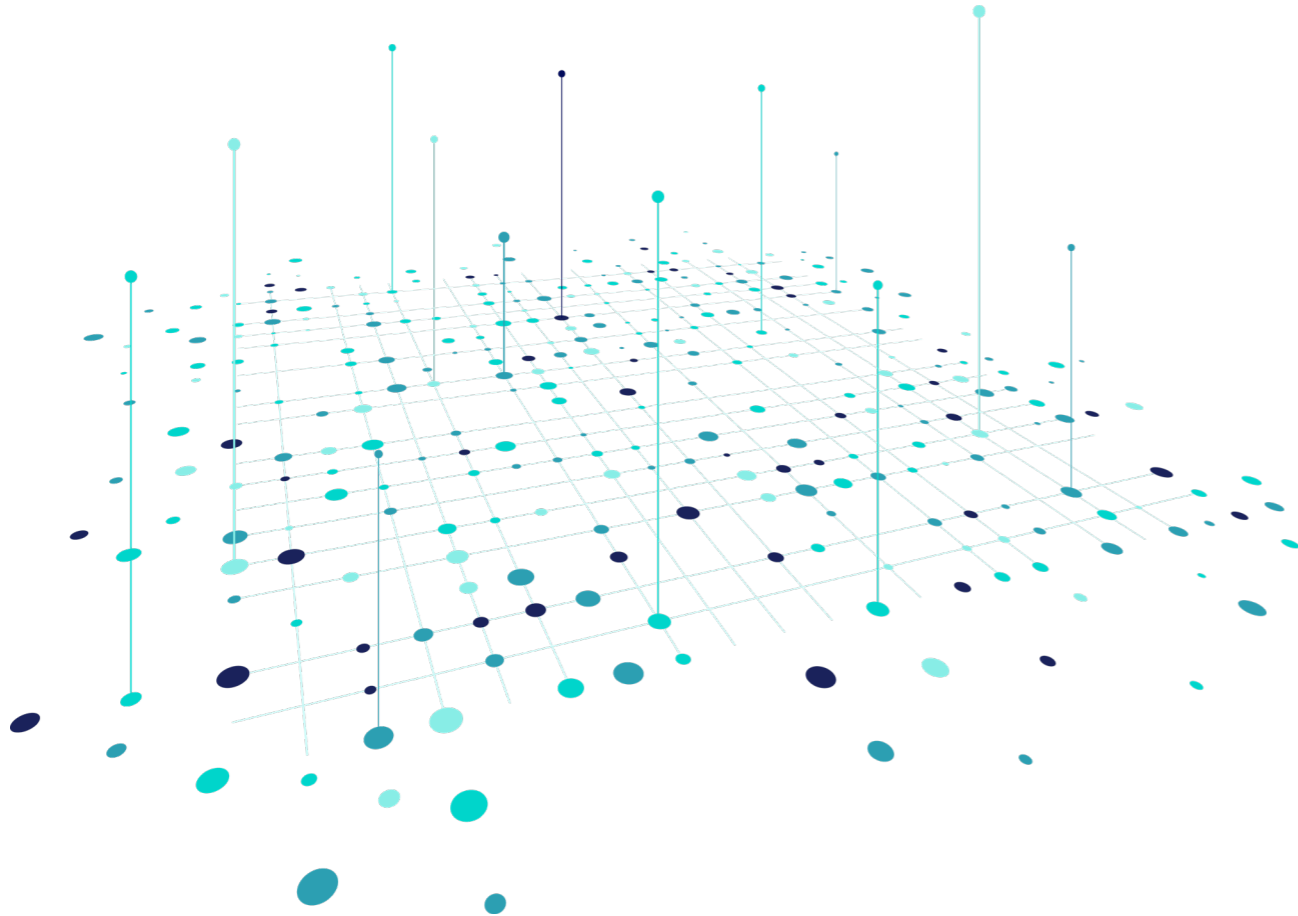# iFOCUS

MARKETING

www.ifocusmarketing.com

iFocus Marketing digital agency brand that is presented in this guideline is the official and standardized version that must be used in any type of reproduction.

The success of its use depends on the correct use of the basic rules of color, structure, minimum printable size and arrangement of the different elements, in such a way that they maintain a formal coherence. Consistent application of the standards is essential to strengthen marketing efforts and advertising applications.

Our Mission

The iFocus Marketing team's number one objective is to become a trusted partner in the evolving digital marketing space through strategies that align with the unique business objectives of our clients. We provide custom strategies for various industries and provide insights from our comprehensive experience to leverage in your business.

Industry Experience

Automotive Services	Multi-Family Housing Complexes
Fine Art	Senior Living Communities
Med Spas	Food & Dining
Salons & Day Spas	Retail
Higher Education	Healthcare
Private Education	Hospitality & Tourism
Private Aviation	Manufacturing
Car Dealership Groups	Financial Services
Home Services	Legal Services
Real Estate	and more!

Key Words

DATA-DRIVEN

TRUSTED

GOAL-ORIENTED

EXPERTS

CLIENT-FOCUSED

INNOVATIVE

Logotype

Logotype

Our logo represents our philosophy and what we
believe in. These are the main versions of the brand.

Safe Zone

The protection area is the free space that separates our logo from the graphic elements. It is important to respect the security area so that it does not affect the legibility of our logo. The defined space is the size of the icon that is represented by "x1" as a scalable unit of measure.

Minimum size

The minimum size recommended to use our logo is 3cm. Since at a smaller size we run the risk of it not being readable.

3cm

.75cm

Don't

These are some examples of the misuse of our logo. It is prohibited to use any of these uses or similar applications that affect the logo.

Logo Color Variations

Use these color variations

Don't use these color variations

Typography

Typography

Ab

Montserrat Bold

**abcdefghijklmn
opqrstuvwxyz**

It can be used for headlines.

It is recommended that it be in Sentence Case.

(Sentence case is a capitalization style in which only the first word of a sentence and proper nouns are capitalized, with the rest of the words in lowercase).

Ab

Montserrat Light

abcdefghijklmn
opqrstuvwxyz

It can be used in subheadings and body text.

Color

Color

Our brand is built around a color palette designed to be inviting, bright and sophisticated. Choosing similar color neighbors that are more web friendly and saturated for RGB use. Please omit old brand colors such as; yellow, pink and purple.

Navy

R: 29 | G: 50 | B: 60
C: 87 | M: 66 | Y: 53 | K: 46
HEX #1D323C

Blue

R: 29 | G: 50 | B: 60
C: 87 | M: 66 | Y: 53 | K: 46
HEX #397481

Green

R: 109 | G: 195 | B: 180
C: 52 | M: 0 | Y: 31 | K: 0
HEX #6DC3B4

Gray

R: 203 | G: 205 | B: 206
C: 17 | M: 12 | Y: 12 | K: 0
HEX #CBCDCE

White

R: 255 | G: 255 | B: 255
C: 0 | M: 0 | Y: 0 | K: 0
HEX #FFFFFF

Visual Language

Print

Google Meet Backgrounds

Iconography

Icons are important visual aids that help people quickly navigate our media.

The iconography system must be linear with rounded edges to communicate closeness and project a contemporary image.

Photography

Photos should emmulate, collaboration, connection, teamwork and moving forward.

E-mail signature

Jessie Smith | Art Director
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New Email

To:
Subject:

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