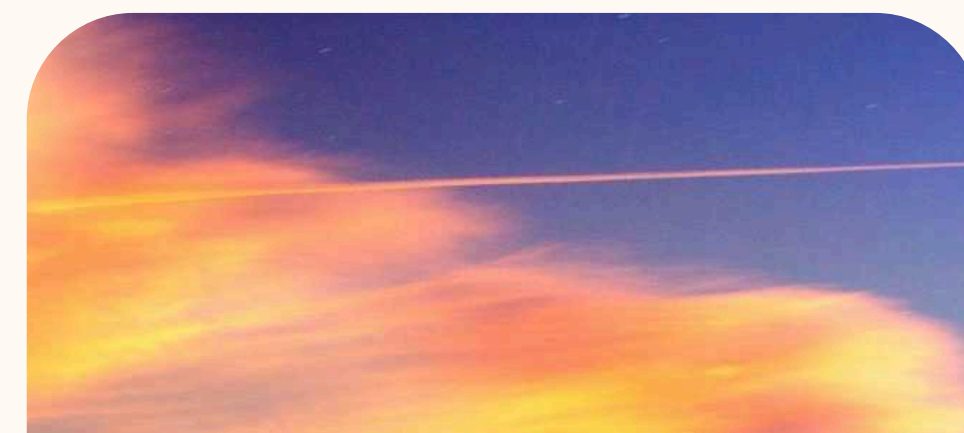
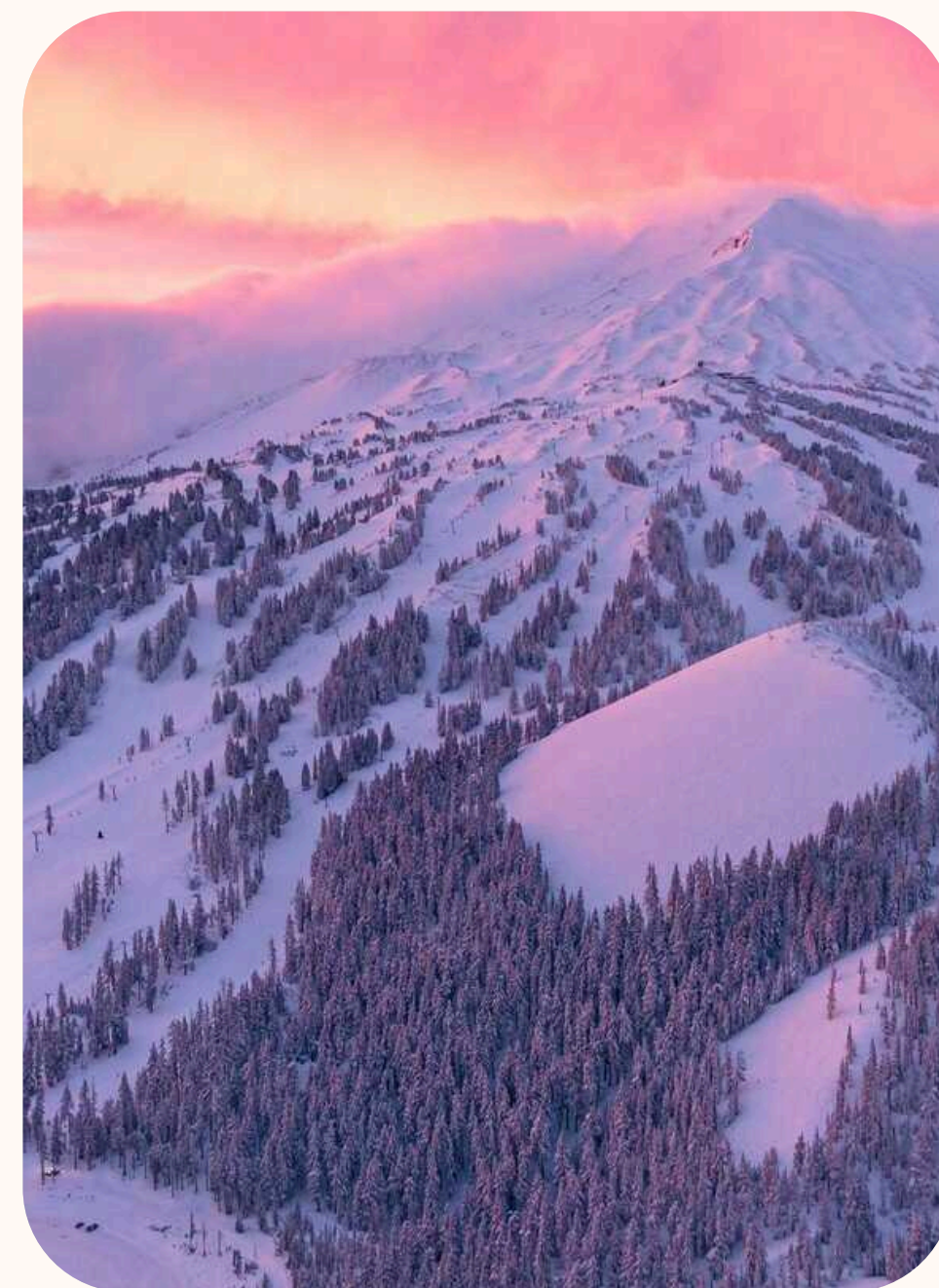


Inntopia

Brand Guidelines

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

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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 guide 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

Our primary logo is the Stacked Outside Logo. There are still some case when the old, plain logo is fine to use given space, context, or effort. 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.

Note: You can download all our logos at:
<https://corp.inntopia.com/brand>

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Stacked Outside Logo

For use as main logo in headers.

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Horizontal Outside Logo

For use as smaller logo in footers.

INNTOPIA POWERED BY Outside

White Stacked Outside Logo

For use as main logo in headers.

INNTOPIA
POWERED BY Outside

White Horizontal Outside Logo

For use as smaller logo in footers.

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Black+Orange Logo

For use on light backgrounds.

INNTOPIA

White Logo

For use on dark or color backgrounds.

INNTOPIA

Email Signature

- 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: Black, 11-12 point, sans serif (Aptos, Calibri, Arial, etc.) is perfect. This may already be your default.



Advanced Example

--
JOHN DOE he/him/his
Director of Success
jdoe@inntopia.com
802-208-8228
[Follow me](#) on Outside's new social platform.



Minimum Example

--
JOHN DOE
Director of Success
jdoe@inntopia.com



Colors

Inntopia has two primary colors for most situations, plus four additional colors that can be used when additional color is needed. Try to avoid using bright colors as backgrounds, especially when there is text on those colors. 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.

Inntopia Orange

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

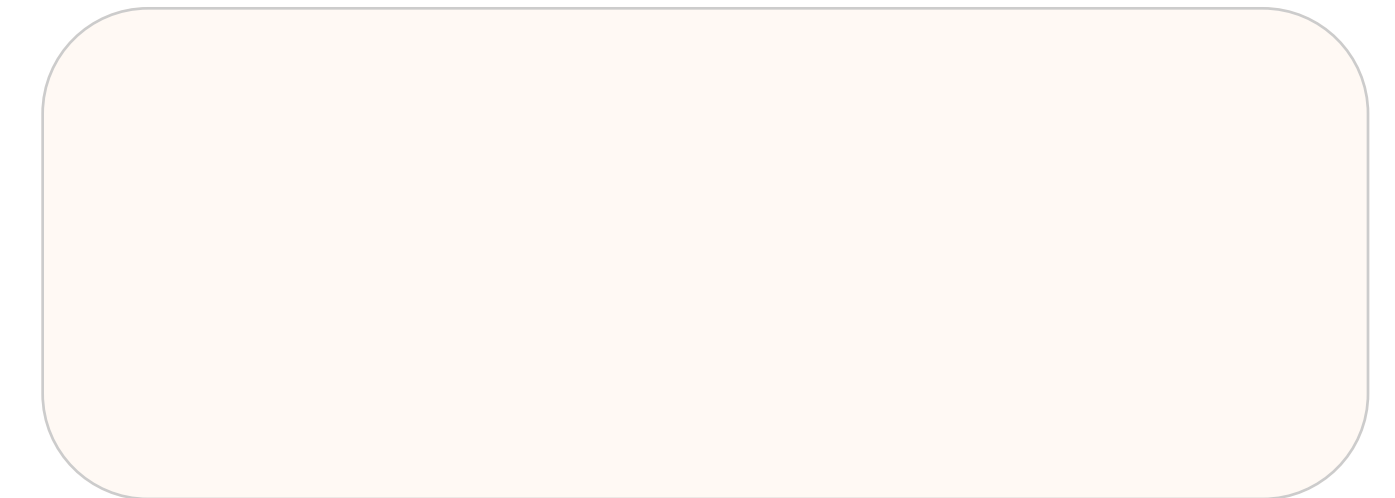
Hex: #EC8435 RGB: 236, 132, 53



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



Fonts

Inntopia has two fonts: Futura PT Bold and Inter. Futura PT Bold is for headlines, Inter is for everything else and replaces our old body font, Chapparral. Still using Chapparral in some files? That's fine, unless it's easy to update it's okay to leave that as is for now.

Note: You can download all our font files at:
<https://corp.inntopia.com/brand>

Semi-Bold Inter Preheader < 1/2 Size of My Futura Header

A Futura PT Bold Header

This is normal weight inter. When using it for body text, give those lines lots of space. I like going about 170-175% line height which is what our website and this document use.

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 to add a little bit of hierarchy.

Brand Guidelines

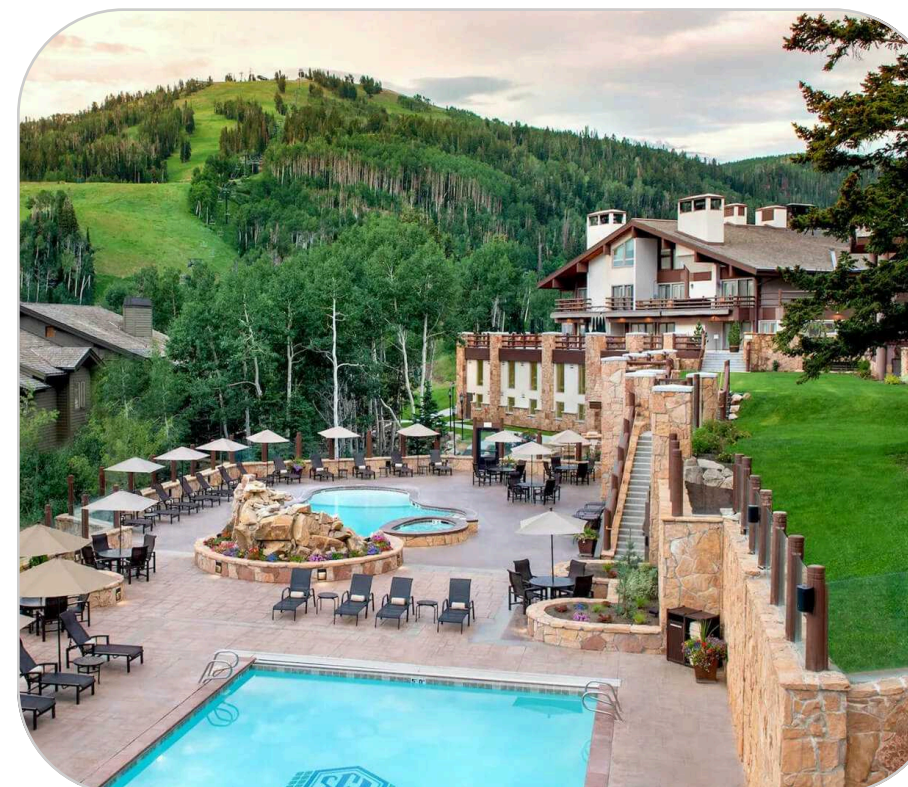
Images

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.

Note: You can find a collection of client and company photos to use at:

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

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FAQs

Q: Why isn't there more urgency to change all of the documents with old logos, colors, and fonts?

A: There are a few reasons. First, the time required to update all of those documents would be massive and, honestly, we have more important things to do with our time. Second, the value of doing so is tiny relative to the cost. Third, there is always the chance things could change again. So, given our situation and goals, I try to focus on the 90-95% of visible locations that can be easily swapped and managed and not worry too much about the long tail.

Q: If I see our old logo fonts, etc. in a frequently-seen place, what should I do?

A: If you have time to update it quickly, go ahead. Otherwise, don't be afraid to reach out and ask for help.

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

A: Inntopia still has its 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>