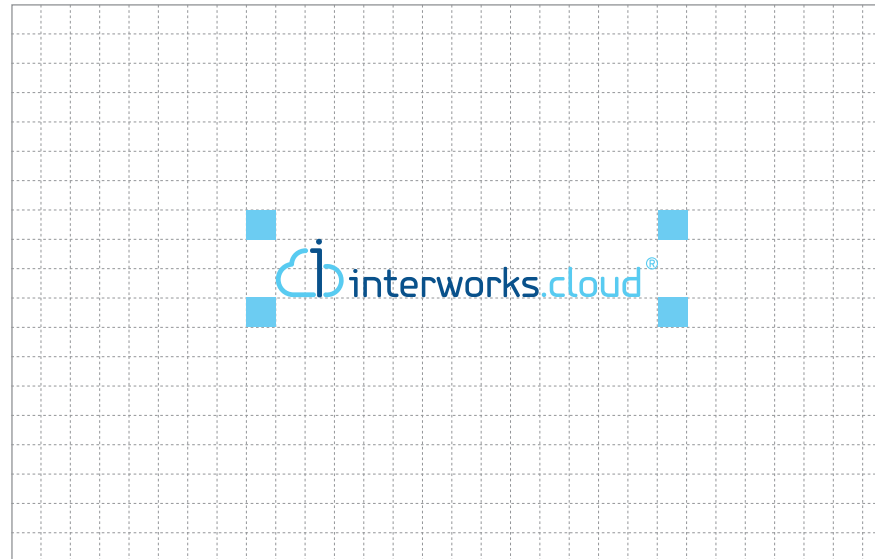
Clearspace

Definition

- Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Computation

- To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).



background applications



Colored Logo Version A



Colored Logo Version B



Colored Logo Version C

size guide

Minimum Logo Sizes

Full Logo
Minimum Size: 22mm



incorrect logo usage



Use the appropriate Colored Version



Do not resize only the logo symbol or the logo type



Do not use on backgrounds that are not included in our official color palette



Do not rotate



Do not use without our logo symbol



Do not alter the logo



fonts

G typography

The corporate font

PF Isotext Pro

Designer :
Parachute, panos vasileiou

-

The font

This typeface is based on ISO 3098, a technical documentation issued in 1974 by ISO (International Organization for Standardization), which proposed a set of characters for use on technical drawings and associated documents. Isotext is based on the original standards but is completely redesigned to fit typographic requirements.



primary font

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony.

Type Examples

pf isotext

PRO

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

secondary fonts

Type Examples
Calibri

calibri

Bold	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z

Regular	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z

Figures	0	1	2	3	4	5	6	7	8	9	0
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Type Examples
Roboto

roboto

Bold	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z
Regular	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z
Figures	0	1	2	3	4	5	6	7	8	9	0															



typography and hierarchy

Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy.

Small details

-

Calibri or Roboto

7 pt Type

Huge text amount

-

Calibri or Roboto

9 pt Type

subtitle/taglines

-

PF Isotext Pro

12pt Type

Headlines

bigger headline

-
PF Isotext Pro, Calibri or Roboto
16pt Type / 16pt Leading

and bigger

-
PF Isotext Pro, Calibri or Roboto
34pt Type / 30 pt Leading

and bigger

-
PF Isotext Pro, Calibri or Roboto
48pt Type / 48 pt Leading



interworks.cloud
colors

primary

Primary Color system

-

A palette of primary colors has been developed.

Consistent use of these colors will contribute to the cohesive and harmonious look of the brand identity across all relevant media. Check out with your design team to avoid inconsistency issues.

PRIMARY COLOR BLUE

-

COLOR CODES

CMYK : 100, 70, 0, 25

RGB : 0, 69, 136



Pantone 2748
uncoated

PRIMARY COLOR LIGHT BLUE

-

COLOR CODES

CMYK : 50, 0, 0, 0

RGB : 109, 207, 246



Pantone 297
uncoated

Usage:

Use them as the dominant color palette for all internal and external visual presentations of the company.



secondary
color palette

Explanation:
The Secondary colors are complementary to our official colors.

CMYK : 100,78,3,0
RGB : 3,78,161
Web : #034ea1



Usage:
Use them to accent and support the primary color palette. You may also use tones (%) of the primary and secondary color palette.

CMYK : 48, 34, 32
RGB : 141, 152, 159
Web : #8d989f



Green can be used on any marketing collateral for the Americas, while Orange may only be used on marketing collateral related to our resellers website

CMYK : 0, 60, 100, 0
RGB : 244, 130, 32
Web : #f48220



CMYK : 0,0,0,100
RGB : 0,0,0
Web : #000000



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legal guidelines

typography - trademark symbols

Proper use of Copyright (©) notification

When to use:

We use it at the end of a page (web page, brochure, PR, customer offers, etc.) whenever something is discussed or displayed (e.g. a product) for which interworks.cloud has IP (intellectual property) rights on it.

Proper use of the Registered Trademark (®) notification

When to use:

We place it next to the first time a trademarked logo appears on a page. There is no need to place the ® notification any other subsequent time a registered trademark appears on the same page. At the VERY END of such page, the following note must always appear, as well: "i interworks.cloud (and design) is a registered trademark of INTERWORKS S.A. in the EU and other parts of the world. All rights reserved."

The registered trademark logo must be used anywhere except in the USA.

Proper use/syntax:



Do you have Questions?

For further information please contact us at:

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