

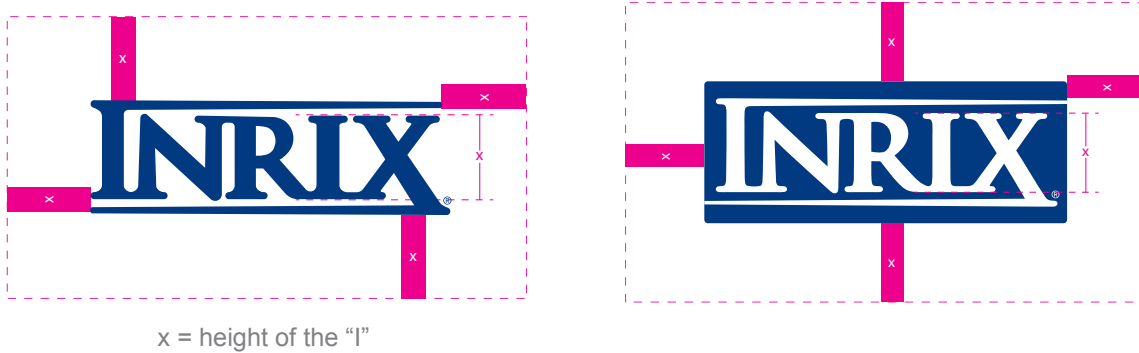
INRIX logo guidelines

A reference guide for recommended logo usage to maintain clear brand identity and effective communications.

April 2016

Clear space

The preferred amount of clear space (x) is equal to the height of the letter “I”.
Never place graphics of any kind closer than this distance from the logo.



Minimum size requirements

The logo should never be used smaller than the size specified to ensure sufficient legibility of the circle R.

How to determine the correct Logo to use based on size.

REGULAR LOGO:

Use this version when the width of the logo is two inches or more.
Minimum size is 2 inch (144 pixels for web use).



SMALL LOGO:

Use this version when the width of the logo is less than two inches.
Minimum size is 1 inch (72 pixels for web use).



Color Palette

The Default color is always PMS 288 C Blue as indicated to the right.

The logo color palette consists of one color when used on a white background. Reverse the logo to white when placing on a black or dark background.

The Gray should only be used in rare cases where PMS 288 C Blue carries too much “weight” either as a Media offering or in-app logo. **Please consult INRIX Marketing prior to any and all execution for approval.**

Note: Color tests should be done to accurately match PMS colors. Consult current PANTONE publications for accurate color. PANTONE® is the property of Pantone, Inc.

As seen on the following pages of logo usage, please consult INRIX marketing prior to decisions on any other color besides Blue, this includes Gray, Black and White.

In addition, the decision to use the standard logo vs. the inset logo also should be approved by INRIX Marketing. Justification for use case should be expected. In all cases the default logo is:



PMS 288 C
CMYK 100 / 80 / 6 / 32
RGB 14 / 54 / 106
HEX 002D72

PMS Cool Gray 9 C
CMYK 0 / 0 / 0 / 50
RGB 118 / 118 / 118
HEX 767676

Proper logo usage

STANDARD LOGO



Correct logo usage – 1-color blue



Correct logo usage – 1-color gray



Correct logo usage – 1-color black



Correct logo usage – reversed

INSET LOGO



Correct logo usage – 1-color blue



Correct logo usage – 1-color gray



Correct logo usage – 1-color black



Correct logo usage – reversed

Using the INRIX name in written copy

When using the INRIX name in copy, it should be set in all caps (INRIX), not upper and lower case (Inrix).

Also, it should never be used as a possessive (INRIX's).

The words prior to, or directly above, the logo that are permissible are "Powered by" as seen on the next page

Proper logo usage (third party version)

STANDARD LOGO

Powered by



Correct logo usage – 1-color blue

Powered by



Correct logo usage – 1-color gray

Powered by



Correct logo usage – 1-color black

Powered by



Correct logo usage – reversed

INSET LOGO

Powered by



Correct logo usage – 1-color blue

Powered by



Correct logo usage – 1-color gray

Powered by



Correct logo usage – 1-color black

Powered by



Correct logo usage – reversed

The “Powered by” addition is only to be used in third party cases where INRIX is used as a licensed trademark or used by a licensed content provider to power an application or media content.

The “Powered by” must be legible and can’t reduce the size of the logo itself as referenced to on page one of this document.

Logo Don'ts



Don't rearrange or resize elements



Don't place logo on a high-contrast background



Don't use the logo vertically



Don't skew or sheer



Don't place logo on a visually busy photo



Don't change the colors



Don't place a positive logo on a dark background where the contrast is approximately less than 40%



Don't stretch logo disproportionately



Don't place a reversed logo on a light background where the contrast is approximately less than 40%



Don't add a drop shadow



Don't change the "Powered by" type

File Naming

The following naming convention has been used for the logo files:

FILE NAMING

The following naming convention has been used for the logo files:

EPS = for print, signage, product, and professional design applications.

JPG/PNG = for on-screen applications (powerpoint, web, mobile, etc.).

Color modes and abbreviations:

pms = Pantone Matching System

4cp = 4 color process, full color

k = black

r = reversed out (white)

rgb = on-screen color

Logo version abbreviations:

inset = this indicates the “inset” version (see pg.4)

3p = this represents the third party version (Powered by)

small = smaller logo with larger circle R (see pg.1 for use)

SAMPLE FILE NAMES

(Standard Logo)

INRIX_pms288.eps

INRIX_pmsCG9.eps

INRIX_4cp.eps

INRIX_k.eps

INRIX_r.eps

INRIX_rgb.eps

(Samples of various logo versions)

INRIX_pms288_small.eps (standard logo, small use)

INRIX_pms288_3p.eps (standard logo, third party)

INRIX_pms288_3p_small.eps (standard logo, third party, small use)

INRIX_pms288_inset.eps (inset logo)

INRIX_pms288_inset_small.eps (inset logo, small use)

INRIX_pms288_inset_3p.eps (inset logo, third party)

INRIX_pms288_inset_3p_small.eps (inset logo, third party, small use)