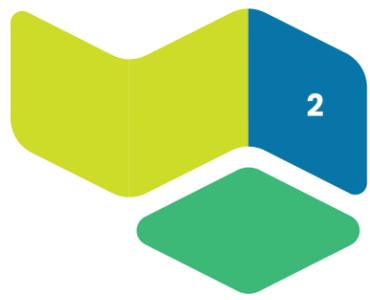




brand  
guidelines

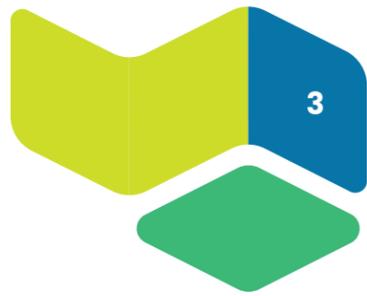
March 2021





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15	tone of voice
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19	brand drumbeat



## logo rules

**logo lockup versions** : : The primary logo should be used in most instances. The abbreviated mark should be used sparingly and mostly in digital applications or as a sign-off where the full name/logo is also visible.

primary logo

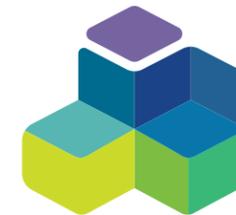


minimum free space

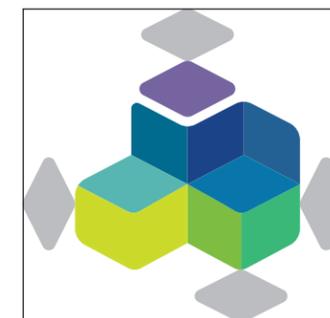


Use the height of the floating cube segment as a guide for the amount of white space to leave around the logo.

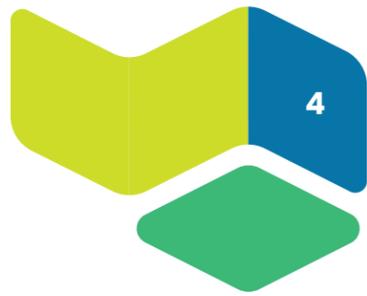
abbreviated mark



minimum free space



Use the height of the floating cube segment as a guide for the amount of white space to leave around the logo.



4

## logo rules

**logo color versions** : : The logo should primarily be shown in full color, but when needed, it can appear reversed, as a single-color, in white or black.



full color



one color



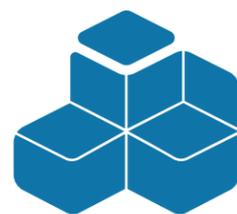
black



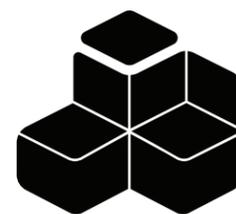
white



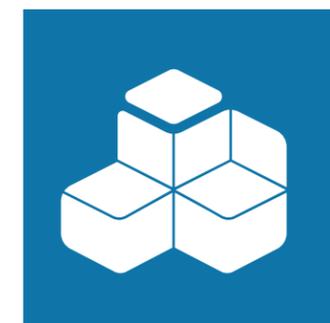
full color



one color



black



white



## 5 logo rules

**logo don't's** : : These rules apply to all primary, secondary, tertiary and color versions of the logo.

⊘ change the colors



⊘ skew or squish



⊘ add a glow or drop shadow



⊘ place on busy backgrounds



⊘ rearrange the elements



⊘ rotate



⊘ change the font or add styles

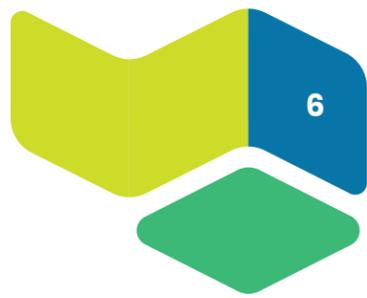


⊘ use the logo in a sentence



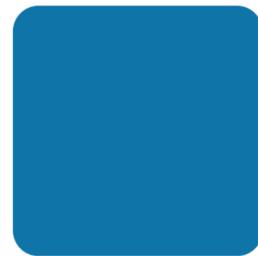
⊘ fade the logo's opacity





# color palette

## primary



**blue**  
**PMS | 7690C**  
C88 M48 Y14 K1  
R147 G213 B000  
HEX | 1977AE

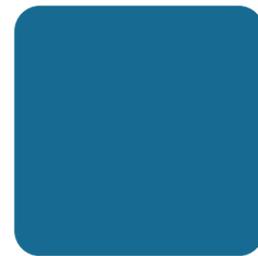


**lime**  
**PMS | 381C**  
C24 M0 Y100 K0  
R000 G42 B58  
HEX | CDD941

## secondary



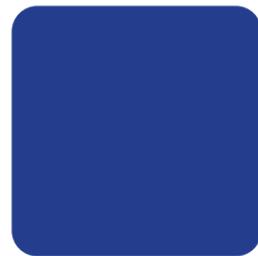
**grape**  
**PMS | 7676C**  
C62 M67 Y9 K0  
R198 G200 B200  
HEX | 6262A7



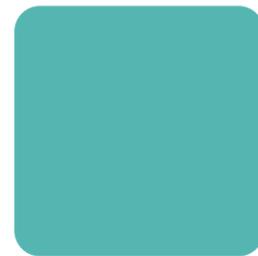
**teal**  
**PMS | 7706C**  
C92 M53 Y27 K5  
R212 G26 B105  
HEX | 146A94



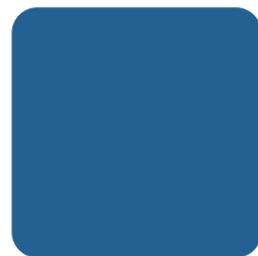
**grass**  
**PMS | 376C**  
C56 M3 Y100 K0  
R127 G188 B66  
HEX | 78C045



**deep blue**  
**PMS | 661C**  
C100 M90 Y9 K2  
R255 G255 B255  
HEX | 0D3590



**light blue**  
**PMS | 7472C**  
C64 M7 Y34 K0  
R86 G182 B177  
HEX | 52BFB5

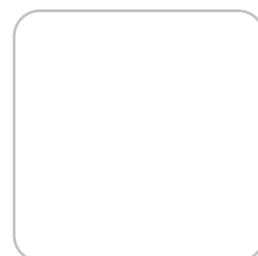


**dusty blue**  
**PMS | 647C**  
C91 M63 Y20 K4  
R33 G96 B146  
HEX | 195D96

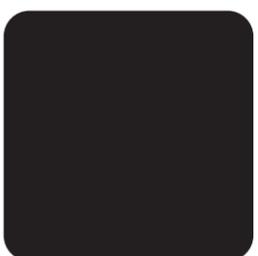


**sea foam**  
**PMS | 7479C**  
C70 M0 Y72 K0  
R70 G185 B120  
HEX | 49BF79

## for copy and white space



**white**  
C0 M0 Y0 K0  
R255 G255 B255  
HEX | FFFFFFFF



**black**  
C0 M0 Y0 K100  
R000 G000 B000  
HEX | 231F20



Do not use any variation of gray.  
Our color palette is meant to be  
bold and impactful.



## ITC avant garde gothic

light / light oblique

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

book / book oblique

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

medium / medium oblique

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

demi / demi oblique

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

**bold / bold oblique**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890**

---

## avant garde condensed

book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

demi

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

**bold**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890**

## web fonts

### poppins

light / italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

regular / italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

medium / medium italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

semibold / semibold italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

**bold / bold italic**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890**



# typography

## headlines

Headlines should appear in bold weight and in lowercase.

---

## subheads

Subheads should appear in book weight and in lowercase.

---

## captions

Captions should appear in bold, lowercase and with 50 pt. tracking.

---

Body copy.

Body copy should appear in book weight and in sentence case.

---

## capitalization rules:

- “izba” should always appear in lowercase
- abbreviations (like USA) should always be in all caps.
- proper nouns (like places & names) should always be in title case.

## color

Because our color palette is so broad, it is important to ensure there is plenty of contrast for legibility. Use the below guide to determine what color to use, based on your background color.

If the background is:	use text that is:
<b>blue</b>	<b>white</b> or <b>lime</b>
<b>lime</b>	<b>black</b> or <b>deep blue</b>
<b>grape</b>	<b>white</b> or <b>lime</b>
<b>deep blue</b>	<b>white</b> or <b>lime</b>
<b>dusty blue</b>	<b>white</b> or <b>light blue</b>
<b>teal</b>	<b>white</b> or <b>light blue</b>
<b>light blue</b>	<b>black</b> or <b>deep blue</b>
<b>sea foam</b>	<b>black</b> or <b>deep blue</b>
<b>grass</b>	<b>white</b> or <b>deep blue</b>



# photography principles

our photography should:

Represent an entrepreneurial spirit.

Show authentic, candid moments.

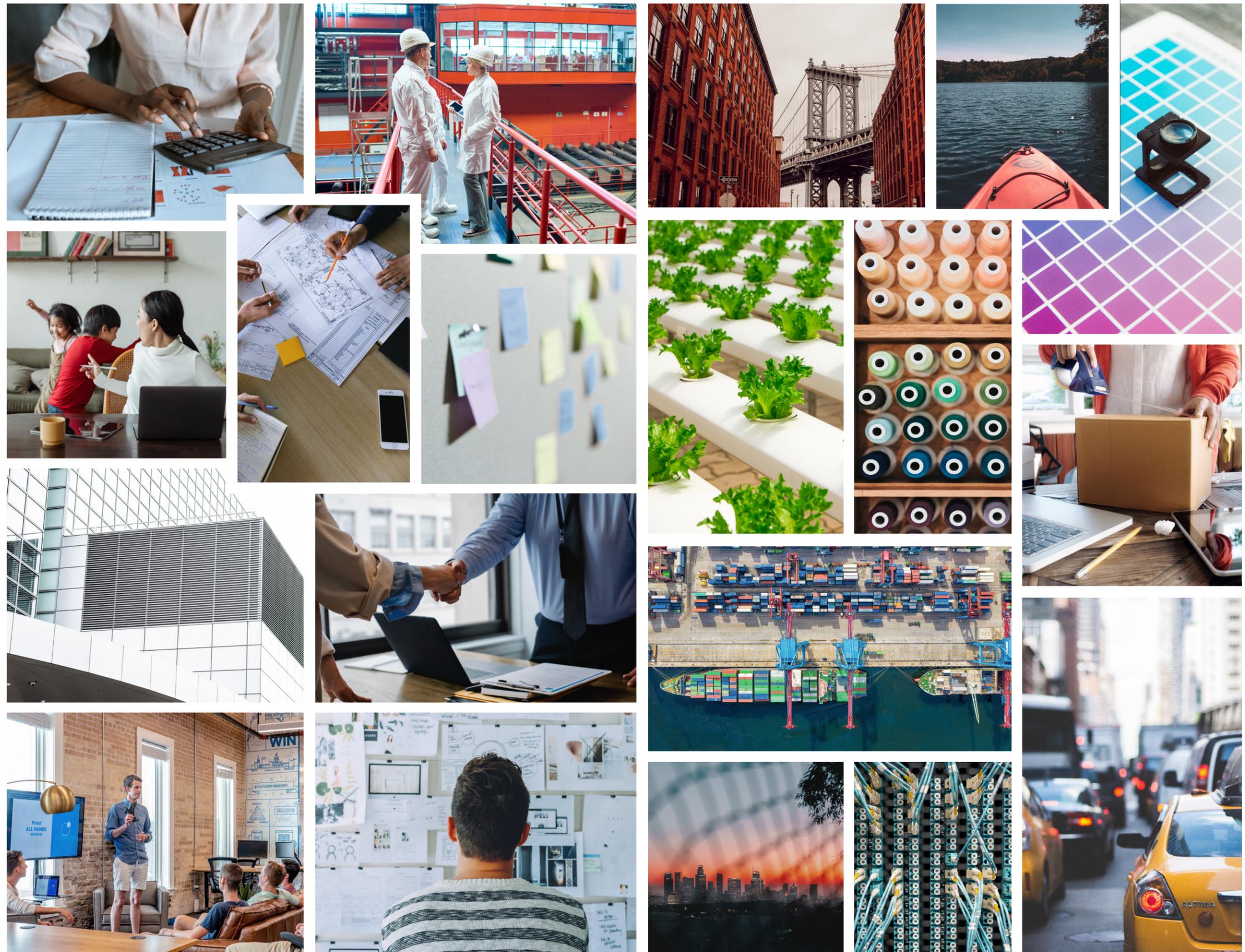
Incorporate a range of expertise (supply chain, operations, finance and manufacturing) in beautiful, artistic ways.

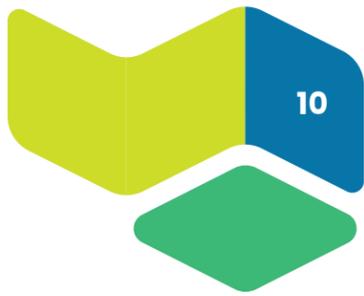
Utilize imagery that features subtle patterns or geometric shapes.

Use full color (not black and white) with a slightly muted/faded treatment and warm tonality.

Be diverse in age, gender, business scale, industry and location.

Represent our range of clients and their industries (tech, medical devices, CBD, food, pet, investments, etc.).

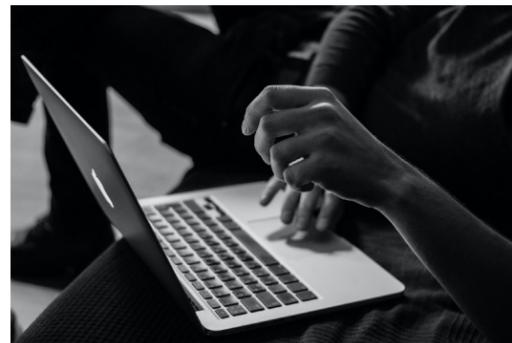


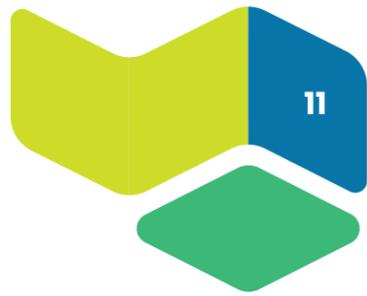


# 10 photography principles

## do not use photography that:

- ⊘ Feels cheesy, staged or inauthentic.
- ⊘ Uses strong, distracting colors, filters or overlay treatments.
- ⊘ Features people looking directly at the camera.
- ⊘ Feels high-end or editorial.
- ⊘ Features curated lay-flats of tools that feel sterile and don't incorporate people.
- ⊘ Shows people in distress.
- ⊘ Casts a bad light on manufacturing and logistics (appearing as big, polluting factories, etc.).
- ⊘ Utilizes typography or graphics to tell the story behind the image.





# graphic elements

Blocks of color can be used as a framing device, to separate content or to bring attention. Always use rounded corners on at least two corners of a rectangle or square. Shapes can bleed off the page.



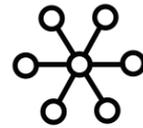


## graphic elements

Use the following icons to help express our capabilities and services.



**supply chain design**



**outsourced operations**



**international trade**



**cost optimization**



**training & advising**

---

### creating more icons:

When creating new icons, be sure to follow the same aesthetic as our current set of icons:

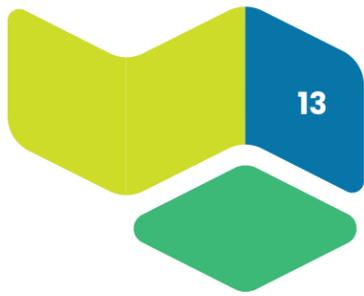
- Use smooth lines and minimal color fill.
- Use rounded corners.
- Keep icons recognizable and simple.

### using the icons:

Icons should always appear in black or white.

Icons should always be accompanied with their text descriptor (i.e., “cost optimization”).

They should appear on a solid background or over-top of images that don't diminish their legibility.



# 13 graphic elements

The colorful blocks within the izba logo represent moving parts, fitting perfectly together to create a strong system. These blocks should be utilized as background elements, containment devices and graphic treatments within layouts. The following groupings have been approved for use.

## background elements

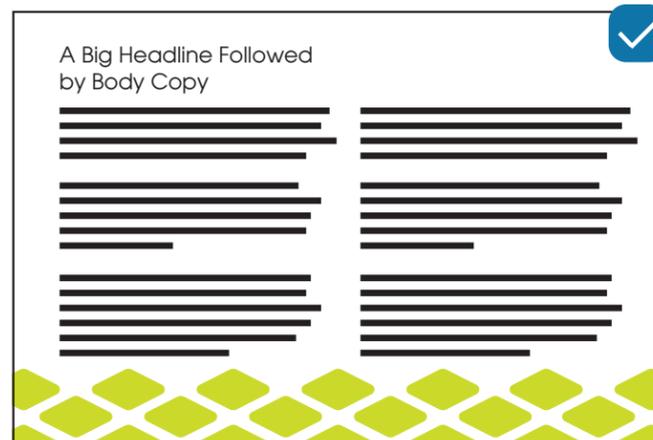
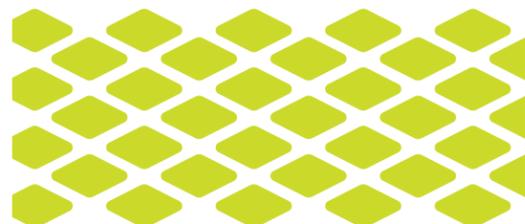
The **disintegrating corner pattern** should bleed off of two edges from your layout and not intersect with any copy. The pattern should cover no more than 1/4 of the layout.

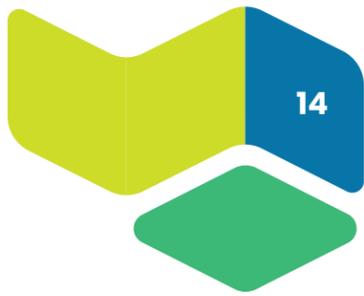


The **ombre background pattern** should be used to add a splash of color and be kept clean. Never place text on top of this pattern. It can be used across as much of your layout as desired.



The **scales background pattern** can be used to add texture and eye relief to a layout. It should be used to house images or text and should not overlap with any text.





14

# graphic elements

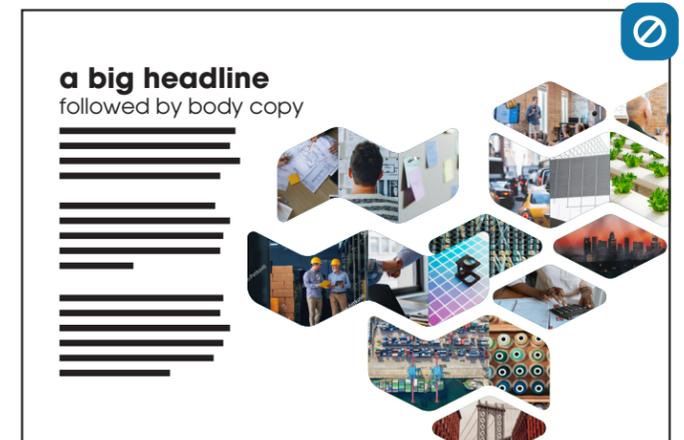
The colorful blocks within the izba logo represent moving parts, fitting perfectly together to create a strong system. These blocks should be utilized as background elements, containment devices and graphic treatments within layouts. The following groupings have been approved for use.

## other graphic treatments

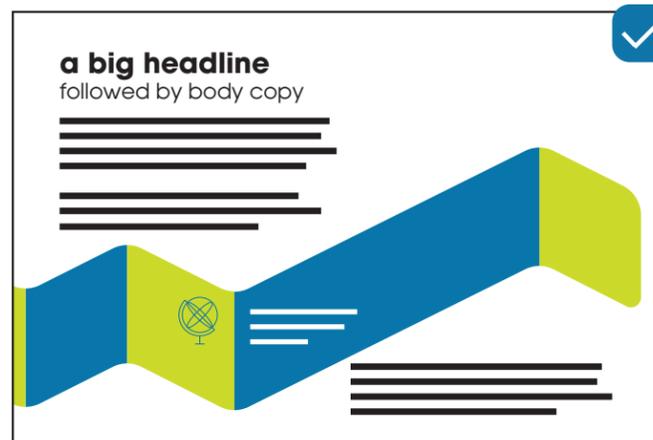
These **building block** elements can be used to help direct eye flow across layouts, like using them as a lead-in to a headline or a bookend next to a CTA.



The **story block** element should be used to highlight the organization, planning and execution behind our capabilities. The different compartments of the graphic can be used to house up to five images.



The **extended block** element can be used as a visual break within layouts and contain key information call outs.





# tone of voice

**who we are** :: In written and audible form, we have a cohesive brand voice.

## IZBA is

straightforward :: warm :: authentic :: passionate

---

We have a reputation for our expertise, but we don't wear a chip on our shoulders. We have a history of successful startup launches and have shown thought leadership within the industry. We're eager to help you succeed because we're passionate about our clients' business and products.

---

## writing style

We're helpful and cheerful because we come from a place of genuine care. Though we're grounded in industry knowledge and expertise, we're not boastful or judgmental. We won't tip toe around what we can do to help you because we understand how valuable your time is. Never afraid to roll up our sleeves, we speak plainly and we get to the point.

### we are

**compassionate**  
**diplomatic**  
**earnest**  
**empathetic**  
**fair**  
**sincere**  
**thoughtful**

### we are NOT

**accusatory**  
**patronizing**  
**apathetic**  
**arrogant**  
**cynical**  
**docile**



## tone of voice

**brand character** : : Every touch point of our brand ladders up to consistent personality traits.



## brand archetype who is our spirit animal?

### the sage

“The Sage is a seeker of truth, knowledge and wisdom. Their drive comes from the desire to not only understand the world, but to then share that understanding with others. They are more likely to pass on their wisdom to someone who can use it to change the world, rather than change the world with it themselves.”

**goal:** To help the world gain wisdom and insight

**traits:** Knowledgeable, trusted source of information, wisdom and intelligence, thoughtful, analytical, mentor, guru, advisor

**marketing niche:** Help people to better understand the world, provide practical information and analysis, serves as the thoughtful mentor or advisor



# brand purpose, mission + pillars

All of the statements on this page are considered internal. They should be used as a foundational reference point for all external, client-facing communications and should help define how izba is depicted as a company.

## purpose

### why we do what we do

We want to help people make their dreams a reality.

---

## mission

### how we do what we do

We provide businesses with operational expertise to bring their ideas to fruition and ultimately, change the world. By developing our diverse team to reach their fullest potential, we position ourselves as a central hub for businesses to get off the ground. We take big company principles and apply them to smaller businesses and startups.

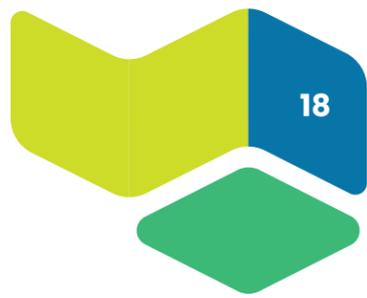
## pillars

### how we support our mission

**we are honest:** Honesty is about owning your strengths and your weaknesses... We'd rather be honest and work toward the goal, than hide behind pretenses.

**we are collaborative:** In the Supply Chain ecosystem, collaboration means more than working together — it means relying on each other to build something greater than the sum of its parts.

**we are innovative:** People change and systems have to adapt. Innovation means more than doing something new, but never stop inventing and reinventing processes.



**brand drumbeat**

**what is at the heart of what we do and how we're different**

helping unleash the potential of ideas with precise execution.

With knowledge and experience for every part of a business's life cycle, izba gives founders the mental space they need to focus on growing their business, instead of running it. We help business leaders and investors who are passionate about making products that can change lives and give support to growing companies so that they can quickly adapt and change. Through our network of experienced minds, we are able to supply budding businesses with operational support.