



Brand Guideline



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INTRODUCTION

Welcome to the Innovation Streams Limited Brand Guidelines document. This document provides a simple, yet robust set of Brand Guidelines that can be easily understood and communicated while leaving room for creative expression.

The following pages will guide you through some of the basic identity elements (such as logo, typeface & color) and will provide some general rules for applying these elements across a variety of media types.

A unified and consistent use of these guidelines is one of the key ways by which we will visibly distinguish and strengthen the equity and hence the value of our brand over the medium and long-term.

While we prefer a standardized brand identity there may be situations that require a customized solution.

For advise on applying the brand identity outside of the guidelines, please contact us.

TYPOGRAPHY >>

Typeface & Usage



Typeface & Usage

Our two fonts are Verdana, and Proxima Nova. They are both clear, legible, modern typefaces that work well in print and online. Each of the “font families” include many “weights” like light, regular, and bold.

They can each be downloaded from our website for free at innovatiostreams.tech/our-brand. For online usage, Verdana is best. For print use Proxima Nova is the best.

Our logo font is Neometric but should NEVER be used anywhere in headings or text. ONLY for use in our primary logo

Verdana

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

Proxima

Black **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

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

Thin 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

LOGO >>

Primary logo, Usage & Misuse



Primary Logo



The Innovation Streams logo is comprised of two elements: the logo icon and the wordmark.

The icon has three parts, a bright circle with a bulb out, the “i” in the bulb makes its base complete—the bulb is a symbol for invention representing innovation—that comes together with streams to form Innovation Streams. Our logo icon and workmark both merge to form **iStreams**. The logo is completely unique to us and It has NO variants.



On white background



On dark backgrounds



Logo Usage

In the interest of protecting the integrity of the Innovation Streams brand, we have created basic logo guidelines in regards to safe area, logo combinations, and size restrictions.

Use discretion when scaling the logo. Be sure to leave more white space on the side so the logo has room to breathe.



SAFE AREA

In order for our logo to retain its visual impact, please maintain a clear area around the logo, void of all imagery and graphics. This area is **defined by the height of the 'a'** within our logo.



COMBINING LOGOS

When our logo is used in conjunction with other logos, there should be at least enough space between them to allow for the width of the icon from the Innovation Streams logo.



MINIMUM SIZE

To ensure legibility, clarity, and brand consistency, the width of our logo should never be reduced to less than 1.2 inches.

Logo Misuse

In order to maintain a strong, consistent, and successful brand, we ask that our logo be kept in the original state in which it was designed. Please do not add to or change anything about the logo. These usage guidelines apply to all the logo backgrounds.

NEVER extracting the logo icon out of the logo to mean iStreams



Don't add shadows, strokes, or other effects



Don't rotate, make vertical, or flip



Don't change aspect ratio, stretch, or squeeze



Don't alter the letters or spacing in any way



Don't change any color order of the 2 forward arrows neither color order of the entire logo



Don't make the logo into an outline

COLOR PALETTE >>

Palette & Usage



Our Palette

Clean, natural, organic colors make up Innovation Stream's primary 3 color palette.

Yellow, Blue, Green

When combining colors, secondary colors should be used only when accompanied by one or more colors from the primary palette.

Primary Colors

Dark Blue #044c8c	Dark Yellow #e5ba03	Dark Green #2d9e3d
Blue #034ea1	Yellow #ffd300	Green #32b34a

Secondary Colors

Darkest Cool Gray #293541	Dark Cool Gray #32404E	Cool Gray #3E4B59	Light Cool Gray #7D848A
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Palette Usage

Our color palettes are the foundation for beautiful designs that look great with our photos. While the usage of the colors is somewhat flexible, there are some general rules to follow:

- Use our primary palette when possible, particularly yellow, blue and green.
- Create contrast using combinations of light and dark colors.
- Darker colors can be made slightly transparent and overlaid on photos.
- Use our secondary color palette sparingly, particularly the lighter colors.

Correct Usage



Combine tints + shades of the primary palette



Combine primary and secondary colors



Use solid, opaque colors with text over photos



Use transparent dark colors over photos

Incorrect Usage



Combine primary colors with little or no contrast



Placing the logo on top of one of the primary colors

BRAND ELEMENTS >>

Symbols & Special Characters

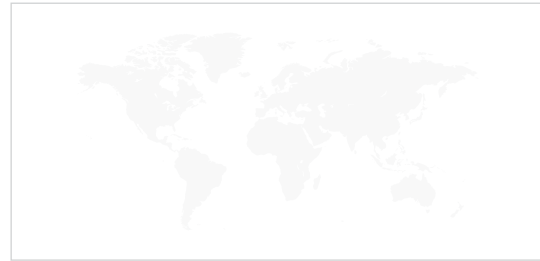


Brand Elements



Currently our brand element is a vector world map.

Our map is used often as a large graphic element and to add texture to solid colored backgrounds.



Usage



Use on top of our blue color at 10% opacity with blue in a radial gradient.



Use on top of our secondary color at 5% opacity.
NO GRADIENT

Our Name

Innovation Streams is the largest computer firm in Western Uganda. Here are a few things to remember about our name:

In some instances, our name reads “Innovation Streams Limited” but our preferred name is iStreams.

We use innovationstreams.tech when referring to our website; it is not the company’s name. It should always appear with a www preceding it.

Always one word and ‘i’ always lowercase as ‘s’ always uppercase

iStreams

NEVER all lowercase

istreams

NOT i uppercase and not ‘s’ lowercase

Istreams

Our name should NEVER be used in order of our logo colors to mean the same.

iStreams

NEVER with space

i Streams

Any Questions?

Please feel free to contact us with questions about our brand or the information provided in this guide.



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