



BRAND GUIDELINES

December 2021

Navy Pier
Chicago



INTRODUCTION

Impact Optimize is an annual one-day business and technology summit committed to bringing together business leaders and professionals to learn about how they can change for the better in an ever-evolving world.

DESIGN GUIDELINES

These guidelines describe the visual elements that represent Impact Optimize's identity. This includes our name, logo and other elements such as color, type and graphics.

These guidelines reflect Impact Optimize's commitment to quality, consistency and style.



TABLE OF CONTENTS

01 Logo + Icon

02 Logo System

03 Typography

04 Color System

05 Elements

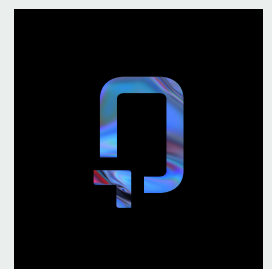
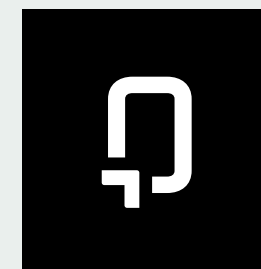
06 Textures





Full logo

Optimize Icon



02 LOGO SYSTEM



Smallest size of logo use



2.75in/198px

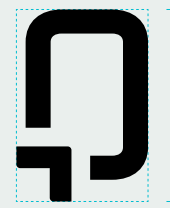
Full logo padding



.35in padding
25px

1.7in x 3.45in safe area
122x248px

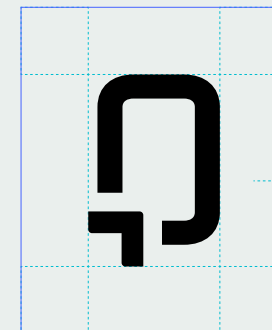
Smallest size for 'O' icon



1in/72px

.70in/50px

Optimize 'O' Icon padding



.35in padding
25px

1.7in x 1.38in safe area
122px x 248px

03 TYPOGRAPHY



GEOM GRAPHIC - SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,./?!@#%*

This weight is for headers

GEOM GRAPHIC - LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,./?!@#%*

This weight is for copy

EXAMPLE

LOREM IPSUM DOLOR SIT AMET

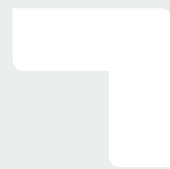
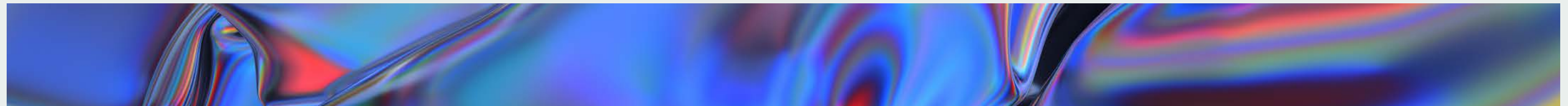
12pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

8pt

04 COLOR SYSTEM

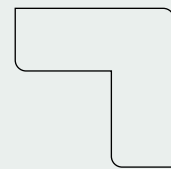
Impact Optimize's 2022 color system is inspired by the holographic liquid texture used within the logo and icon. Colors range from dynamic deep royal blues and purples to bold greens, yellows to vibrant reds, pinks and magentas.



#FFFFFF

R-255
G-255
B-255

C-0
M-0
Y-0
K-0



#EAEFED

R-234
G-239
B-237

C-8
M-2
Y-5
K-0



#00BDD0

R-0
G-189
B-208

C-94
M-0
Y-25
K-0



#4563FF

R-69
G-99
B-255

C-79
M-63
Y-0
K-0



#B01826

R-176
G-24
B-38

C-13
M-100
Y-100
K-3



#000000

R-0
G-0
B-0

C-60
M-40
Y-40
K-100

05 ELEMENTS



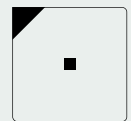
Elements range from shapes to additional logo lockups.



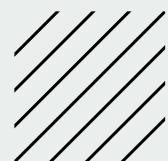
i. Title bars used to section off and or highlight titles



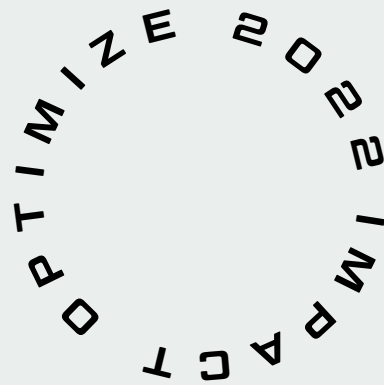
ii. Arrow taken from 'O' icon, element used to direct or call out sections



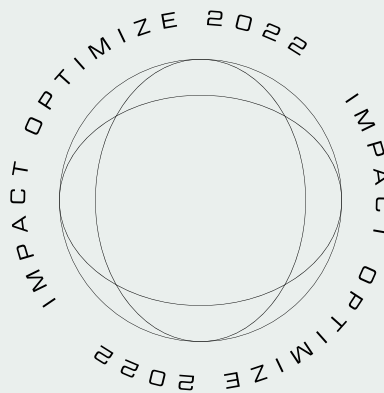
iii. Square icon can be used to indicate subsections / talking points or decorative element



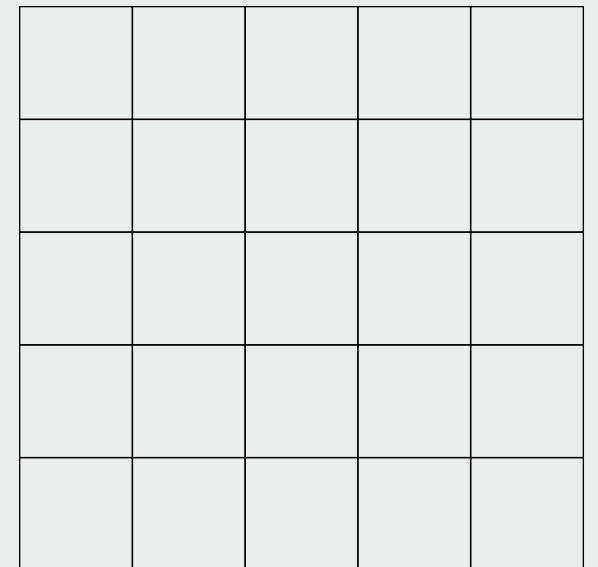
iv. Lines in a square shape can be used to provide texture / direction



v. V2 bold circular lock-up can be used as secondary branding / decorative element

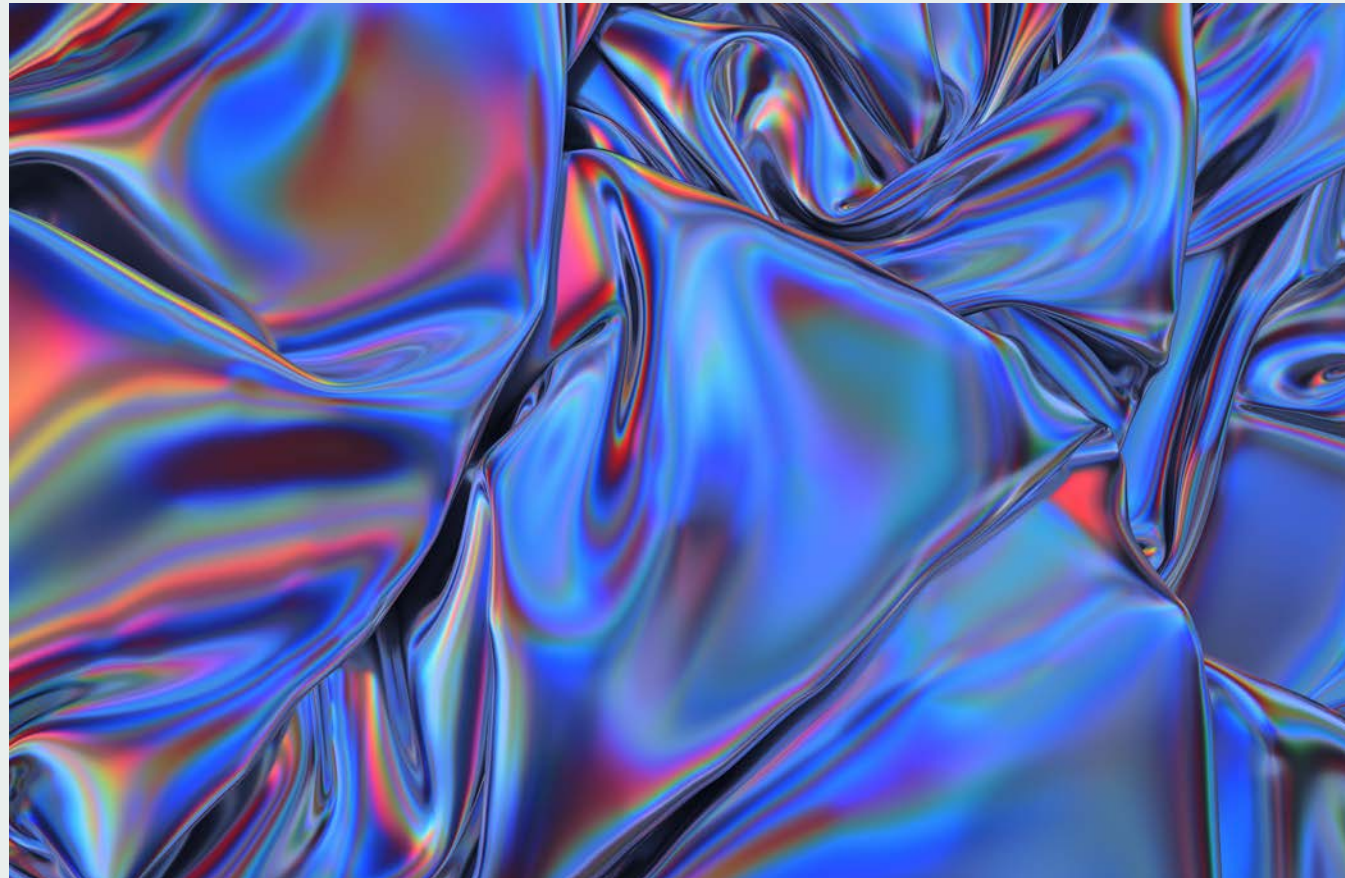


vi. V3 circular lock-up with outlined circular shape can be used as additional branding / decorative element

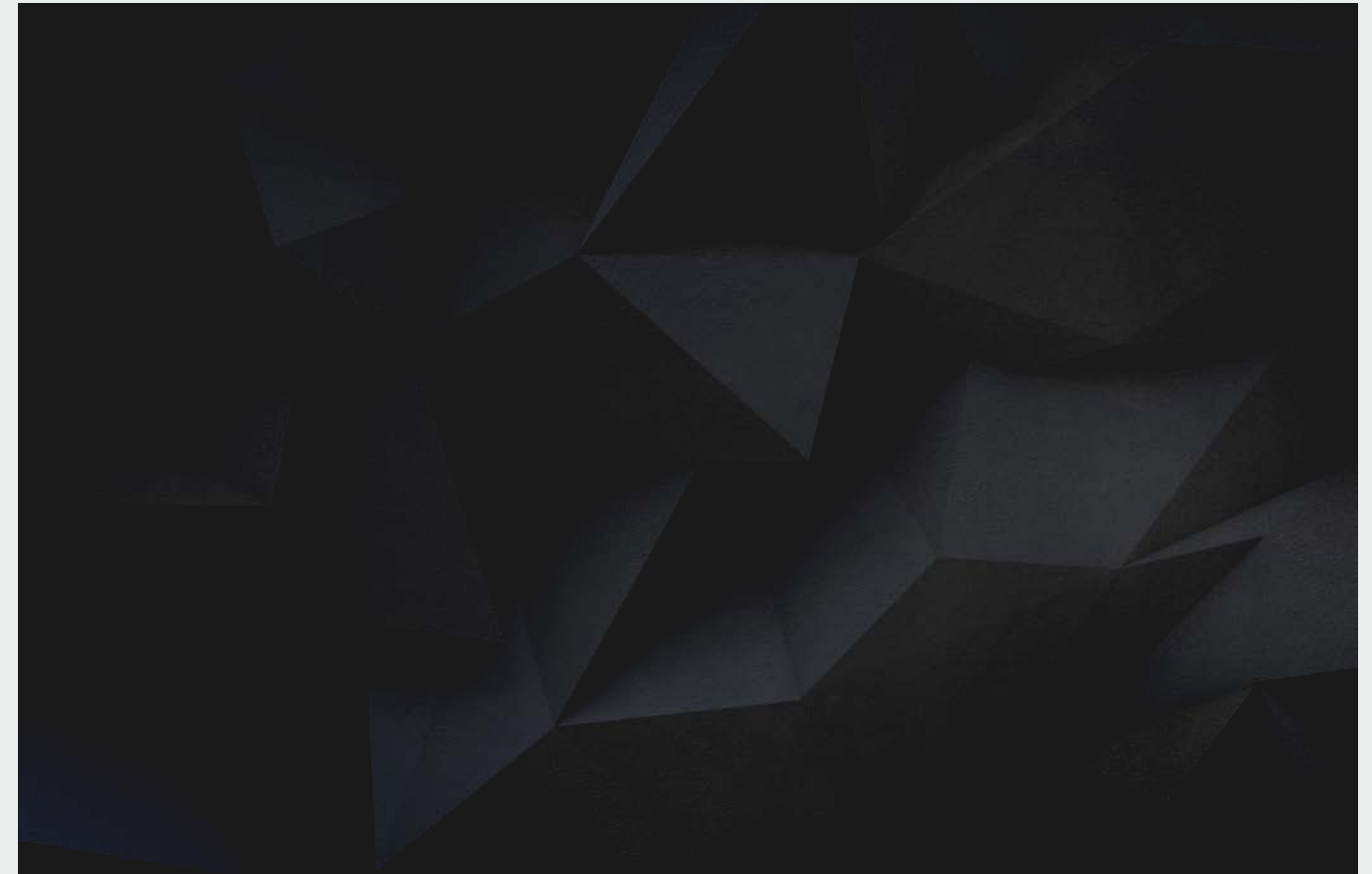


vii. Outline grid can be used as a texture and or decorative element

06 TEXTURES



i. Holographic liquid texture can be masked / cropped to incorporate in layout compositions



ii. Dark poly texture can be used as a background