Brand Guidelines

Simplified digital marketing that drives business growth.

Vision

To be the leading catalyst in transforming how businesses engage with digital technology, fostering a world where *seamless digital experiences drive sustainable growth*.

Our vision is to build a future where every business can realize its full potential in the digital realm. We believe that lasting success is not just for the tech-savvy, but for any organization with a passion to grow. At the heart of this vision is our commitment to empowerment. We achieve this by demystifying the complex world of web and marketing technologies, transforming them into powerful, intuitive tools. By focusing on simplicity,

we remove barriers to entry. Through the creation of seamless digital experiences, we ensure that our clients can connect with their customers effortlessly and effectively. Ultimately, our dedication to conversion-focused design means we are not just building websites or running campaigns; we are building strategic engines for sustainable growth, turning digital presence into tangible results that endure long into the future.

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Values

Our values are the operating system of Inkline. They are the deeply held principles that shape our culture, guide our decisions, and guarantee our commitment to excellence. We don't just state our values; we live them through our work, our partnerships, and our unwavering focus on client success.

1.0

We champion our clients.

Our approach begins and ends with our clients. We practice **Client-Centricity** in everything we do, acting as a true partner on their journey. This is built on a foundation of **Friendliness** and open communication, ensuring we are approachable and accessible. We are defined by our **Responsiveness**, acting with urgency and purpose to meet their needs.

2.0

We drive with integrity.

Trust is our most valuable asset. We uphold the highest standards of **Integrity**, ensuring transparency and honesty in every interaction. This commitment fuels our pursuit of **Excellence**, as we refuse to deliver anything less than our absolute best.

3.0

We innovate with purpose.

The digital world never stands still, and neither do we. We embrace **Innovation** not for its own sake, but to create tangible value. Our **Growth-Mindset** and **Adaptability** mean we are always learning, experimenting, and evolving our strategies to keep our clients ahead of the curve.

4.0

We succeed together.

Greatness is achieved collectively. Through **Collaboration**, we merge diverse perspectives into a unified, creative force. We believe in **Empowerment**, giving our team the autonomy to lead and our clients the tools and knowledge to take control of their digital future.

Mission

Our mission is to *simplify digital marketing*, for businesses, offering tailored, cutting-edge solutions that enhance online presence and drive measurable success.

We are fundamentally driven by the belief that every ambitious business, regardless of its scale or industry, deserves an unobstructed path to significant growth in the modern digital age. We see the common obstacles—confusing technology, rapidly changing marketing trends, and a lack of clear data—and our purpose is to clear that path. We make success accessible by demystifying the intricate ecosystems of web development and digital marketing, translating technical jargon into strategic action and powerful results. By focusing on crafting tailored, cutting-edge solutions, we ensure our work is not only powerful but also intuitive and easy to manage. Through our integrated expertise in innovative design that captivates audiences, strategic automation that drives efficiency, and data-driven marketing that guarantees measurable impact, we move beyond just building an online presence. We engineer a seamless and resilient strategic engine designed for one purpose: to fuel your measurable, sustainable, and long-term success.

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1.0 Logo Instructions

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1.1

Logomark
Structure

Give the Inkline logo room to breathe. To maximize its impact and legibility, a specific clear space, our "exclusion zone," must be maintained around it. This area should be kept free from any other visual elements. The minimum required clear space is half the icon's width (x) on all sides. This ensures our logo always looks its best.

1.2

Wordmark Structure

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To ensure its legibility and impact, the Inkline wordmark requires its own dedicated clear space. This "exclusion zone" protects it from other text, graphics, and competing visual elements. The minimum clearance on all sides must be equal to the width of the letter 'N' in the wordmark (x). This simple rule ensures our wordmark remains distinct and impactful in any application.

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1.3
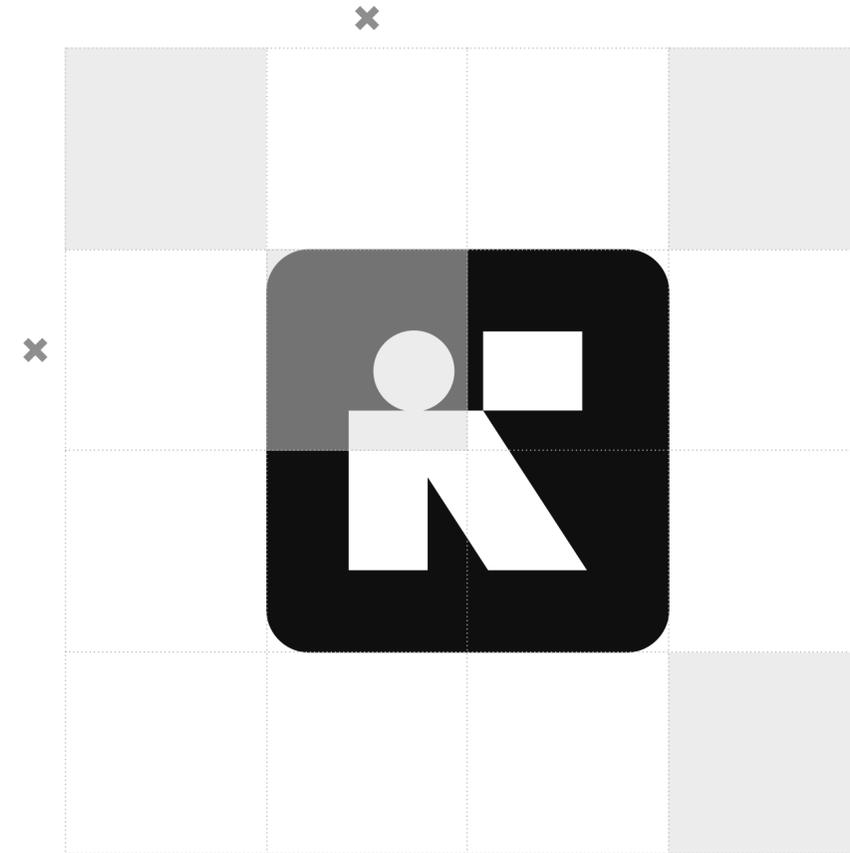
Icon
Structure

To ensure its visual integrity and impact, the Inkline icon requires a designated clear space. This "exclusion zone" protects the icon from competing text, graphics, or other design elements. The minimum required clear space on all sides is equal to half the icon's width (x). This ensures that the icon is always prominent and easily recognizable.

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1.4

Vertical Structure

Give the Inkline icon room to shine. To maximize its impact and recognition, a dedicated "exclusion zone" must be maintained around it. Keep this area clear of any other visual elements. The minimum required space is half the icon's width (x). Following this simple rule keeps our visual identity strong and consistent.

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1.5

Logo Variations

The primary, full-color logo is the default and should be used whenever possible to ensure brand consistency. For specific contexts where the primary logo cannot be used effectively, only the following approved variations are permitted:

• **Monochrome:** For one-color applications, such as black-and-white printing or specific merchandise.

• **Reversed:** For use exclusively on dark or brand-colored backgrounds that provide sufficient contrast for legibility.

• **Simplified:** Reserved for small-scale applications where the full logo would lose detail, such as favicons or social media avatars.

These official variations are designed to maintain the integrity and recognizability of the Inkline brand across all media. No other alterations are permitted.

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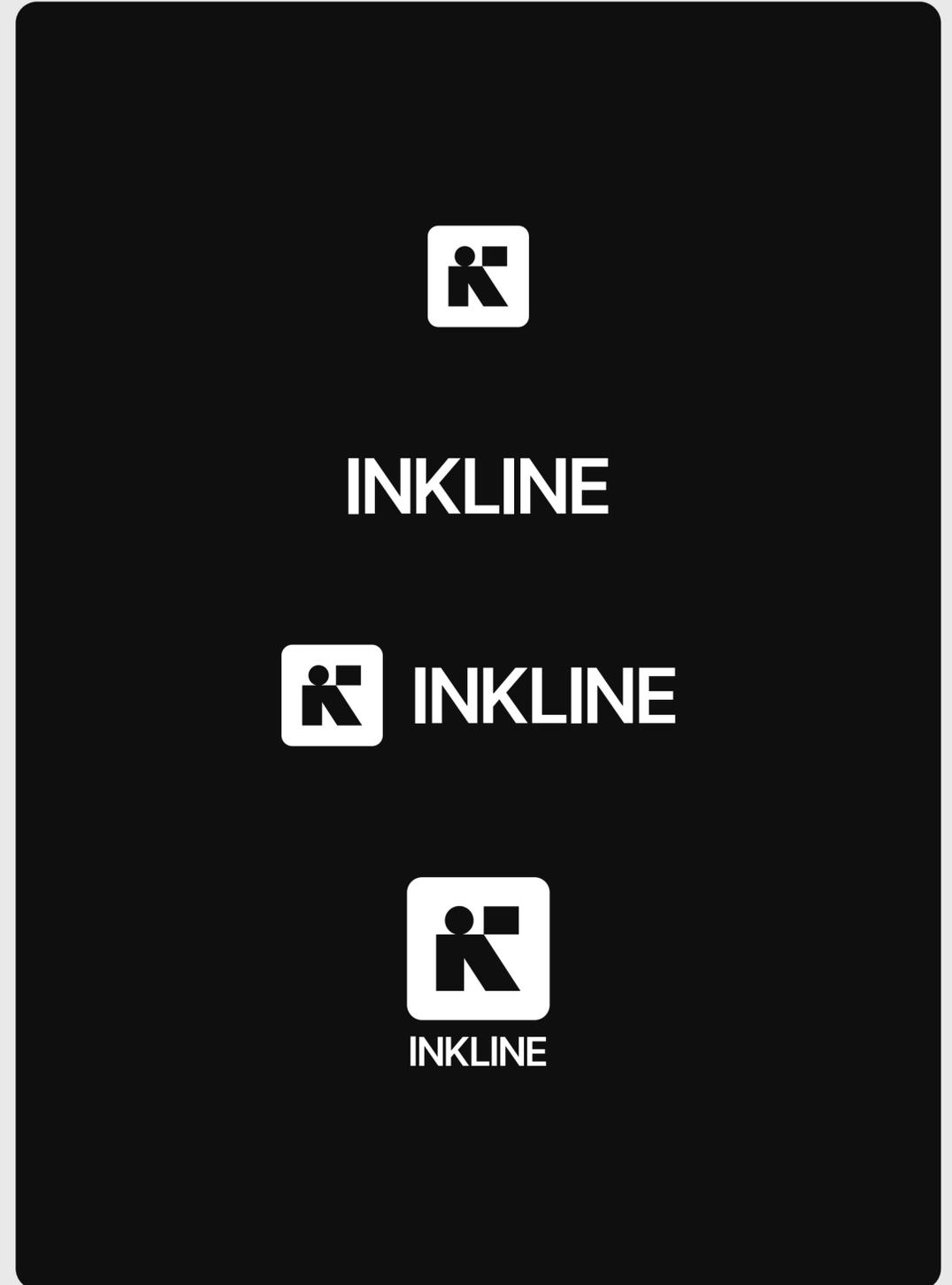
1.6

Logo Misuse

Do not stretch or distort the logo proportions.

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Do not use more than one color in the logo.

INKLINE

Do not recreate the logo with another typeface.

INKLINE

Do not outline the logo.

INKLINE

Do not apply exterior effects (ie. dropshadows).

INKLINE

Do not apply interior effects (ie. bevels).

INKLINE

Protecting the integrity of our logo is paramount. To ensure it is always presented correctly, it must not be altered or manipulated in any way. This includes distorting its proportions, recoloring it with unapproved colors, or adding unauthorized effects like drop shadows. The logo must always be placed on a simple, high-contrast background that ensures its legibility. It should never be combined with other graphics or enclosed in a shape, as this dilutes its distinctiveness and compromises our brand identity.

2.0

Color Principles

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SC – 001

AC – 004

SC – 002

SC – 003

Cerulean

Lime

Bubblegum

Cobalt

PC – 001

SC – 002

SC – 004

Shamrock

Cobalt

Cerulean

PC – 002

Magenta

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2.1

Primary Colors

In our brand guidelines, our primary colors, Cerulean and Cobalt, are central to defining our agency's identity. Cerulean symbolizes the boundless possibilities we explore in the digital landscape, underscoring our commitment to pushing boundaries. Cobalt embodies our energetic and creative spirit, reflecting our dedication to innovation. These primary colors unify our brand across all communications, reinforcing our identity as a beacon of creativity and innovation.

Cerulean

PC – 001

HEX #1399CC
RGB (19, 153, 204)
Pantone 2191 C

Cobalt

PC – 002

HEX #0057B8
RGB (0, 97, 184)
Pantone 2935 C

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Cerulean
PC – 001

HEX #1399CC
RGB (19, 153, 204)
Pantone 2191 C

HEX #42ADD6
RGB (66, 173, 214)

HEX #71C2E0
RGB (113, 194, 224)

HEX #A1D6EB
RGB (161, 214, 235)

HEX #D0EBF5
RGB (208, 235, 245)

Cobalt
PC – 002

HEX #0057B8
RGB (0, 87, 184)
Pantone 2935 C

HEX #3379C6
RGB (51, 121, 198)

HEX #669AD4
RGB (102, 154, 212)

HEX #99BCE3
RGB (153, 188, 227)

HEX #CCDDF1
RGB (204, 221, 241)

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2.2

Secondary / Accent Colors

Our secondary colors—Magenta, Bubblegum, Shamrock, and Lime—are essential accents that bring energy and depth to our visual identity. The vibrant duo of Magenta and Bubblegum evokes excitement and innovation, underscoring our commitment to pushing boundaries. Shamrock reflects our growth and vitality, while Lime adds freshness and optimism to our creative solutions. Used thoughtfully, these colors complement our primary palette to create a versatile and impactful brand experience.

Magenta
SC – 001

HEX #E10098
RGB (225, 0, 152)
Pantone Rhodamine Red C

Shamrock
SC – 003

HEX #z
RGB (52, 174, 23)
Pantone 361 C

Bubblegum
SC – 002

HEX #FF66C9
RGB (225, 102, 201)
Pantone 231 C

Lime
SC – 004

HEX #C5E600
RGB (197, 230, 0)
Pantone 387 C

Magenta

SC – 001

HEX #E10098
RGB (225, 0, 152)
Pantone Rhodamine Red C

HEX #E833B1
RGB (232, 51, 177)

HEX #EE66C4
RGB (238, 102, 196)

HEX #F399D8
RGB (243, 153, 216)

HEX #F9CCEB
RGB (249, 204, 235)

Bubblegum

SC – 002

HEX #FF66C9
RGB (255, 102, 201)
Pantone 231 C

HEX #FF85D4
RGB (255, 133, 212)

HEX #FFA3DF
RGB (255, 163, 223)

HEX #FFC2E9
RGB (255, 194, 233)

HEX #FFE0F4
RGB (255, 224, 244)

Shamrock

SC – 003

HEX #34AE17
RGB (52, 174, 23)
Pantone 361 C

HEX #5DBE45
RGB (93, 190, 69)

HEX #85CE74
RGB (133, 206, 116)

HEX #AEDFA2
RGB (174, 223, 162)

HEX #D6EFD1
RGB (214, 239, 209)

Lime

SC – 004

HEX #C5E600
RGB (197, 230, 0)
Pantone 387 C

HEX #D1EB33
RGB (209, 235, 51)

HEX #DCF066
RGB (220, 240, 102)

HEX #E8F599
RGB (232, 245,153)

HEX #F3FACC
RGB (243, 250, 204)

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2.3

Greyscale Accent Colors

Our accent colors provide balance, hierarchy, and sophistication to our visual identity. They are the functional foundation that supports our primary palette.

• **Nearly Black:** Offers a foundation of strength and timeless sophistication. It should be used for primary body text and to anchor designs that require a strong focal point.

• **Medium Grey:** Brings balance and adaptability. This color is ideal for secondary text, UI elements, and backgrounds where a softer contrast is desired.

• **Light Grey:** Symbolizes clarity and precision. Use it for dividers, subtle backgrounds, and disabled states to create a clean and refined aesthetic.

These neutrals work in harmony with our primary colors to ensure a cohesive and polished brand experience across all platforms.

Nearly Black
AC – 001

HEX #101010
RGB (16, 16, 16)

HEX #404040
RGB (64, 64, 64)

HEX #636363
RGB (99, 99, 99)

Medium Grey
AC – 002

HEX #8E8E8E
RGB (142, 142, 142)

HEX #9C9C9C
RGB (156, 156, 156)

RGB #B5B5B5
RGB (181, 181, 181)

Light Grey
AC – 003

HEX #D3D3D6
RGB (211, 211, 214)

HEX #E0E0E3
RGB (224, 224, 227)

HEX #EBEBED
RGB (235, 235, 237)

3.0

Typographic Rules

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3.1

Primary Typeface

Inter Tight
Medium
Bold

Our primary typeface is Inter Tight. We chose this clean, modern neo-grotesk sans-serif for its exceptional clarity and performance on digital screens. Inter Tight features a tall x-height, which ensures outstanding readability across user interfaces, from large headlines to small body copy. Its versatility makes it the cornerstone of our visual identity, providing a consistent and polished voice for all brand communications.

WEIGHTS

Light
Regular
Medium
Semibold
Bold

Light Italic
Italic
Medium Italic
Semibold Italic
Bold Italic

CHARACTER SET

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!@#$%&%?

KERNING

Tracking -10
Spacing -0.01 em

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AaBb1234

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3.1

Secondary Typeface

IBM Plex Serif

Medium
SemiBold

Our secondary typeface, IBM Plex Serif, embodies the connection between humanity and technology. Its classic yet modern letterforms strike a balance between the natural and the engineered, reflecting our commitment to moving forward, together.

Use IBM Plex Serif with intention. It is most powerful when applied to specific words or short phrases to draw attention to key messages. While it can be used for headlines, this should be done selectively. To ensure its effectiveness in capturing attention, avoid overuse. The goal is to create emphasis and impact, which is diminished with constant application.

WEIGHTS

Light
Regular
Medium
Semibold
Bold

Light Italic
Italic
Medium Italic
Semibold Italic
Bold Italic

CHARACTER SET

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!@#$%&%?

KERNING

Tracking -10
Spacing -0.01 em

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ABC Italic

Use IBM Plex Serif to dress up key words and phrases for important moments. But please, refrain from using it for entire paragraphs—that's like wearing a tuxedo to a casual brunch, and it just makes things awkward for everyone.

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4.0

Iconography Styling

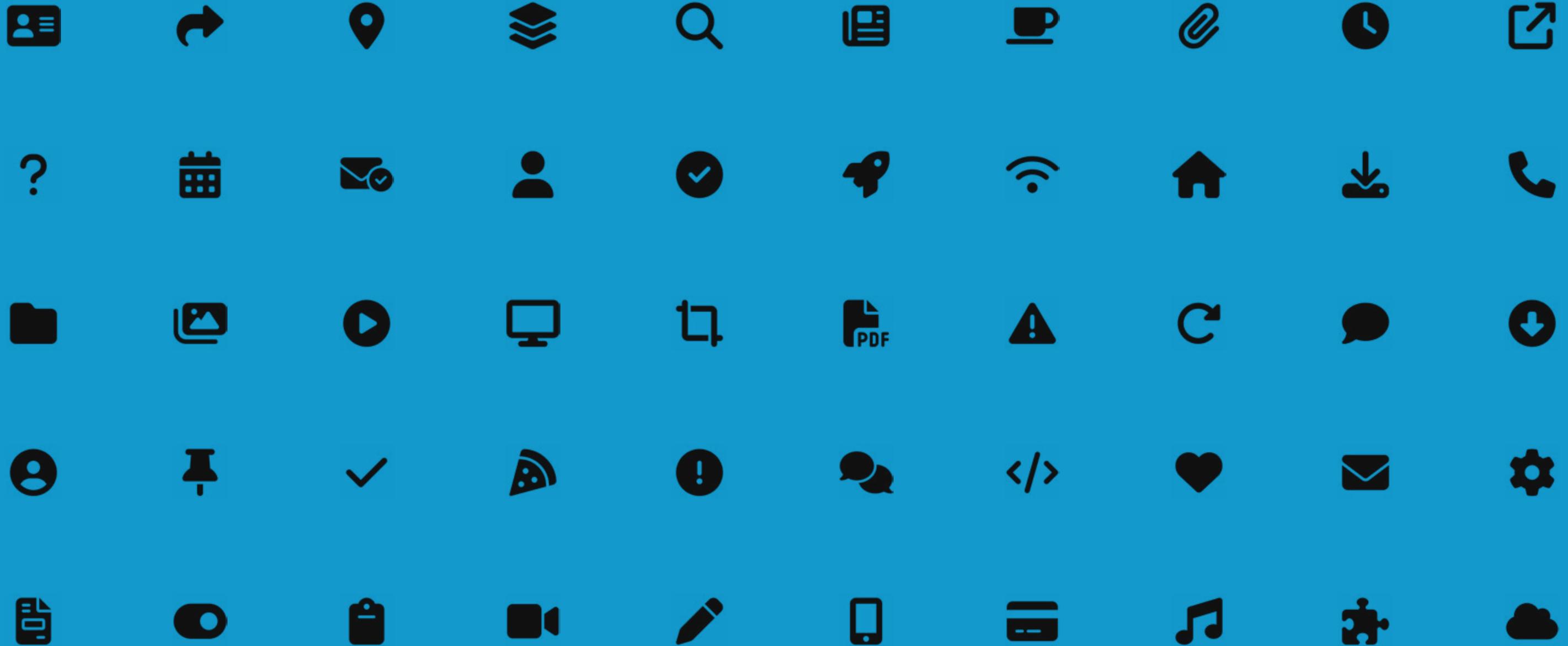**Simplified digital marketing** that drives business growth.

4.1

Icon Library

Icons are a key part of our visual language, used to enhance usability, aid navigation, and communicate ideas quickly. To ensure consistency across all platforms, our brand exclusively uses icons from the **Font Awesome Solid Collection.**

To maintain a clean and cohesive look to the brand, please try to adhere to the following guidelines:

• **Be Purposeful:** Select simple, recognizable icons that are clearly relevant to the content they support. Icons should always serve a function, not just act as decoration.

• **Use Brand Colors:** All icons must use our approved brand palette. By default, icons should be set in our primary text color (Nearly Black) for maximum clarity.

• **Create Strategic Accents:** Our primary colors (Cerulean or Cobalt) may be used sparingly for icons that require special emphasis or are part of a key call-to-action.

• **Maintain Consistency:** Use the same icon for the same concept across all materials. Do not use icons from other libraries, and avoid alternate styles like outlined, two-tone, or multi-color versions.
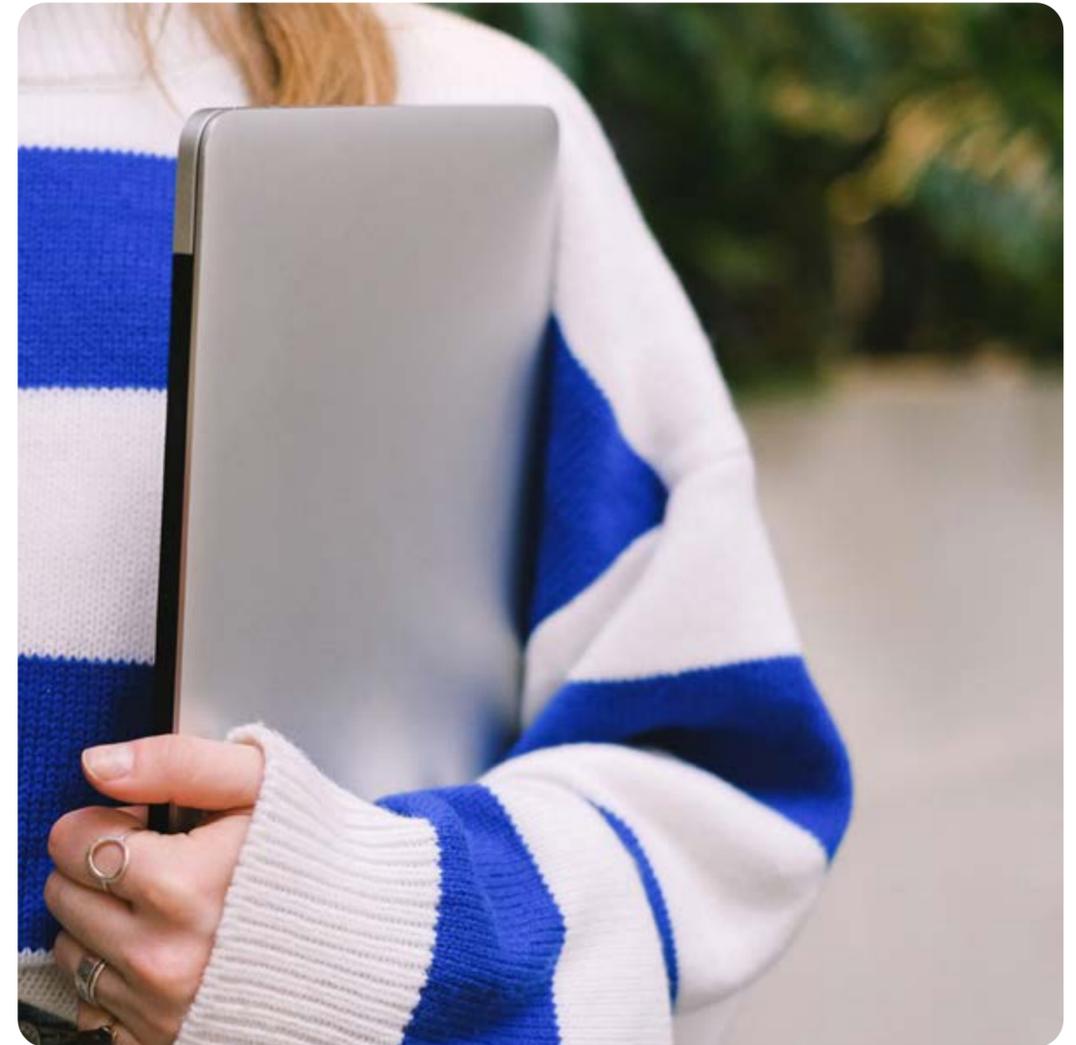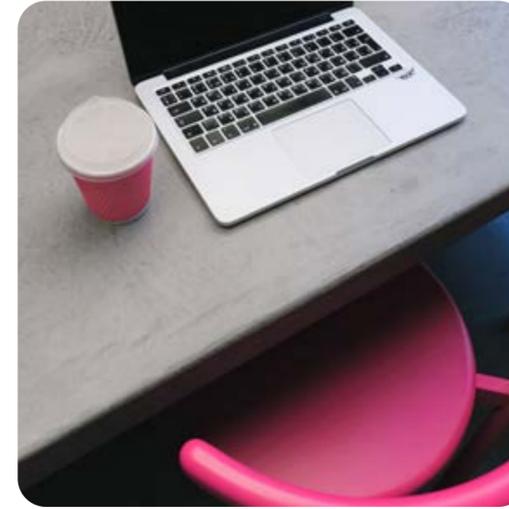
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5.0

Imagery Practices

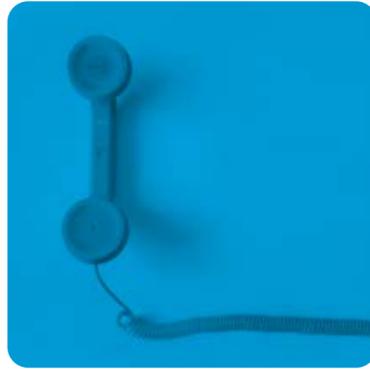**Simplified digital marketing** that drives business growth.

5.1

Photography Style

Our approach to photography is rooted in authenticity. Every image must align with our brand's professional yet relatable tone, feeling natural and unforced. We prioritize high-quality visuals that convey genuine moments and resonate with our audience, avoiding generic or overly staged stock photos wherever possible.

Color integration is what makes our photography uniquely ours. We strategically infuse our brand's essence into images by incorporating our primary, secondary, and accent colors. This is achieved subtly through wardrobe choices, props, backdrops, or light color grading. This practice ensures our visual content is more recognizable and reinforces the values and emotions of our brand, forging a deeper connection with our audience.

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6.0

Brand
in Use

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6.1

Business Card Examples

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6.2

Branded Swag

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cache rules everything

INKLINE   inkline.ca

We put the class in your <body>

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Make it pop.

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