

# ***inmotion***<sup>®</sup> *hosting*

Official Style Guide 2015



## Brand Identity

InMotion Hosting has a distinct brand identity that conveys our service values such as reliable uptime, U.S. based support, and exceptional customer service. The designs used to represent the InMotion Hosting brand illustrate the professionalism that embodies the InMotion Hosting service.

This identity is projected onto the designs created for our business products and services as well as internal company projects. We want the user to be comfortable in their web hosting journey, especially if it is a first time experience.

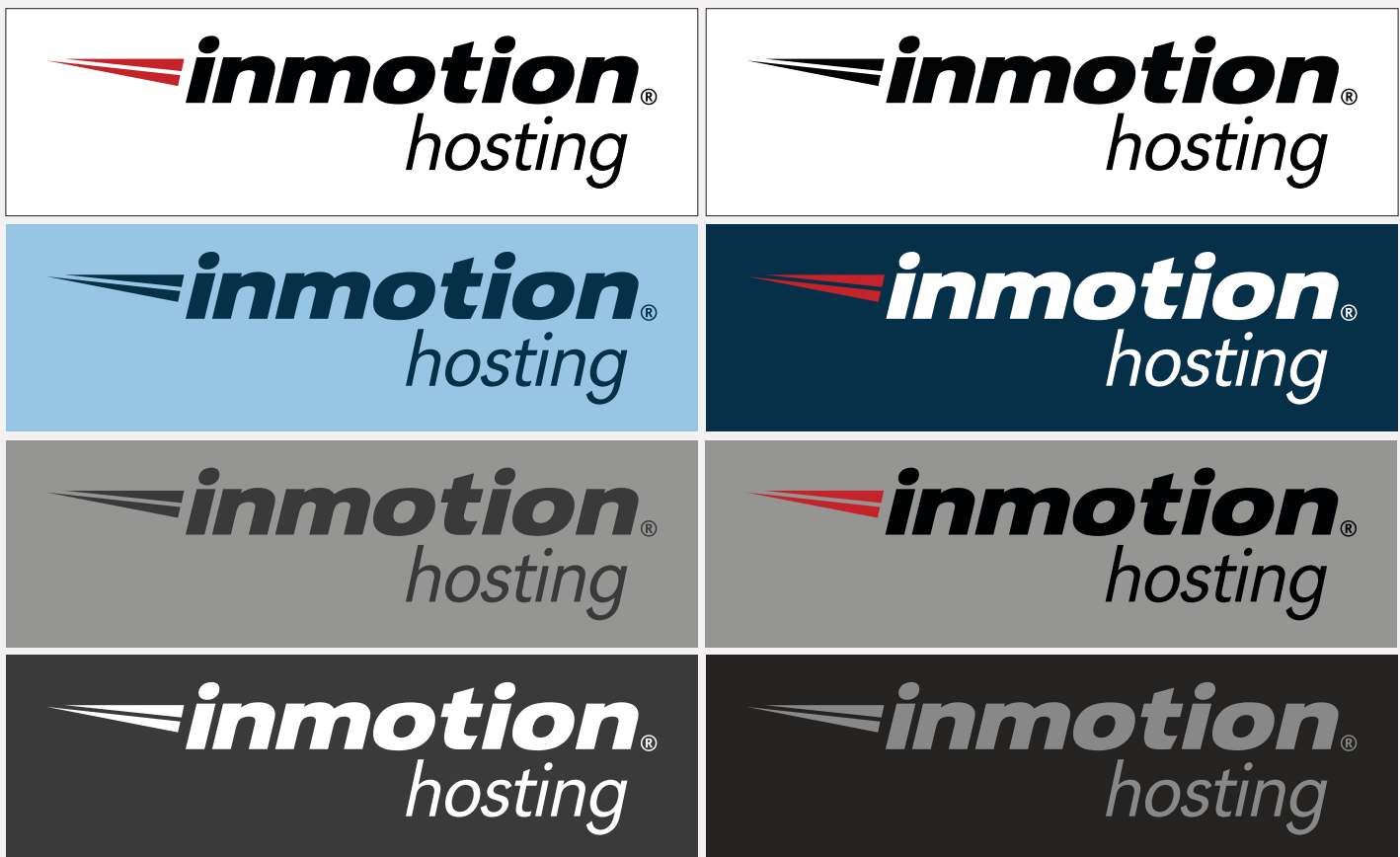
Our iconic style uses touches of illustration to portray productivity and being constantly in motion. We use a flat design with patterns and alternating colors for our backgrounds and let our illustrations tell our story. Overall, our design is simple and succinct with a side of character.

# 01 Logo



Below are the different versions of the InMotion Hosting's logo.

At the top right, we have our main logo that you will see in most places whether on or off our main inmotionhosting.com website. It is our most used and recognizable identification to date. This logo is used on the website, other websites as a representation for the company and marketing materials including: print, digital, banners and more.



## 01.1 Logo Rules

The logo should almost always be over white and in its normal form (black text, red stripes) but in cases of banner usage where a different background color could apply we can use any of the five (5) colors available. Background colors have been provided to give you an idea of where best to use these different colors if the main logo's usage is not pleasing to the eye.

**In Print:** When the logo needs to be small, the all white or all black option is probably the best option depending on the space.

**Online:** Minimum width is 155 pixels and the required surrounding space 10 pixels

# 02 Fonts

InMotion Hosting has two brand fonts. Adelle and Adelle Sans.

## Adelle = Titles

**Adelle has four (4) sizes:** Thin, Regular, Semibold and **Heavy**.

As a header or a title, in most cases you will either use Regular or Semibold as you can see Thin can be illegible and **Heavy** has a few kerning issues.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

`~!@#\$%^&\*()\_+{}-=';

## Adelle Sans = Copy

**Adelle Sans has four (4) sizes:** Thin, Regular, Semibold and **Heavy**.

When it comes to the copy, in most cases you will use Semibold almost exclusively as Thin and Regular can be a little too thin when copy becomes verbose.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

`~!@#\$%^&\*()\_+{}-=';



# 03 Colors

Many colors and hues. PMS/CMYK for print, and RGB/Hexcode for web usage.



RGB | 152.198.228 • CMYK | 38.10.3.0 • HEX | 98C6E4 • PMS | 543 CP

RGB: 75/160/225 • CMYK: 65.25.0.0 • HEX#: 4BA0E1 • PMS: 542 C

RGB | 65.143.191 • CMYK | 73.33.9.0 • HEX | 418FBF • PMS | 542 CP

RGB: 18.80.117 • CMYK: 96.68.33.16 • HEX#: 125075 • PMS: 7701 C

RGB: 8.48.72 • CMYK: 98.76.47.44 • HEX#: 083048 • PMS: 2965 C

RGB | 141.203.140 • CMYK | 47.0.59.0 • HEX | 8DCB8C • PMS | 359 C

RGB: 111.192.111 • CMYK: 59.0.76.0 • HEX#: 6FC06F • PMS: 7488 CP

RGB: 85.171.85 • CMYK: 70.9.89.0 • HEX#: 55AB55 • PMS: 7738 C

RGB | 253.197.110 • CMYK | 0.24.66.0 • HEX | FDC56E • PMS | 1355 C

RGB: 251.178.66 • CMYK: 0.34.84.0 • HEX#: FBB242 • PMS: 1365 C

RGB: 238.164.64 • CMYK: 4.40.85.0 • HEX#: EEA440 • PMS: 7563 CP

RGB | 236.69.80 • CMYK | 1.88.65.0 • HEX | EC4550 • PMS | RED 032 CP

RGB: 231.40.55 • CMYK: 3.97.84.0 • HEX#: E72837 • PMS: 1788 C

RGB: 196.37.40 • CMYK: 16.99.97.6 • HEX#: C42228 • PMS: 1797 C

RGB: 204.204.203 • CMYK: 19.15.16.0 • HEX#: CCCCCB • PMS: COOL GRAY 3 CP

RGB | 149.149.149 • CMYK | 44.36.36.1 • HEX | 959595 • PMS | COOL GRAY 7 C

RGB: 58.58.58 • CMYK: 44.36.36.1 • HEX#: 3A3A3A • PMS: 447 C

RGB: 34.34.34 • CMYK: 71.65.64.72 • HEX#: 222222 • PMS: NEUTRAL BLACK C