

INNOVIX

BRANDING GUIDELINE





ABOUT

At Innovix, we specialize in providing top-tier laptops, computer storage solutions, and an extensive range of digital products designed to meet your every need. Our carefully curated selection, combined with a commitment to excellence, ensures you'll find the perfect devices and accessories to elevate your digit-
matched reliability, competitive prices, and exceptional customer satisfaction.

CONCEPT

The logo for Innovix features a sleek, curvy, and modern typeface that reflects innovation and adaptability. Central to the design is a forward arrow, seamlessly integrated between the "i" and "x," symbolizing progress, efficiency, and forward-thinking—core values of the brand. This unique element not only creates a distinctive visual identity but also reinforces Innovix's commitment to empowering its customers with cutting-edge solutions and a future-focused mindset. The dynamic interplay of the typography

the brand's mission.

FONT

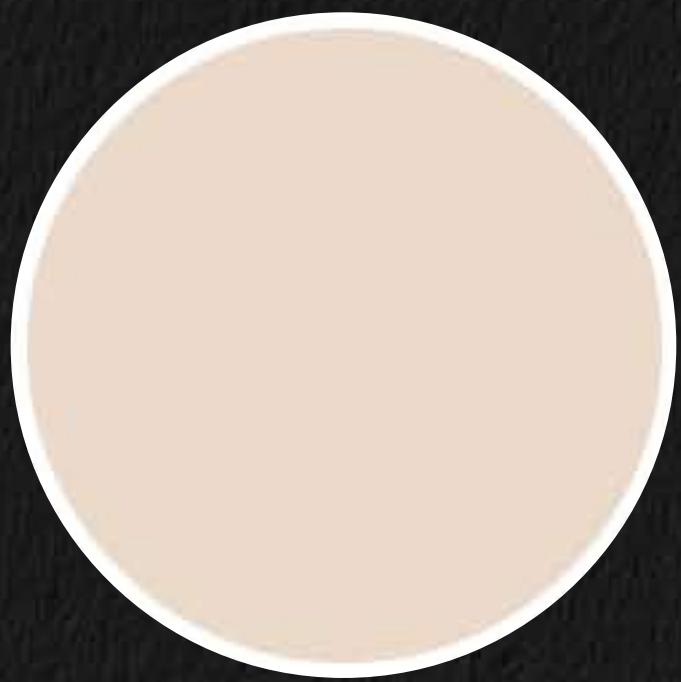
BlanQuotey

A B C D E F G H I
J K L M N O P Q
R S T U V W X Y Z

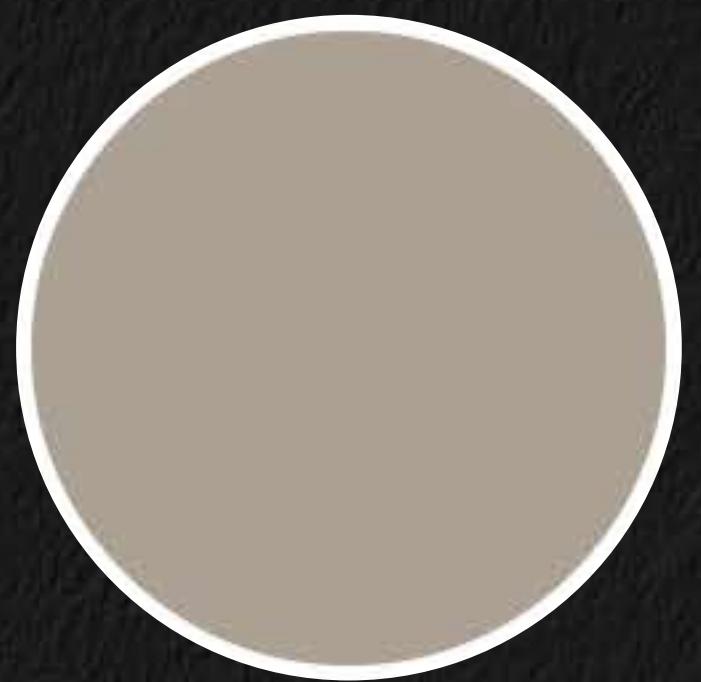
AVENIR ROMAN

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z

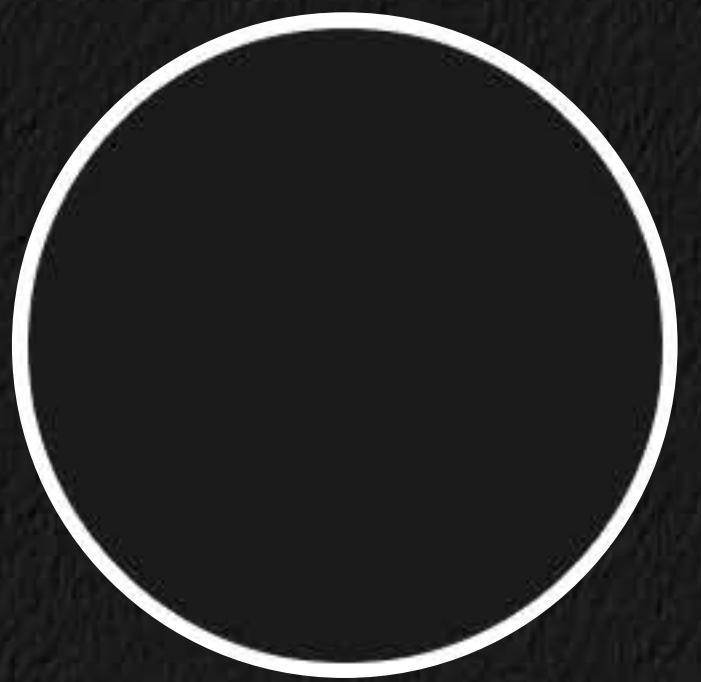
COLOR



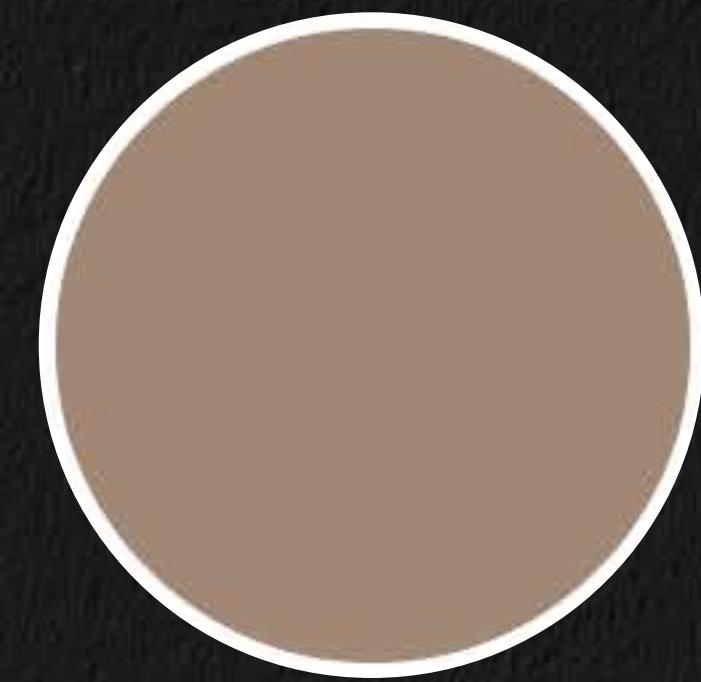
#ebdacb



#aca194



#1b1b1b



#a28875

LOGO VARIATIONS

A logo variation is a rearranged version of your primary logo design that gives your brand the flexibility to show up consistently, and recognizably, in different placements.

Logo variations can include a range of colors, sizes, and formats, but there are three main logo variations every brand needs. A brand identity designer should design you at least three non-negotiable logo variations to help your brand show up and look consistent no matter where you place it.



SECONDARY LOGO

Innovi-X



SUBMARK LOGO

PRIMARY LOGO

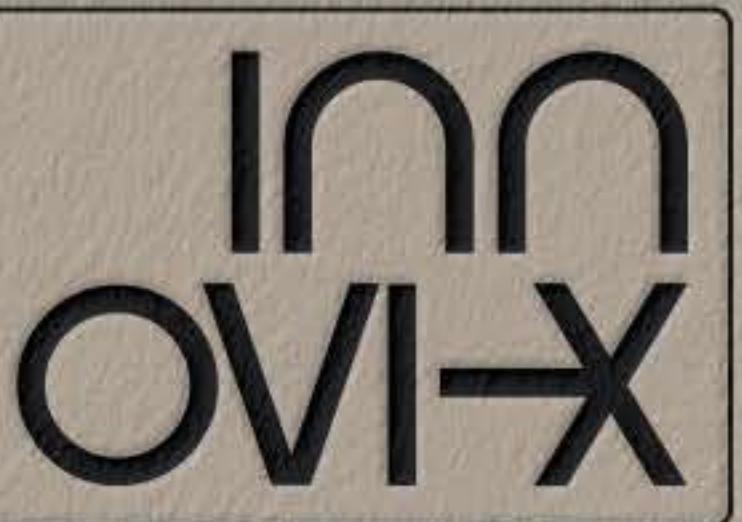
The primary logo is the main graphic that represents your business and is used most often.

When designing the primary logo, our goal is to communicate who you are, what you offer, or where you operate. This logo may include your company's tagline, category or geographic location.

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SECONDARY LOGO

The secondary logo is a simplified version of the primary logo. This design may eliminate or rearrange the elements to improve readability in small sizes. Secondary logos are intended for online use or when you must resize your logo to small formats.



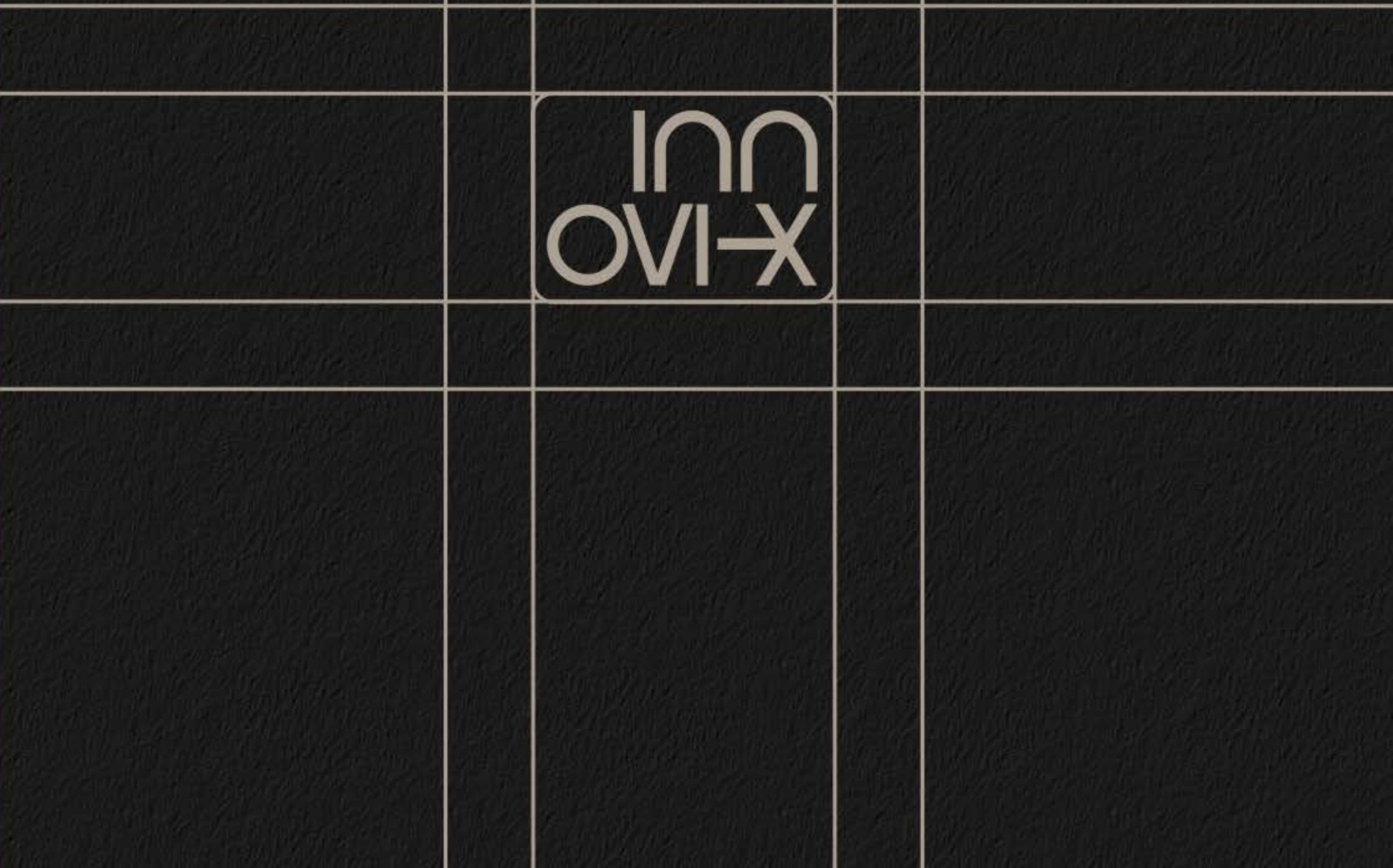
SUBMARK LOGO

A sub-mark logo is a stripped down graphic of your main logo. The sub-mark typically does not include text or the full name of the business. Instead, the sub-mark logo is a graphical shape, drawing, or icon that represents your business. The sub-mark logo is used when the design must be resized to extremely small formats or to help communicate your brand quickly. Reading the text on a logo takes time, help your customers quickly identify and remember you with a well designed sub-mark logo.



LOGO SPACE

Standards should be set to distinguish the space around the logo which is referred to as clear space. This helps ensure the distance from other design elements that surround the logo. Ultimately, clear space increases the visibility and impression on the audience.





innovex



MOCKUPS

VISUALISE YOUR BRAND

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KINO INN

Innovi-X



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