Styleguide

Contents

1. Intro

Welcome to the iMagine brandguide. This guide contains a detailed overview of all parts that make up the iMagine visual identity. You'll have a basic understanding what the building blocks are, what define them and how to use them in a coherent, uniform and structured way.

This way we protect the already built branding and can strive forward to keep improving on our visual language. Therefore, this guide is meant to be an inspiration, not so much a list of restrictions. There are some basic rules, but they should not be complicated and are not at all restrictive of creativity.

This guide is structured in a way so you can find desired assets easily. In the top left of each page you will find a link to files (for example logo's or font files) and/or a link to the applicable website pages (for example more information about a certain subject).

Since this guide is quite detailed, we put a lot of thought in the in-guide-navigation. You are able to click on titles on the contents page to instantly jump to the specific page. On every page you are able to instantly go back to the content overview page by clicking on "Back to contents" in the top left. At any time, you are also able to skip ahead to the next chapter by clicking "Next chapter" in the top right. Each chapter page also has all the contents contained in that chapter listed and are clickable here as well.

1.1 Intro to this guide

iMagine's design language has been updated to be modern, sophisticated and approachable. The main pillars of our visual identity are a strong uniformity in typography, color, rounded shapes and curated photography or video.

Throughout our brand we use round shapes to represent the approachability and easy of use of our services. This could be rounded corners for squares, or using our other already created brand elements.

Primarily to create a strong iMagine look & feel you should set your typography first. Then, using our brand colors in these fonts. Next, use a lot of white and spacing around your elements. We will go into detail on how to get, install and use our fonts and colors in upcoming chapters.

1.2 Design language

The location of our assets are structured in a coherent overview. Desired assets can be found by clicking on the "View files" link in the top left of each page. If there is no link visible, then there are no files applicable on that specific page.
If you cannot find your desired asset, please contact info@imagine–ai.eu.

1.3 File locations

2. Logos

iMagine Main Logo – Full color

The IMagine main logo is the core of all of our internal and external communications. It contains the DNA of our way of graphic communication in the form of colors and shapes. Largely consisting of IMagine's primary blue, and it's secondary gray colors. Using round and circular shapes to convey a modern and professional- yet approachable look & feel. This version is to be used primarily when ever possible on a white background.

iMagine Main Logo – White

When the full color variant of the iMagine logo is not readable, for example on a busy or non-contrasted background, we use the white variation displayed here on the right. The same values and rules apply to this variant.

2.1 Primary logo

iMagine Logo Type – Full color

In some cases, it might be more practical to only apply the IMagine Logo Type. This could be when the logo can only be placed very small, where the circular grid above the logo type gets unreadable. This will damage the overall look & feel of our branding. Therefore, we choose to remove the circular grid and put the Logo Type as large as possible relative to the design.

iMagine

iMagine Logo Type – White

The same applies for the white variant, when the blue Logo Type variant is not readable because of a busy background or such, we apply the white variant to maximize readability and maintain our strong recognizable logo.
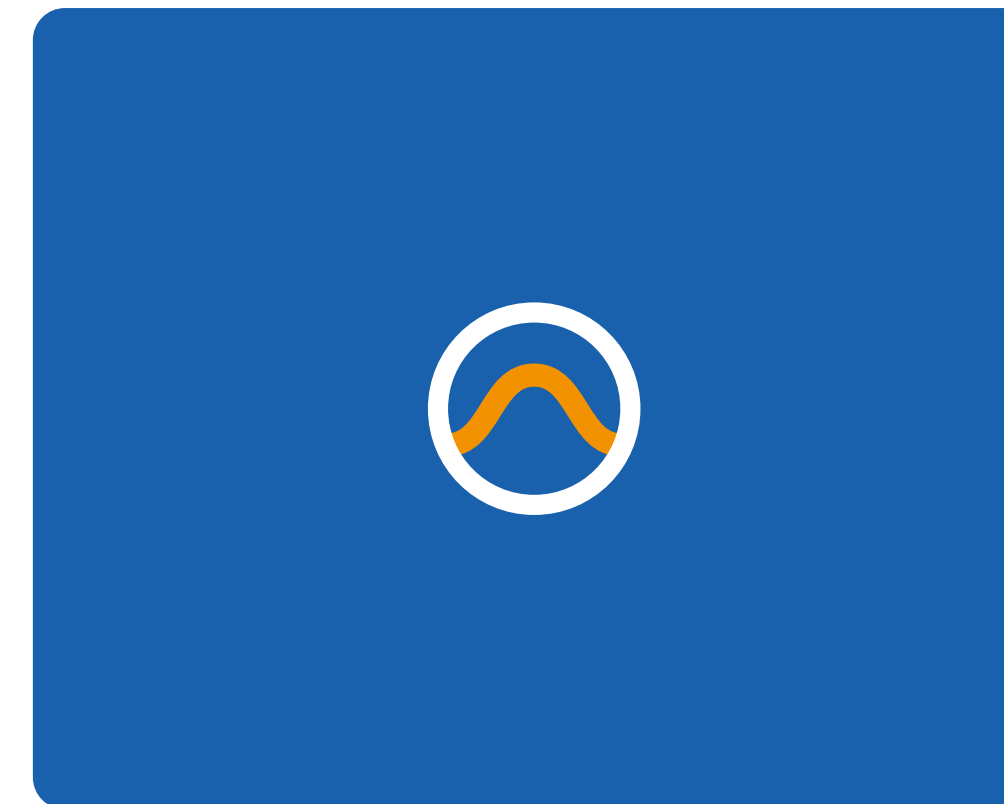
iMagine

2.2 Secondary logo

iMagine Icon – Full color

The Icon above the logo can also be used as a separate element for when the full logo cannot be used. It is a simple yet strong icon that should always be used in the color scheme presented on the right.

iMagine Icon – White

The white version of the icon uses a similar color scheme, but instead of a black background, it is now white. And the most right inner circle is now black instead of white. Even though colors are switched, it is still easily recognizable as part of the iMagine brand.

2.3 Icon

iMagine Logo – Spacing and alignment

The shape of the iMagine logo requires close consideration regarding the amount of whitespace. All tough the correct alignment does not differentiate much compared to the wrong alignment, the difference can be massive. This is relative to it's surrounding box. In some cases, the difference is much more obvious.

It is up to the designer to optically align the logo, generally taking an even amount of spacing from the top and left side and adding the difference to the right and bottom side produces the required spacing.

Besides the optical-alignment of the logo in combination with the surrounding whitespace, the actual whitespace itself needs to be sufficient for the logo to breath. Placing elements too close to the logo will cause the design to look busy. Besides that, it will negatively impact the overall look & feel of the IMagine brand.

Please review the example on the right to get an idea of the minimum necessary amount of whitespace around the iMagine logo. This is a general rule, going for all logos in the IMagine visual identity.


2.4 Logo Whitespace

Wrong size & dimensions

Besides using enough white space around all logos in the iMagine brand, it is crucial to use correct sizing and dimensions. This means we do not stretch the logo or place it too big or small relative to other elements in the design. Like in the example on the right, the logo is stretched and too large. Resulting in an unprofessional, out of balance design and no visual hierarchy.
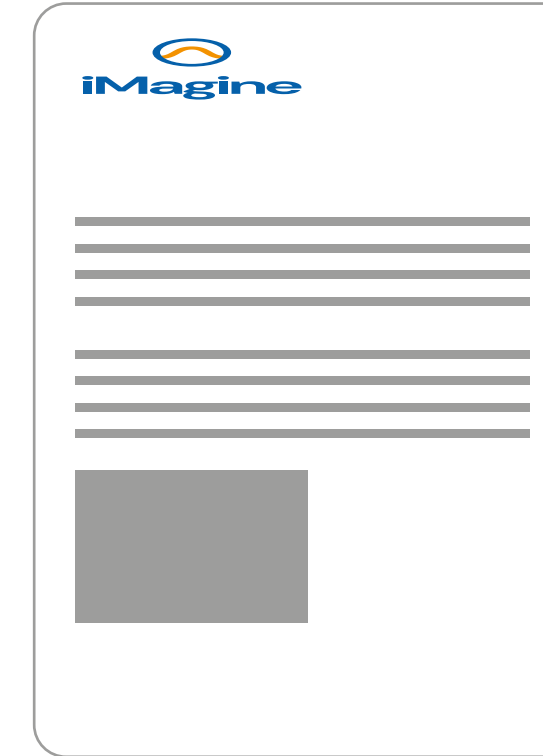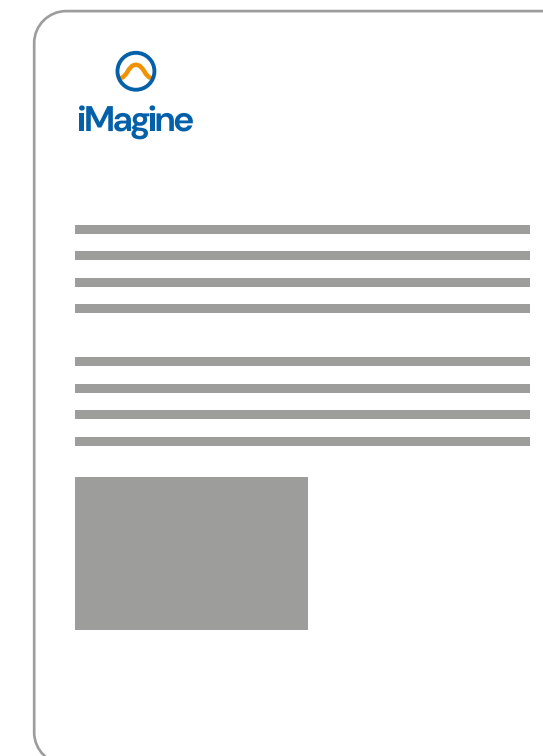
Stretched and wrong relative sizing

Compared to the content on the page, the logo is not sized accordingly. On top of that, the aspect ratio is incorrect– or in other words, the logo is 'stretched'.

Correct size & dimensions

Using an appropriate size for the logo has many benefits; such as a more clean, professional, modern look. Often, designers get requests to make the logo bigger, resulting in a design that is out of balance and without the correct hierarchy. The difference between sizing and dimensions is that sizing refers to the scale of the logo on the page (relative to other elements). Where as the dimensions in this context is used to refer to the width and height needing to be correct. So we will not get stretched logos like in the example in the top right.

Correct ratio and size

The logo has the correct size relative to the other elements on the page. The logo is not stretched, maintaining our strong and recognizable iMagine brand identity.

2.5 Logo Size

3. Main colors

iMagine Global Styleguide 2023

13

Primary Colors

The following shades of blue and orange are the main colors that characterize the iMagine brand and consequently its website graphic interface. In particular, blue is used for headings and highlighted texted contents, while orange is used for highlights, accents and elements of interaction (buttons, texted buttons, arrows etc.).

Blue

CMYK:	C90 M60 Y0 K0
HEX:	#1961AC
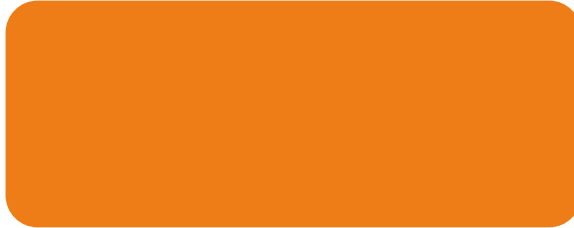
Orange

CMYK:	C0 M60 Y95 K0
HEX:	#EF7D17

3.1 Primary & Secondary Colors
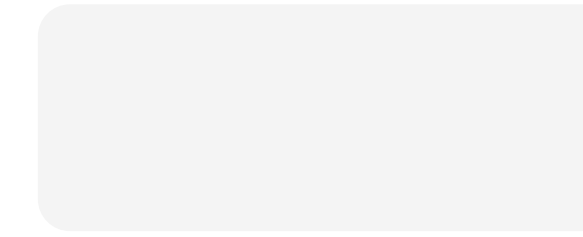
Background colors

The following colors are those used for the small and larger user interface backgrounds.

In particular, the main background is white, while the most part of the highlighted areas backgrounds are Light Gray. Dark Blue is used for other relevant areas. Dark Gray is used for the footer background. Cards (both interactive and non-interactive) are white with a medium gray border.
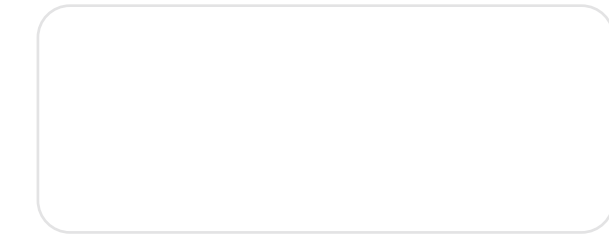
White

CMYK:	C0 M0 Y0 K0
HEX:	#FFFFFF

Light gray

CMYK:	C0 M0 Y0 K6
HEX:	#F7F6F7

Border gray

CMYK:	C90 M60 Y0 K0
HEX:	#E4E4E4

Dark gray

CMYK:	C0 M0 Y0 K50
HEX:	#999999
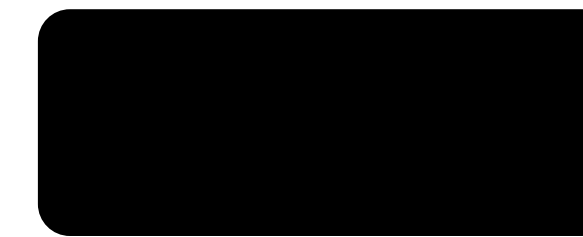
Black

CMYK:	C0 M0 Y0 K100
HEX:	#000000

3.2 Background Colors

4. Typography

Typography colors

For coloring our typography, we primarily use blue for headings and dark gray for paragraphs. Orange is mostly only used in text on our digital platforms such as our website, where it is used for small textual links. When you are placing text on a background (colored or photograph), we recommend making all your text white, so it remains readable. For more info, please review the backgrounds section in the photography chapter.

Blue

CMYK:	C90 M60 Y0 K0
HEX:	#1961AC

Orange

CMYK:	C0 M60 Y95 K0
HEX:	#EF7D17

Dark gray

CMYK:	C49 M38 Y38 K19
HEX:	#828282

4.1 Colors

1. DM Sans

DM Sans is iMagine's primary typeface, and it should be used in every design and / or outing. Because iMagine maintains a professional look & feel, it relies strongly on its typographic styling.

Closely consider the size and color guides when setting your type in your design. This way we can maintain our uniform global look.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz0123456789("€%&=;,:._?!*)

2. Open Sans

If for what ever reason you cannot use our primary typeface, please use Open Sans instead. Open Sans should be widely available on most

platforms such as Canva, Webflow or other in-browser design software used by our teams.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz0123456789("€%&=;,:._?!*)

3. Arial

Arial is used as a last resort to maintain a uniform look & feel. It is pre-installed on most computers and supported by all software programs such as

the Microsoft Office suite and in-browser design software.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz0123456789("€%&=;,:._?!*)

4.2 Typefaces

Header

Outline

Sub-header

Page header for front covers and such

Font:	DM Sans Bold
Letter size:	110pt
Line height:	120pt
Letter spacing:	-40pt

Outlined header for some variety

Font:	DM Sans Bold
Letter size:	110pt
Line height:	120pt
Letter spacing:	-40pt

Sub-headers for title pages and such

Font:	DM Sans Bold
Letter size:	60pt
Line height:	60pt
Letter spacing:	-30pt

Medium headers

Small headers

Paragraphs

Medium headers for above small headers

Font:	DM Sans Bold
Letter size:	40pt
Line height:	40pt
Letter spacing:	-30pt

Small headers for in between paragraphs

Font:	DM Sans Bold
Letter size:	28pt
Line height:	31pt
Letter spacing:	0pt

Paragraphs texts

Font:	DM Sans Bold
Letter size:	9pt
Line height:	14pt
Letter spacing:	0pt

4.3 Offline style

5. Elements

Element colors

The following shades are used in the graphical elements of iMagine.

|		
Blue	**Orange**	**White**
CMYK: C90 M60 Y0 K0	CMYK: C0 M60 Y95 K0	CMYK: C0 M0 Y0 K0
HEX: #1961AC	HEX: #EF7D17	HEX: #FFFFFF

5.1 Colors

The graphic elements that can be used in the iMagine branding are simple, yet used in our color scheme, they are recognizable. To create these graphic elements, you simply place circles in your design. Randomly make some outlined and some are filled with color. Next, connect them with thin lines. The lines and the outlined circles should never be too thick. Make them 1px or 1pt in thickness max. Make sure there is equal space between the lines and the circles. For the rest it is a flexible system which allows you to place and connect these elements in whatever order and position necessary to your design.
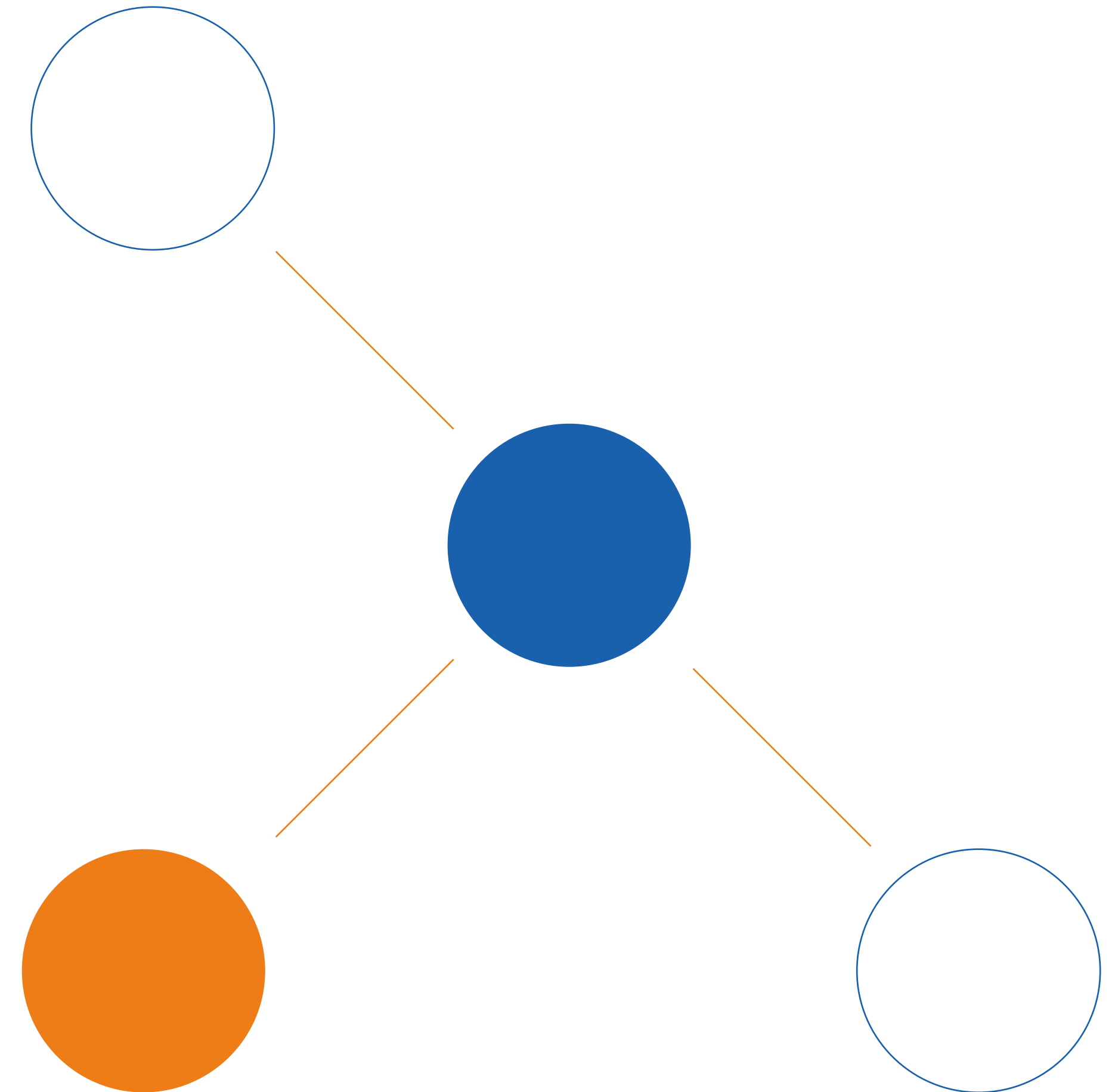
5.2 Graphic elements

6. Outro

Thank you for reviewing our brandguide
and making an effort of keeping our visual
language uniform. If you have any questions
regarding this guide or designing iMagine
work, please contact eric.graventein@egi.eu
or info@imagine–ai.eu.

6.1 Outro