Integral Networks...
Integral Security...
Integral to Business.

Integral brand identity guide

integral

adjective [in-ti-gruhl,in-teg-ruhl]

Definition

Necessary and important to the
completeness of the whole: This
point is integral to his plan.

He's an integral part of the team
and we can't do without him.

Synonyms

Essential, indispensable, requisite.

Hello, this is a guide to the things that make us Integral.

How we appear to the world is important
to us here at Integral, take a look through
these easy to follow guides on how we
maintain our brand integrity.

Because Integrity is everything.

The Integral icon

The three sides to our logo represent our core value sets of Honesty & Integrity, Innovation & Fun and Professionalism & Commitment.

The triangle reflects our forward thinking, and strength.

The complete and continuing shape shows our commitment to always improve.

The colour blue is subtle and represents trust.

HONESTY & INTEGRITY

INNOVATION & FUN

PROFESSIONALISM & COMMITMENT

Logo indentities

INTEGRAL

INTEGRAL
SECURITY

INTEGRAL
NETWORKS

Here are our logo identities in full colour, they represent the variety of services we offer.

Logo usage Don'ts

Here's our logo in colour, greyscale and mono. Below is a list of simple checks to make sure the logo is used properly.

- Don't crop the logo in any way.
- Don't apply 'glow' effects to the logo.
- Don't apply emboss effects to the logo.
- Don't apply the logo to busy photography, only to clean backgrounds, E.G - a blue sky.
- Don't squash or disproportion the logo to fit in a space, always scale down.
- Don't change the logo colours, if the application requires the logo to be in mono, the logo should all appear the same tone, i.e. all black logo, all white logo etc.
- Don't use drop shadows on the logo.
- Always use the logo in full.
- Don't replace the Integral triangle with any other symbol.

Logo minimum space

To preserve the integrity of the logo a minimum clear space must be kept around the logo.

To keep this process simple and efficient, take the height of the I in the Integral logo and make sure this space is kept around the edges at a minimum.

This space must be maintained as the logo is proportionally enlarged or reduced in size.
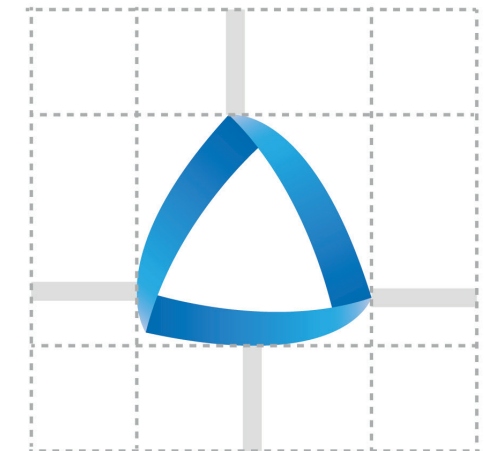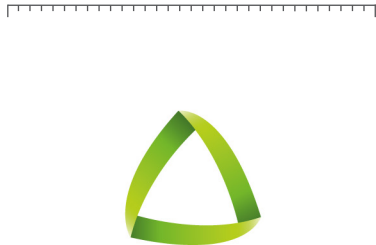
Logo minimum size

The minimum width for the full logo should not go under 28mm wide. This allows us to retain legibility.

INTEGRAL

28mm wide minimum size

When using the logo icon on it's own - don't use the logo any smaller than 8.5mm wide.

8.5mm wide minimum size

The Integral typeface

INTEGRAL

A custom typeface for the main logotype ensures that it is truly unique and reflects the innovation the company has at the forefront of its beliefs.

Integral colours

To maintain the cohesive integrity of the Integral brand, here are the blues that can be used in our marketing material.

C : 100 M: 57 Y: 0 K: 0

C : 84 M: 48 Y: 0 K: 0

C : 70 M: 15 Y: 0 K: 0

C : 55 M: 10 Y: 0 K: 0

Integral colours

To maintain the cohesive integrity of the Integral brand, here are the reds that can be used in our marketing material.

C : 22 M: 100 Y: 100 K: 46

C : 0 M: 100 Y: 100 K: 8

C : 0 M: 88 Y: 76 K: 0

C : 0 M: 67 Y: 44 K: 0

Integral colours

To maintain the cohesive integrity of the Integral brand, here are the greens that can be used in our marketing material.

C :73 M: 21 Y: 100 K: 29

C : 61 M: 0 Y: 100 K: 0

C : 37 M: 0 Y: 94 K: 0

C : 8 M: 0 Y: 25 K: 0

Mono colours

When using the logo or type in mono on white. The logo or type should be:

C:0 M:0 Y:0 K:35

Integral Black
C: 71 M: 65 Y: 65 K: 70

INTEGRAL

Hello.
We're Integral.

Hello.
We're Integral.

Integral typeface

The typeface to be used on all Integral material is DIN.

The variants used from the DIN family:

Aa Bb Cc Ee Ff

DIN LIGHT

To be used in large headers where the bold variant does not match the tone of voice the copy needs transmit

Aa Bb Cc Ee Ff

DIN REGULAR

To be used in all paragraph text and sub headers, body text should be used at 8-12pt size unless the application requires different. (Large format etc.)

Aa Bb Cc Ee Ff

DIN BOLD

To be used in headers and paragraph titles. Always used larger than the main body text.

Example header using DIN bold

This is a subheading

This is an example of paragraph text that is displayed in 10pt. This text is used to communicate and should be used in a contrasting colour to the background. This background is C: 100 M: 57 Y: 0 K: 0 and the body text is white.

Logo on photography
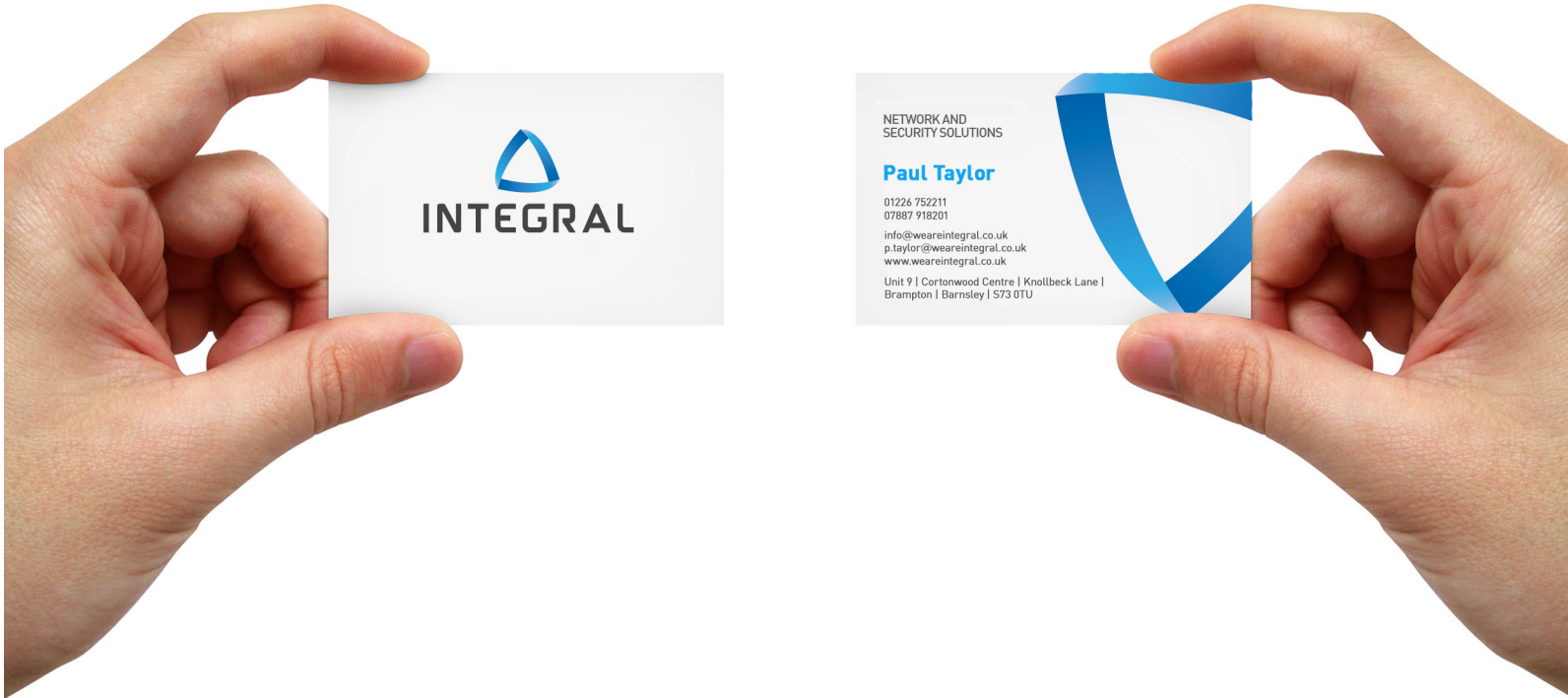
Correct use of logo
with photography

Incorrect use of logo
with photography

Applications

A clean direction should be taken with
all applications of the logo. Below are
examples of the Integral business cards.

A clean approach with plenty of white
complimenting the greys and blues of the
brand should always be followed.

NETWORK AND
SECURITY SOLUTIONS

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