The Infopulse brand guidelines

April 2023
## Contents

1. **THE MAIN PART**  
   1.1 The logo  
   1.2 Colours  
   1.3 Typography

2. **VISUAL LANGUAGE**  
   2.1 Graphic elements  
   2.2 Iconography  
   2.3 Illustrations  
   2.4 Photos

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1 The logo</td>
<td>4</td>
</tr>
<tr>
<td>1.2 Colours</td>
<td>16</td>
</tr>
<tr>
<td>1.3 Typography</td>
<td>21</td>
</tr>
<tr>
<td>2.1 Graphic elements</td>
<td>25</td>
</tr>
<tr>
<td>2.2 Iconography</td>
<td>29</td>
</tr>
<tr>
<td>2.3 Illustrations</td>
<td>32</td>
</tr>
<tr>
<td>2.4 Photos</td>
<td>39</td>
</tr>
</tbody>
</table>
1.0 The main part

1.1 LOGO
- Description
- Meaning
- Original (colour) version
- Monochrome versions of the logo
- Free area around the logo
- Minimum size for the logo
- Use of the logo (Do's & Don't's)
- Partnerships and co-branding

1.2 COLOURS
- Description
- Primary and secondary colours
- Colour palette
- Features of usage

1.3 TYPOGRAPHY
- Primary and Alternative Fonts
- Features of typography
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.
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.
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 black version is for use on white or light backgrounds when printed in black and white.

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

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

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

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

The Infopulse brand guidelines | Version 2.0 April 2023 07
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 write the logo in any other font than the original one.

Do not use any colour combinations other than those approved.

Do not deform the logo.

Do not rotate the logo.

Do not make the logo transparent.

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

Do not use any contouring.

infopulse
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.
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.
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.
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.
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  12
Pantone: 1355C
HEX: FFC66E

CMYK: 30  19  20  0
RGB: 181  190  192
Pantone: 5517C
HEX: B5BEC0
## PALETTE OF COLOURS

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

- **Pantone:** 366C  
  CMYK: 27 0 53 0  
  RGB: 191 223 149  
  HEX: BFDF95

- **Pantone:** 369C  
  CMYK: 61 9 100 0  
  RGB: 116 176 38  
  HEX: 74B026

- **Pantone:** 367C  
  CMYK: 41 0 82 0  
  RGB: 162 212 94  
  HEX: A2D4E5

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

- **Pantone:** 365C  
  CMYK: 59 10 0 0  
  RGB: 161 218 248  
  HEX: A1DAF8

- **Pantone:** 366C  
  CMYK: 27 0 53 0  
  RGB: 191 223 149  
  HEX: BFDF95

- **Pantone:** 367C  
  CMYK: 41 0 82 0  
  RGB: 162 212 94  
  HEX: A2D4E5

- **Pantone:** 369C  
  CMYK: 61 9 100 0  
  RGB: 116 176 38  
  HEX: 74B026

- **Pantone:** 647C  
  CMYK: 71 26 5 0  
  RGB: 161 218 248  
  HEX: A1DAF8

- **Pantone:** 656C  
  CMYK: 9 0 0 0  
  RGB: 226 244 253  
  HEX: E2F4FD

- **Pantone:** 7485C  
  CMYK: 7 0 15 0  
  RGB: 235 245 222  
  HEX: EBF5DE
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<tbody>
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<td>RGB: 251 176 59</td>
<td>RGB: 255 210 161</td>
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<tr>
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<td>HEX: FFC66E</td>
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<tbody>
<tr>
<td>CMYK: 0 35 87 0</td>
</tr>
<tr>
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<td>RGB: 255 210 161</td>
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<td>HEX: FFD2A1</td>
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<table>
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<tbody>
<tr>
<td>CMYK: 1 13 25 0</td>
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<tr>
<td>RGB: 252 222 190</td>
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<tr>
<td>HEX: FCDEBE</td>
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<table>
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<th>Pantone: 7401C</th>
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<tbody>
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<tr>
<td>RGB: 255 239 215</td>
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<th>136 136 136</th>
<th>181 190 192</th>
<th>215 220 226</th>
<th>245 245 245</th>
<th>255 255 255</th>
</tr>
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<tbody>
<tr>
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<td>#1D1E1E</td>
<td>#4B4C4C</td>
<td>#888888</td>
<td>#B5BEC0</td>
<td>#D7DCE2</td>
<td>#F5F5F5</td>
<td>#FFFFFF</td>
</tr>
</tbody>
</table>
USAGE DETAILS

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

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

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.

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Example</th>
</tr>
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<tbody>
<tr>
<td>Open Sans Light</td>
<td>Aa Bb Cc 1 2 3</td>
</tr>
<tr>
<td>Arial Regular</td>
<td>Aa Bb Cc 1 2 3</td>
</tr>
<tr>
<td>Open Sans Regular</td>
<td>Aa Bb Cc 1 2 3</td>
</tr>
<tr>
<td>Arial Bold</td>
<td>Aa Bb Cc 1 2 3</td>
</tr>
</tbody>
</table>
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
   - Regular

   **Defeating Complex Thinking in IT**

   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.
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.
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, 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

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.
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.
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.

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.

They can be one of the basic colours on a dark grey or white background.
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.
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.
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
- Gradient in the background
- Examples of additional neutral shades for skin and hair tone
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.
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.
For background images, neutral abstract illustrations, colour gradients of the corporate palette combined with simple geometric shapes (circle, triangle, rectangle) are acceptable.
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 combine colours with insufficient contrast.

Do not overload the illustration with unnecessary details.

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

Use photos that show technology and innovation.

Avoid photos that are outdated and depressing.

Give preference to photos over vector graphics.

Do not replace photos with vector illustrations.

Use photos in a modern style.

Do not use photos taken in an outdated style.

Here are some examples of successful and unsuccessful use of photographs.
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 blurry and low quality images.

Avoid using internet memes.

Don't use images that show excessive sexuality.

Don't use images with the weapon.

Не кадруйте зображення так, щоб у людей зникали повністю голова чи кінцівки.
DO’S & DON’TS OF DESIGNING JOB OPENINGS

Choose photos that show specialists at work.

Avoid using abstract images.

Give preference to photos with natural light.

Do not use photos in an outdated style.

Use the corporate Open Sans font and its different versions.

Use only the colors available in the corporate palette.

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: