

Inntopia

Brand Guidelines

A simple guide to fonts, colors, and logos for Inntopia employees and partners.

Before We Jump In

A Quick Note

As a company, we have a lot of documents stored within our folders and drives. When I share a guide like this I want to remind everyone up front that this applies mainly to client-facing stuff. Even more, it applies to frequently-used, client-facing stuff. The vast majority of files are completely fine as is. If you have something that clients see a lot? Yeah, swap out that logo and update the fonts and vibe if you have time. But if not? It's all good. We're all busy, so do your best and - whatever that best looks like - that'll be more than enough. And if you ever have questions, don't hesitate to ask.

Brand Guidelines

Logos

Wait, why is the old logo here if we have a new one? While we'll use our "powered by" logo in our marketing and sales collateral, there are still some cases when the plain logo is fine to given space or context.

For Example: While this may become a priority later, our apps - RMS, CRS, Insight, etc. are places where it's fine to keep using the original logo for now.

Black+Orange Logo

For use on light backgrounds.



White Logo

For use on dark or color backgrounds.



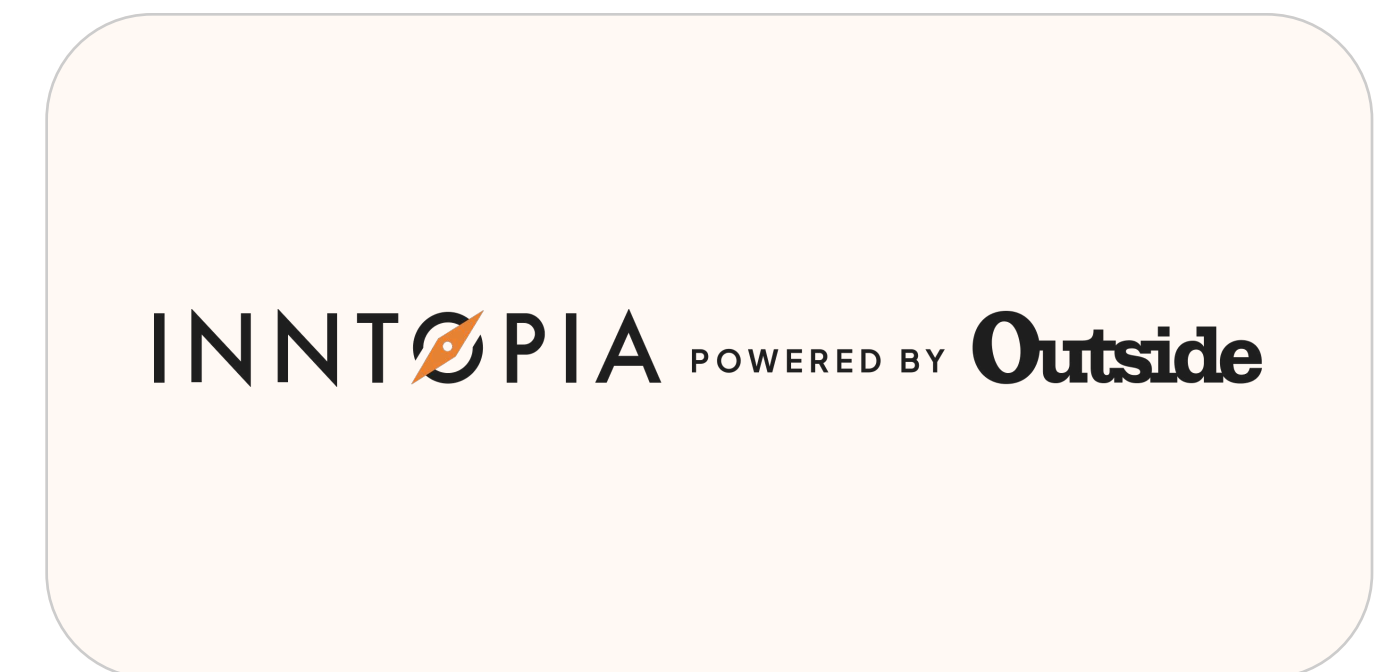
Stacked Outside Logo

For use as main logo in headers.



Horizontal Outside Logo

For use as smaller logo in footers.



Email Signature

Elements/Order

First Line: Two little dashes "--"

Second Line: Your name in bold all caps. Pronouns (optional) is bold lowercase.

Third Line: Your title in normal font weight (normal = not bold)

Fourth Line: Your email address.

Fifth Line (optional): Your phone number.

Sixth , etc. Lines (optional): Any other contact info you want/need (social profile, alt phone, etc.)

Last Line (optional): "Follow me on Outside's new social platform." Make the words "Follow me" a link to your profile but leaving the rest normal text. This is something a good number of Outside folks do to help promote the Activity Feed.

Note: Your default will likely be something like 11-12 pt Aptos or Calibri. If so, keeping that is great. Otherwise, 12 point, sans serif (Aptos, Calibri, Arial, etc.) is perfect.

Advanced Example

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JOHN DOE he/him/his

Director of Success

jdoe@inntopia.com

802-208-8228

[Follow me](#) on Outside's new social platform.

INNTOPIA POWERED BY Outside

Basic Example

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JOHN DOE

Director of Success

jdoe@inntopia.com

INNTOPIA POWERED BY Outside

Colors

Inntopia has two primary colors for most situations, plus four additional colors that can be used when additional color is needed.

Inntopia Orange

For pre-header text, buttons, links, etc.

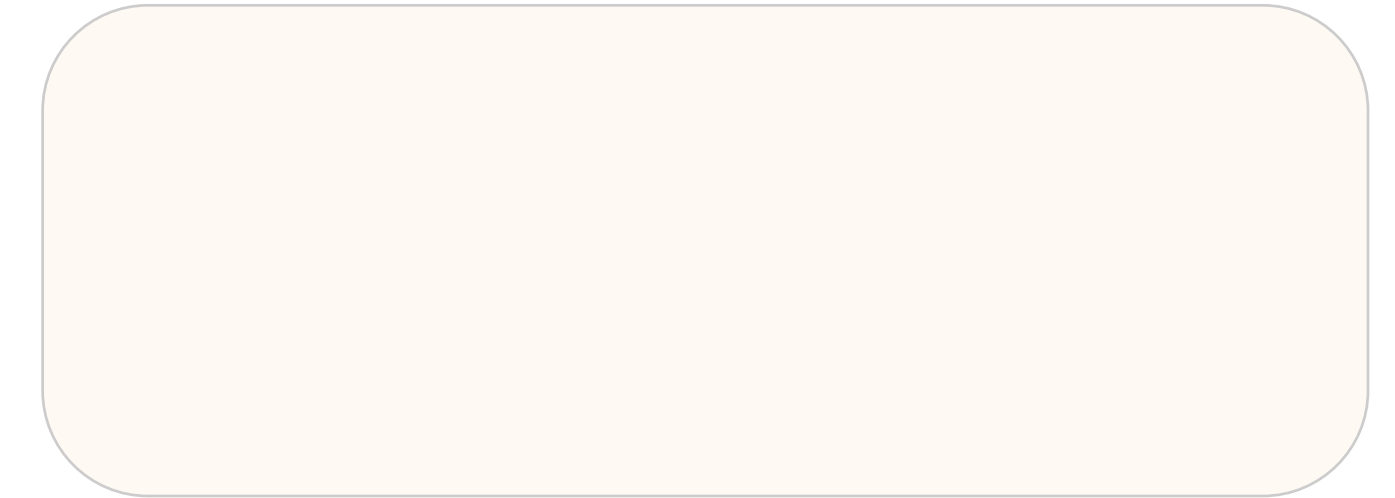
Hex: #EC8435 RGB: 236, 132, 53



Light Orange

For background color.

Hex: #FFF9F4 RGB: 255, 249, 244



Green

Hex: #61a273

RGB: 97, 162, 115



Blue

Hex: #42858f

RGB: 66, 133, 143



Yellow

Hex: #f1b822

RGB: 241, 184, 34



Violet

Hex: #9c6168

RGB: 156, 97, 104



Brand Guidelines

Fonts

Inntopia has two fonts: Futura PT Bold and Inter. Futura PT Bold is for headlines, Inter is for everything else.

Note: Our old font for body/general text was Chapparral. Still using it in some files? That's fine, unless it's easy to update it's okay to leave that as is for now.

This is Semi-Bold Inter 1/3 the Size of the Header

This is Futura PT Bold

This is normal weight inter. When using it for body text, give those lines lots of space. I like going 150% - 175% line height.

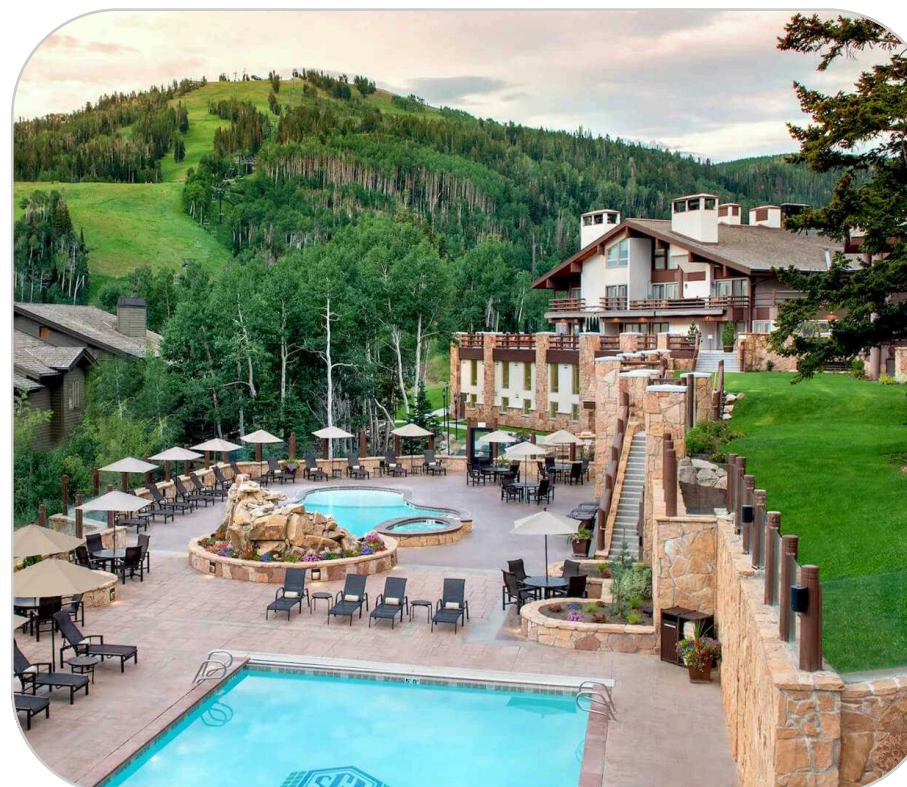
If I have text that's not as important, I may change the font color to #4B5563 like this.

Or I may also decrease the font size a little bit as we (maybe by 15-20%) like this.

Brand Guidelines

Images

We've been building our asset library over the last few years and have some great client and team photos to choose from. When using images in marketing or decks, round those corners a bit and toss on a thin, light gray border. You could even let part of the image hang off the edge of the frame and/or making a collage.



FAQs

Q: In the colors section you only mentioned light orange as a background color, can I use the orange, blue, green, and purple as background colors?

A: Try to avoid using bright colors as backgrounds, especially when you have text. This is a design style we used to use a number of years ago but for a few reasons (like accessibility) are moving away from.

Q: I'm still using or seeing stuff with older brand styles, is that a problem?

A: Not immediately, but also something we'd like to chip away at over time. Send Gregg Blanchard an email and he'll get it on the list of assets to update.

Q: Should I be using Outside's colors, fonts, styles, and style guides as well?

A: Inntopia still has it's own brand and style for now, so unless you're making something specifically for an Outside-branded campaign, you can stick to Inntopia colors and brand guidelines.

Q: If I need something designed, who should I talk to?

A: You can reach out to Gregg Blanchard. He can either help you with a simple design or enlist the help of designers we've worked with in the past to create what you need.

Q: Where can I download logos, fonts, templates, images, etc.?

A: Those are all available at the following URL:

<https://corp.inntopia.com/brand>