

infopulse

VERSION 2.0

The Infopulse brand guidelines_

April 2023



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1.0

The main part

1.1 LOGO

Description

Meaning

Original (colour) version

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Free area around the logo

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Use of the logo (Do's & Dont's)

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1.2 COLOURS

Description

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Colour palette

Features of usage

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Primary and Alternative Fonts

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1.1

Logo

DESCRIPTION

The logo is a central element of the Infopulse corporate identity. Therefore it is important for us to make sure it is used correctly. The Infopulse logo is simple and concise and is the original text representation of the company name.

The image shows the Infopulse logo centered within a light blue rectangular area. This area is overlaid on a white background with a dashed gray grid. The logo itself consists of the word 'infopulse' in a lowercase, sans-serif font. The 'i' is dark gray and has a small green dot above it. The remaining letters 'nfopulse' are a solid blue color. The grid lines are spaced evenly, with the logo text spanning across several grid units.

MEANING

The logo helps us communicate with customers, partners and professionals in an appropriate way by conveying key messages:

1. We are a pulse of IT:

The colours visually divide the logo into two semantic parts: info (Information Technologies) and pulse.

2. We are a digital company with a human face:

The blue and grey colours of the logo symbolise business and information technology. Green is for humanity, openness and sustainability.

3. We always dot the «i»:

The green dot over the "i" is an accentuating element of the logo. We dot the "i": we maintain high standards in everything we do, provide quality services and always live up to our customer's expectations and win their trust.



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THE ORIGINAL (COLOURED) VERSION OF THE LOGO

The colour version of the logo is the preferred colour version, which is used on a light-coloured background. It combines three corporate colours: green, blue and dark grey. The technical specifications are as follows:



CMYK: 84 46 21 2

RGB: 41 120 161

Pantone: 647C

Web: 2978A1



CMYK: 51 0,5 99 0

RGB: 139 197 63

Pantone: 376C

Web: 8BC53F



CMYK: 66 58 57 38

RGB: 75 76 76

Pantone: Black 7C

Web: 4B4C4C

MONOCHROME VERSIONS OF THE LOGO

There are several monochrome versions of the logo, the use of which depends on the background colour and the design. When selecting a version, always consider the following criteria: readability, clarity, legibility and impact.



The green dot version is another logo variation, designed for use on dark backgrounds in all communications materials.

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The inverse (white) version is intended for use on dark or coloured backgrounds and photos.

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infopulse

The black version is for use on white or light backgrounds when printed in black and white.

infopulse

The blue, green and dark grey version of the logo is used on a light background.

infopulse

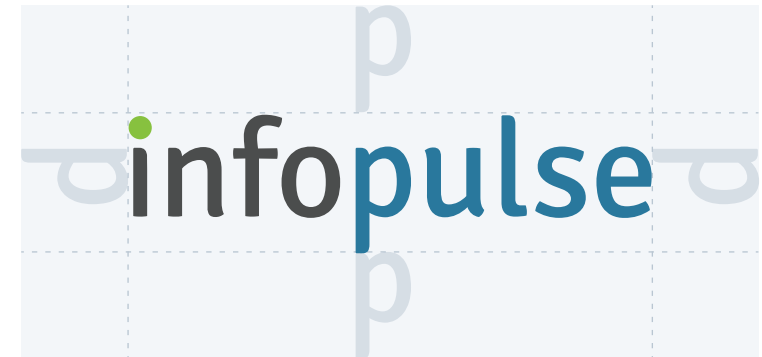
The blue and green versions are used for printing in one colour in cases where the dark grey logo is not attractive enough.

infopulse

FREE ZONE AROUND THE LOGO

In order to ensure that the logo is visible and not affected by other elements, we leave a free zone around it. There should be no graphic elements or text in this zone.

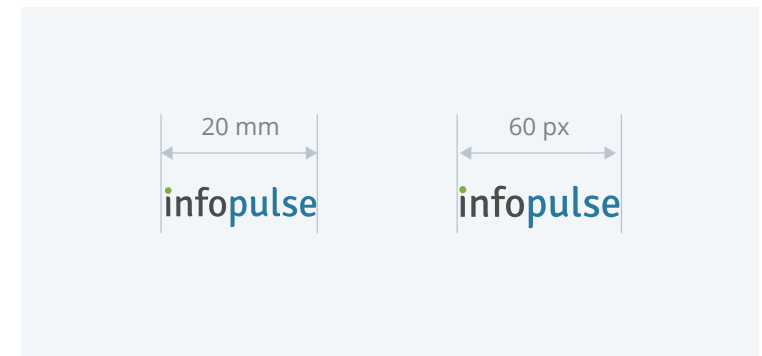
The minimum size of the margins around is equal to the height of the letter "p". Wherever possible, try to leave more free space than the minimum allowed.



MINIMUM LOGO SIZE

In order to avoid problems with the correct display of the logo when scaling down, it's not recommended to make it smaller than the minimum size.

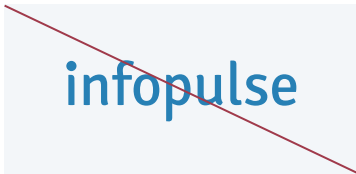
The recommended minimum size for printing: 20 mm. Recommended minimum size for digital use: 60 px.



USE OF THE LOGO (DO'S & DON'TS)

The proportions, colours, location and components of the logo must remain unchanged. Here are some examples of unacceptable use.

Do not use any colours other than the main corporate colours



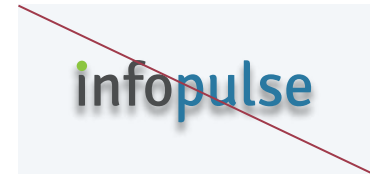
Do not use any colour combinations other than those approved



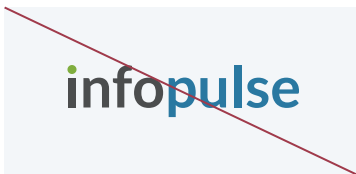
Do not use a bitmap version of the logo



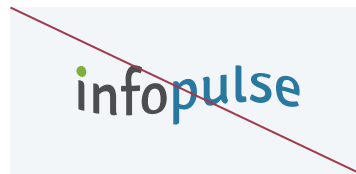
Do not add shadows under the logo and do not use any graphic effects



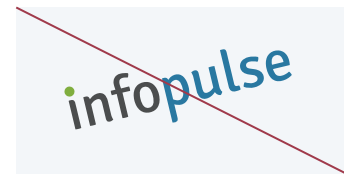
Do not write the logo in any other font than the original one



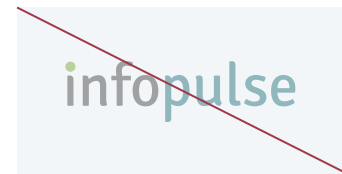
Do not deform the logo



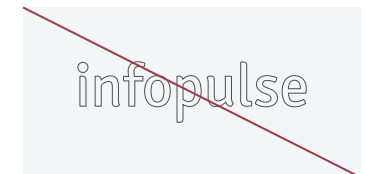
Do not rotate the logo



Do not make the logo transparent



Do not use any contouring



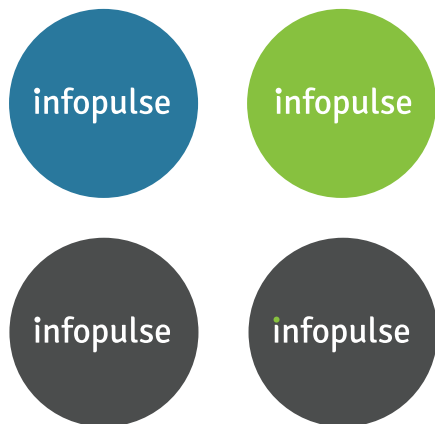
LOGO LOCATION REGULATIONS ON THE BACKGROUND

If you need to place the logo on a coloured background, use the inverse version of the logo. An inverted version

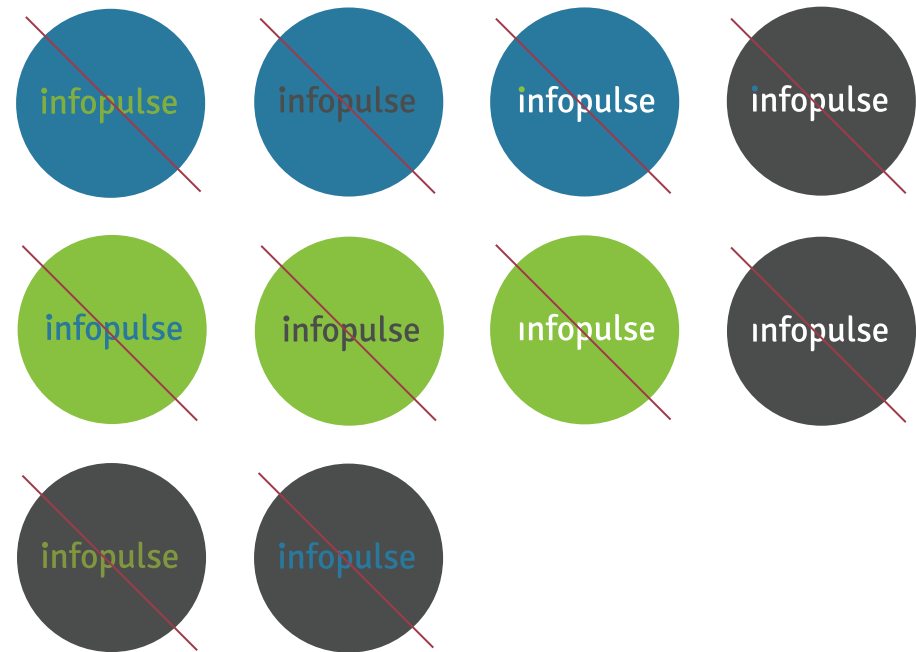
is also used with a dark grey background and a green dot in letter "i".

Never use a blue, green or dark grey logo on a coloured or dark background.

Approved colour combinations:



Prohibited colour combinations:



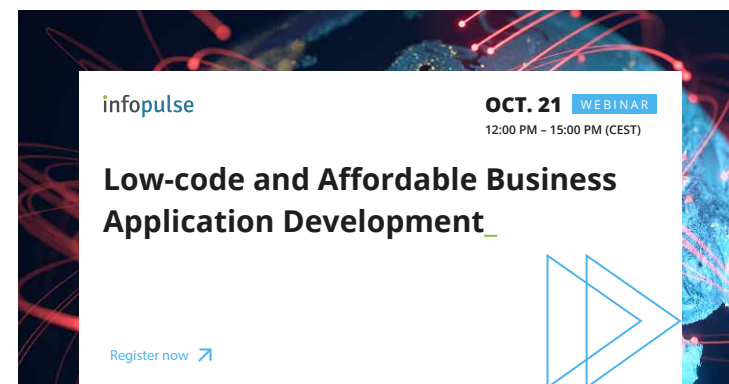
1. Use the coloured logo only on light-coloured photos.



2. Do not use a white logo on a background that may affect its visibility.



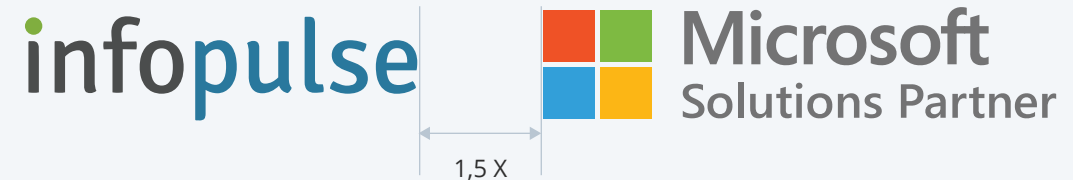
3. If you need to place the white logo on a light background or a coloured logo on a coloured background, use a coloured vertical bar in the image. Partial overlapping of the image is allowed.



PARTNERSHIP AND COBRANDING

Where Infopulse works in partnership with other companies and organisations, it may be necessary to create a logo lockup. Follow these guidelines to ensure that each logo is properly displayed.

1. It is recommended that the Infopulse logo is placed first, on the left side.
2. The minimum distance between logos must be at least 1.5 times the size of the safe zone.
3. In terms of hierarchy, both logos are equal, so they should have the same visual weight.



PARTNERSHIPS AND CO-BRANDING

In some cases it may be necessary to show the Infopulse connection with the parent company Tietoevry. Use a logo with the tagline "Part of Tietoevry".

Upload the logo or follow these rules when placing the tagline.

1. The tagline "Part of Tietoevry" is placed below the logo.
2. The distance between the logos and the tagline must be $\frac{1}{3}$ of the safe zone.
3. The width of the tagline must be no larger than the width of the logo.
4. Use Open Sans Regular font for the tagline.
5. The font size of the tagline should be visually smaller than that of the logo.
6. Use a corporate grey colour for the tagline.

The logo for Infopulse, featuring the word "infopulse" in a sans-serif font. The "i" is dark grey, and the "nfo" is dark grey, while "pulse" is in a blue color. The dot on the "i" is a small green circle.

Part of Tietoevry

USE OF CAPTIONS UNDER THE LOGO

The following captions may be used with the logo: "Global IT Provider", "Global IT Service Provider", "Ukraine", "Poland", "Bulgaria", "Brazil", "Germany", "Europe",

1. The caption "Global IT Service Provider" should be used whenever possible, and especially if it is required to:
 - increase overall brand awareness outside the IT community (e.g., when the company sponsors non-IT events);
 - emphasize the company's global and international presence.



infopulse
Global IT Service Provider



infopulse
Global IT Provider

2. The captions "Ukraine", "Poland", "Bulgaria", "Brazil", "Germany", "Europe" are used when it is important to emphasize the geographical location of the company offices. The use of the logo with such signatures will be advisable, for example, in the interior design or on souvenirs dedicated to the opening of a new office.

The Infopulse logo, consisting of the word "infopulse" in a blue sans-serif font with a small green dot above the 'i', is centered above the word "Ukraine" in a smaller, grey sans-serif font.

infopulse
Ukraine

The Infopulse logo, consisting of the word "infopulse" in a blue sans-serif font with a small green dot above the 'i', is centered above the word "Poland" in a smaller, grey sans-serif font.

infopulse
Poland

The Infopulse logo, consisting of the word "infopulse" in a blue sans-serif font with a small green dot above the 'i', is centered above the word "Bulgaria" in a smaller, grey sans-serif font.

infopulse
Bulgaria

The Infopulse logo, consisting of the word "infopulse" in a blue sans-serif font with a small green dot above the 'i', is centered above the word "Brazil" in a smaller, grey sans-serif font.

infopulse
Brazil

The Infopulse logo, consisting of the word "infopulse" in a blue sans-serif font with a small green dot above the 'i', is centered above the word "Germany" in a smaller, grey sans-serif font.

infopulse
Germany

The Infopulse logo, consisting of the word "infopulse" in a blue sans-serif font with a small green dot above the 'i', is centered above the word "Europe" in a smaller, grey sans-serif font.

infopulse
Europe

1.2

Colours

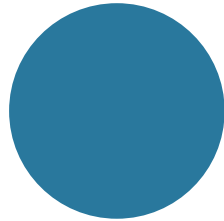
DESCRIPTION

Just like a logo, colour is part of the brand identity. The Infopulse brand palette consists of the blue, green and graphite colours and their shades. An additional accent colour is orange. These colours are fundamental to the design of business merchandise, promotional and souvenir products, external and internal materials.

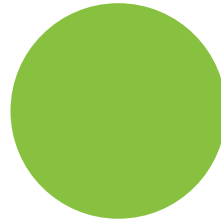
Use the PANTONE palette for products not requiring full colour printing. The option of printing from a CMYK palette is available. The RGB palette is used in the digital space (for web sites, email newsletters, presentations, social media).

Use the correct colour specifications when creating any Infopulse brand material.

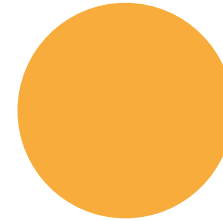
PRIMARY COLORS



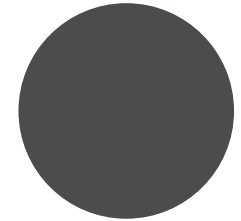
CMYK: 84 46 21 2
RGB: 41 120 161
Pantone: 647C
HEX: 2978A1



CMYK: 51 0,5 99 0
RGB: 139 197 63
Pantone: 368C
HEX: 8BC53F

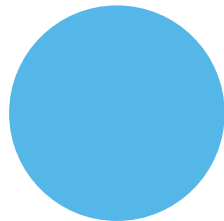


CMYK: 0 35 87 0
RGB: 251 176 59
Pantone: 1365C
HEX: FBB03A

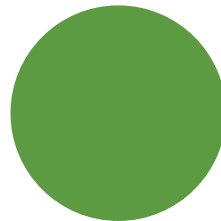


CMYK: 66 58 57 38
RGB: 75 76 76
Pantone: Black 7C
HEX: 4B4C4C

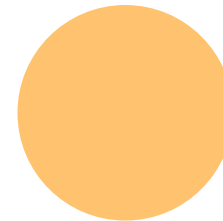
SECONDARY COLOURS



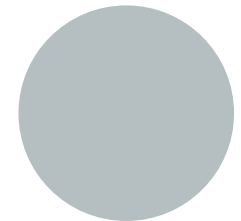
CMYK: 59 10 0 0
RGB: 76 185 241
Pantone: 298C
HEX: 4CB9F1



CMYK: 69 18 100 4
RGB: 92 154 12
Pantone: 363C
HEX: 5C9A0C



CMYK: 0 24 65 0
RGB: 255 198 110
Pantone: 1355C
HEX: FFC66E



CMYK: 30 19 20 0
RGB: 181 190 192
Pantone: 5517C
HEX: B5BEC0

PALETTE OF COLOURS



Pantone: 363C	Pantone: 369C	Pantone: 368C	Pantone: 367C	Pantone: 366C	Pantone: 7485C	Pantone: 7485C
CMYK: 69 18 100 4	CMYK: 61 9 100 0	CMYK: 51 0,5 99 0	CMYK: 41 0 82 0	CMYK: 27 0 53 0	CMYK: 17 0 33 0	CMYK: 7 0 15 0
RGB: 92 154 12	RGB: 116 176 38	RGB: 139 197 63	RGB: 162 212 94	RGB: 191 223 149	RGB: 214 234 188	RGB: 235 245 222
HEX: 5C9A0C	HEX: 74B026	HEX: 8BC53F	HEX: A2D45E	HEX: BFDF95	HEX: D6E9BC	HEX: EBF5DE



Pantone: 7546C	Pantone: 7700C	Pantone: 647C	Pantone: 660C	Pantone: 298C	Pantone: 636C	Pantone: 656C
CMYK: 90 70 51 49	CMYK: 89 54 33 11	CMYK: 84 46 21 2	CMYK: 71 26 5 0	CMYK: 59 10 0 0	CMYK: 33 2 0 0	CMYK: 9 0 0 0
RGB: 27 51 67	RGB: 30 100 130	RGB: 41 120 161	RGB: 60 154 204	RGB: 76 185 241	RGB: 161 218 248	RGB: 226 244 253
HEX: 1B3343	HEX: 1E6482	HEX: 2978A1	HEX: 3C9ACC	HEX: 4CB9F1	HEX: A1DAF8	HEX: E2F4FD

PALETTE OF COLOURS



Pantone: 151C	Pantone: 1495C	Pantone: 1365C	Pantone: 1355C	Pantone: 7507C	Pantone: 7506C	Pantone: 7401C
CMYK: 1 59 100 0	CMYK: 0 48 97 0	CMYK: 0 35 87 0	CMYK: 0 24 65 0	CMYK: 0 19 39 0	CMYK: 1 13 25 0	CMYK: 0 5 15 0
RGB: 244 131 8	RGB: 252 151 31	RGB: 251 176 59	RGB: 255 198 110	RGB: 255 210 161	RGB: 252 222 190	RGB: 255 239 215
HEX: F48308	HEX: FC971F	HEX: FBB03A	HEX: FFC66E	HEX: FFD2A1	HEX: FCDEBE	HEX: FFEFD7



0 0 0	29 30 30	75 76 76	136 136 136	181 190 192	215 220 226	245 245 245	255 255 255
#000000	#1D1E1E	#4B4C4C	#888888	#B5BEC0	#D7DCE2	#F5F5F5	#FFFFFF

USAGE DETAILS

1. Use secondary colours to create accents, such as the colour of buttons on web pages.

Action button

2. Use shades of primary colours to create a variety effect in your design.



3. Use the primary colour palette to create hierarchy and visual accents in the typography.

Managed Services

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Optimize your costs and improve the efficiency of your IT infrastructure by leveraging innovation and a focus on high-quality service design.

Cloud adoption is inevitable for every business that wants to stay relevant and competitive. DevOps creates a collaborative environment to improve efficiency, shorten development lifecycles, and accelerate time to market. Together, these workflows are revolutionizing our approach to cloud development.

Cloud & Infrastructure | Security

1.3

Typography

THE BASIC AND ALTERNATIVE FONT

The corporate font for the design of all information, image and advertising materials is Open Sans, a minimalistic grotesque with straight forms and a neutral, yet cordial look.

In cases where the main font cannot be used, such as in letters, PowerPoint presentations and other Microsoft templates, use Arial.

Aa Bb Cc 1 2 3

Open Sans Light

Aa Bb Cc 1 2 3

Arial Regular

Aa Bb Cc 1 2 3

Open Sans Regular

Aa Bb Cc 1 2 3

Arial Bold

Aa Bb Cc 1 2 3

Open Sans Bold

FEATURES OF TYPOGRAPHY

In general, a typographic style can be described as minimalist, bright and light. Here are some rules to follow when designing your text:

1. Use Light, Regular, Semi Bold and Bold fonts to build a visual hierarchy.

Open Sans Light

Open Sans Regular

Open Sans Semi Bold

Open Sans Bold

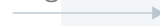
2. In most communications, use Regular for the main text, highlight important parts of the text in Semi Bold or Bold, and use the rest of fonts for headings and subheadings.

Semi Bold



Defeating Complex Thinking in IT

Regular



Wage arbitrage is not the most important factor, when considering outsourcing versus insourcing of software design and development.

3. Use a corporate colour palette; 4. but make sure there is sufficient contrast between the text and the background.



4. Use shades of grey for the main text to keep the typing light. For example: #1D1E1E.

Defeating Complex Thinking in IT

Wage arbitrage is not the most important factor, when considering outsourcing versus insourcing of software design and development.

5. In most cases, use an interlineation that is within 150%. As a general rule of thumb, the larger the font size, the lower the line spacing.

Wage arbitrage is not the most important factor,
when considering outsourcing versus insourcing
of software design and development.

2.0

Visual language

3.1 GRAPHIC ELEMENTS

Underline symbol

Pulsating lines

3.2 ICONOGRAPHICS

Description

Main icons

Secondary icons

3.3 ILLUSTRATIONS

Use of colours

Composition

People and characters

3.4 PHOTOS

2.1

Graphic elements

UNDERLINE SYMBOL

The underline – the symbol is usually recognised by developers as the one signalling that the system is ready to accept commands.

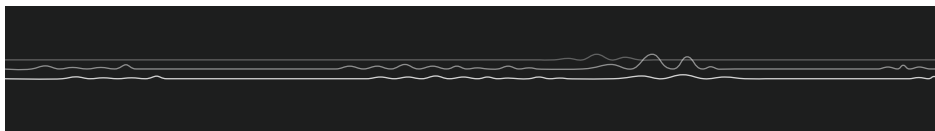
It is always corporate green on a white or dark grey background. It also appears next to the last word of a phrase or headline.

A close-up of the underline symbol, which is a small green horizontal line with a dot in the middle, set against a dark background. A white box highlights the symbol, and a line connects it to the white box in the previous image.

nology Trends
Dominate
in 2023_

PULSATING LINES

The logo has two semantic parts: info (Information Technologies) and pulse. The pulsating lines element strengthens the second part of the name and symbolises the ability to keep abreast, to develop dynamically, to innovate and to create the future together with specialists,



The thickness of the lines may vary. It is important that these lines do not repeat the trajectory of one another.



The lines are placed on top of one another with the corresponding 80 %, 50 % and 20 % transparency from bottom to top.

customers and partners.

The pulsating lines are made up of three lines placed one on top of the other. They can be white on a dark grey background or vice versa.

The colours of the lines for printing on paper and on souvenir products:



Pantone: Cool Gray 3C



Pantone: Cool Gray 7C

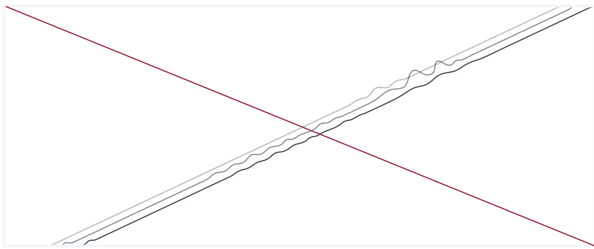


Pantone: Cool Gray 10C

DO'S & DON'TS

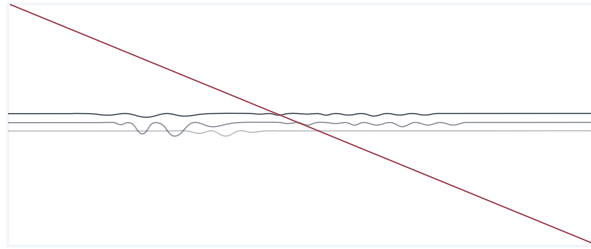
1.

Pulsating lines are always placed horizontally. They must not be placed at an angle or vertically.



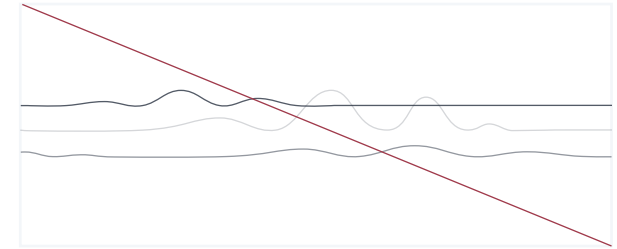
2.

The lines must not be rotated to keep the trajectory of the lines from jumping down.



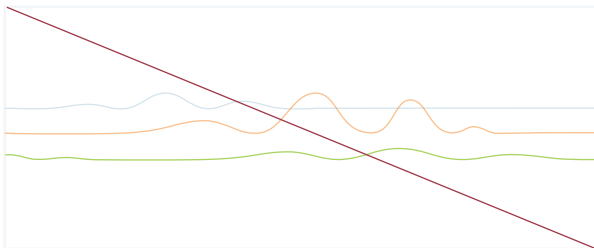
3.

The order of opacity should not be changed.



4.

Line colours other than white or black must not be used.



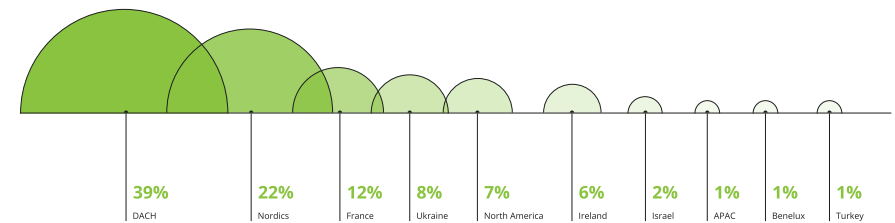
CIRCLE

A circle is an additional graphic element represented by a subtle brand colour outline according to the background on which it is set.

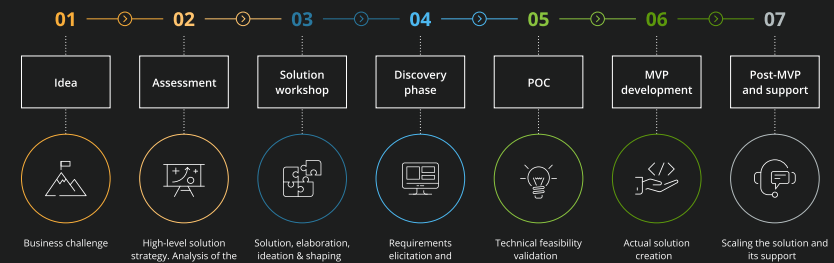
The circle can be used as the main form of infographics or to complement diagrams or as a frame for photographs.



02 Customers distribution by region, 2020



Engagement path_

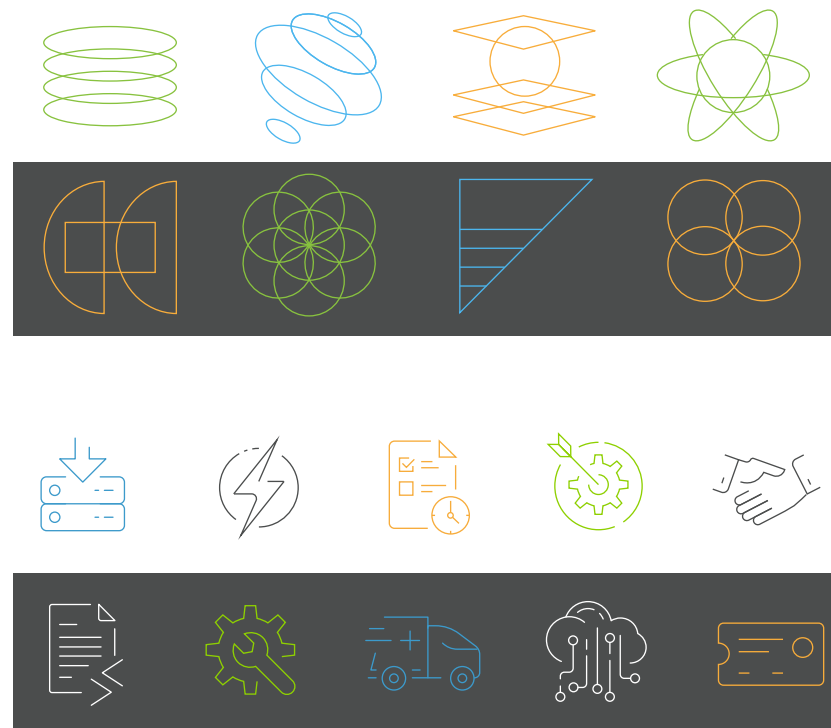


2.2

Iconographics

DESCRIPTION

Infopulse icons are contoured (Outlined), single-coloured, with or without distinctive breaks. Their style can be described as light, elegant and airy.



MAIN ICONS

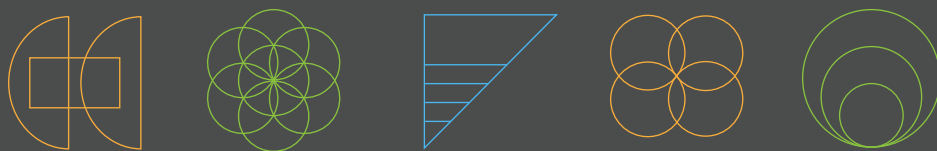
The icons of the company values and guidelines are composed of abstract geometric compositions.

They can be one of the basic colours on a dark grey or white background.

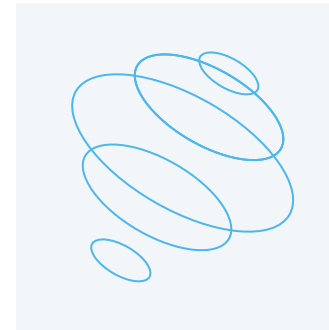
Vision



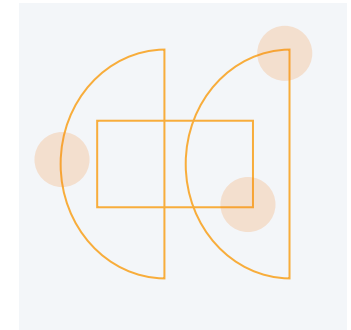
Solutions



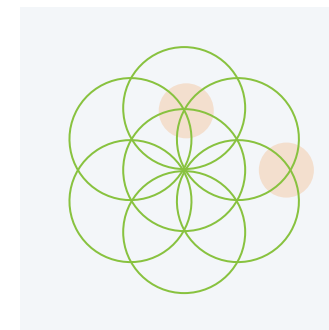
Only one thickness of line



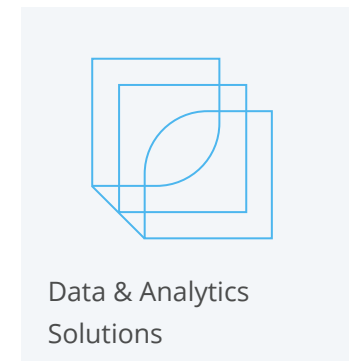
Sharp and rounded geometric shapes



Line crossing of figures is allowed



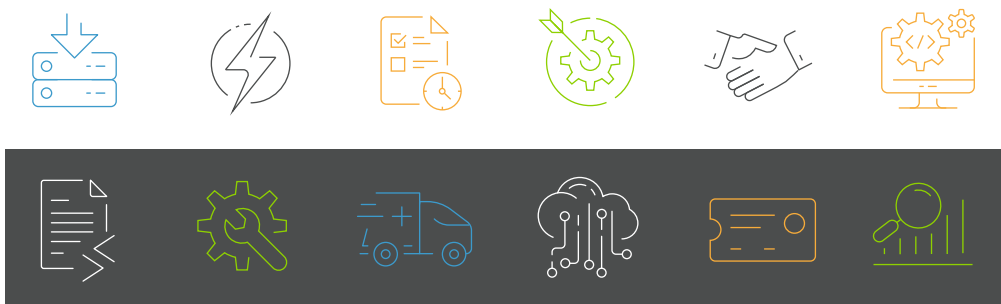
Abstract icons are used as a graphic complement to the design.



ADDITIONAL ICONS

Additional icons are designed to add texts with graphical content and show direct meaning, unlike the main icons.

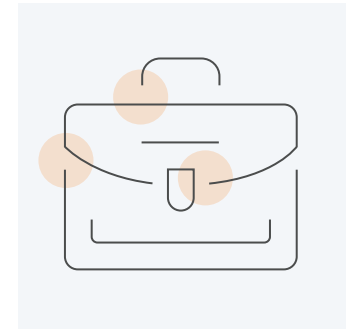
They can be either one of the primary colours or white on a light or dark background.



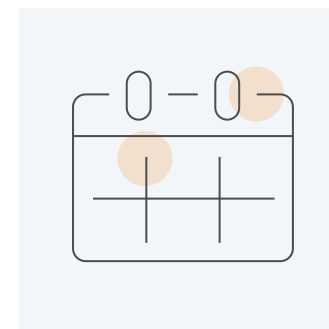
Only one line thickness



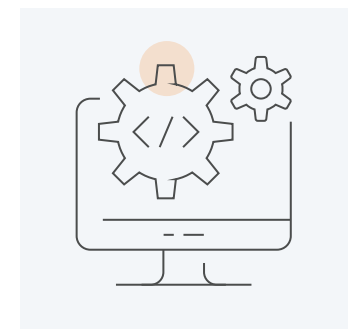
Presence of broken lines (Open line)



Rounded line ends



Rounded line junctions and corners



2.3

Illustrations

DESCRIPTION

Illustrations are part of the visual language of the brand and are used when photographs cannot fully convey an idea or concept.

Whether creating illustrations from scratch or working from stock images, it is important to use our corporate colour palette and adhere to the common corporate style.

The content of the illustrations should always be politically and socially neutral.



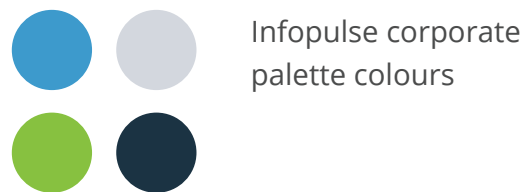
COLOURS



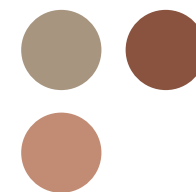
Give preference to flat colours from our company palette (see section Colours). Gradients are only used in the background if justified by the idea or composition.

Illustrations are not always limited to the use of the brand palette. Some images require the use of colours that are not in the corporate palette. For example, there is a need for additional neutral tones for skin and hair tones.

However, at least one of the corporate colours should always be present in the illustration. Take a look at the illustration to the left. The following colours are used:



Infopulse corporate
palette colours



Examples of additional
neutral shades for skin
and hair tone



Gradient in the background

CONTENT AND COMPOSITION

Our illustrations depict technology and people communicating, working and interacting. The illustrations should be friendly, optimistic and simple enough. The idea should be easy to read, even if the illustration is visually complex.

Give preference to a dynamic composition, with plenty of free space and high contrast.



PEOPLE AND CHARACTERS

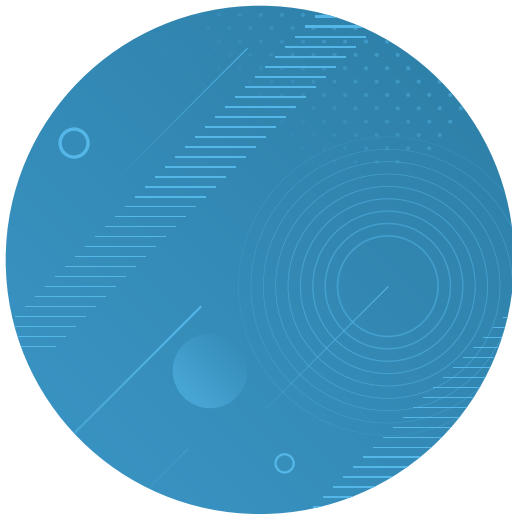
When working on images of people, give preference to rounded, soft shapes that have a more natural appearance. Make sure that the characters include people of different genders, ages, shapes, races, etc.

When preparing illustrations, choose a more concise and minimalistic style.



BACKGROUND IMAGES

For background images, neutral abstract illustrations, colour gradients of the corporate palette combined with simple geometric shapes (circle, triangle, rectangle) are acceptable.



THEMATIC IMAGES

When preparing illustrations for informal communications (postcards, birthday banners for social networks, etc.), it is acceptable to use colours that are not specified in the corporate palette, to use additional fonts for captions as well as to depict entertaining subjects.



DO'S & DON'TS

Use flat colours.



Do not use colours that are not in the corporate palette.



Ensure that all elements of the illustration are in the same style.



Do not combine colours with insufficient contrast.

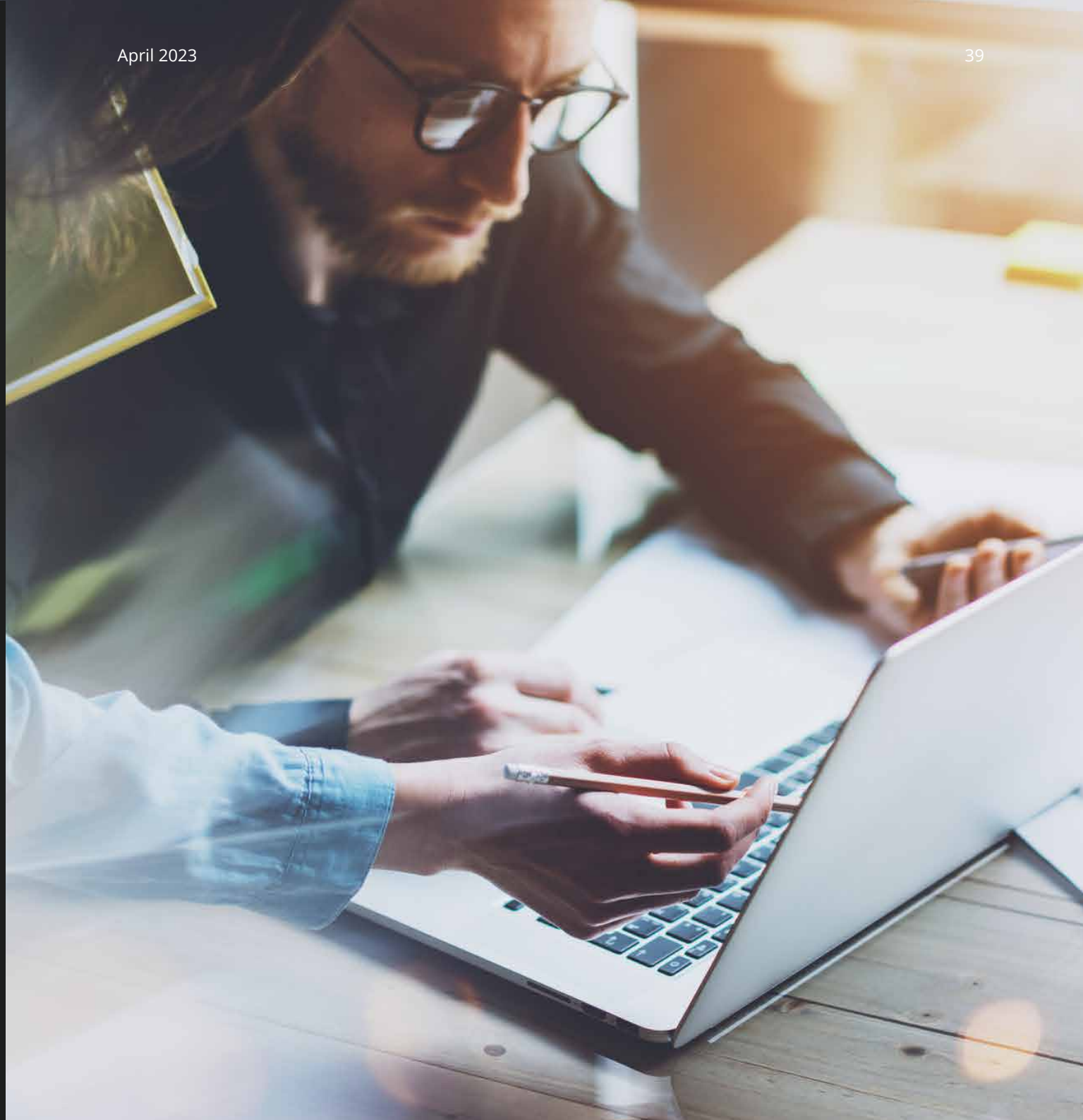


Do not overload the illustration with unnecessary details.



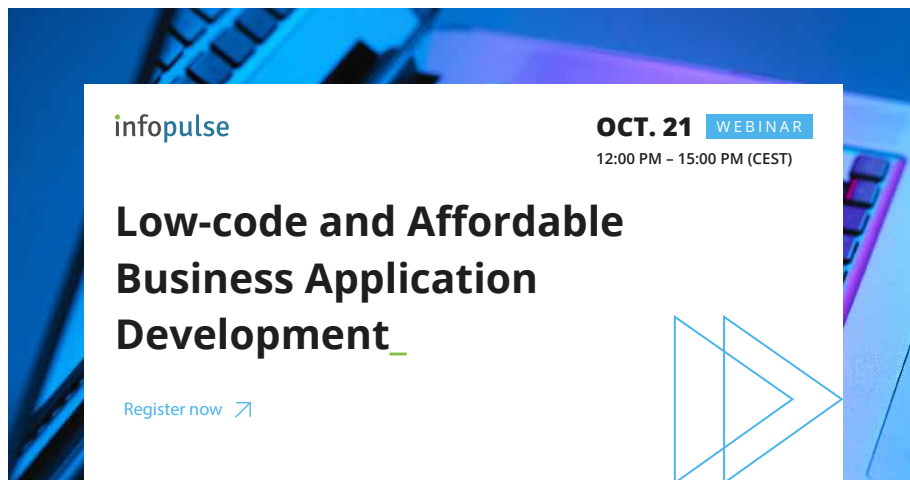
2.4

Photos



For business-oriented materials stock photos are used. The photo should illustrate the main message of the material and create an image of a large, innovative company. Priority is given to photos with positive business people and AR graphics and photos.

Partial or almost complete overlapping by the colour plate of the photo is acceptable. Select the photo so that even from its part it is clear what is in it.



DO'S & DON'TS

Here are some examples of successful and unsuccessful use of photographs.

Use photos that show technology and innovation.



Give preference to photos over vector graphics.



Use photos in a modern style.



Avoid photos that are outdated and depressing.



Do not replace photos with vector illustrations.



Do not use photos taken in an outdated style.



In addition to stock photos, the photos of the company offices, specialists, corporate events, initiatives, and souvenir products are used.



DO'S & DON'TS

Choose images that show the interaction between people and technology as well as collaboration between people in the office environment. When using pictures of professionals for informational or promotional materials, make sure you get their consent.

Avoid images showing business gestures that have become clichéd.



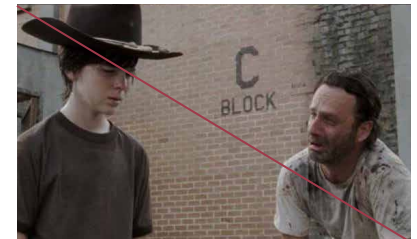
Don't use images of people with depressing character.



Don't use selfies.



Avoid using internet memes.



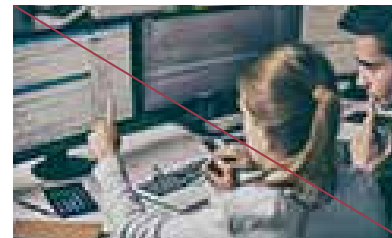
Don't use images that show excessive sexuality.



Don't use images with the weapon.



Avoid blurry and low quality images.



Не кадруйте зображення так, щоб у людей зникали повністю голова чи кінцівки.



DO'S & DON'TS OF DESIGNING JOB OPENINGS

When designing visuals for posting job openings on social networks Facebook and LinkedIn, you should follow the general recommendations given in the brand book as well as take into account the following requirements:

Choose photos that show specialists at work.



Give preference to photos with natural light.



Use the corporate Open Sans font and its different versions.



Avoid using abstract images.



Do not use photos in an outdated style.



Use only the colors available in the corporate palette.

