

Brand guidelines

01

Logotype

Everything related to the brand logotype and its uses.

Logotype

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Iconography

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Logotype

Main version

This is the main version of the i2CAT logotype. It should be used as it appears, and it can not be modified or transformed.

The main version of the i2cat logotype is displayed. The word 'i2cat' is written in a lowercase, sans-serif font. The 'i' and '2' are orange, while 'cat' is grey. To the right of 'cat' is a black square containing a white capital letter 'R', indicating a registered trademark.

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With corporate colors

Using the logotype over the corporate colors, we can find two different color uses. Positive with the main logotype and negative, with all logo in white.

Over white or light grays, the main positive version is used. On oranges or black (dark grays) the white version is used.

When using the logotype over colors, we should use the color version that generates more contrast and is better for the logotype reading.

The logo consists of the text 'i2cat' in a sans-serif font. The 'i' is orange, the '2' is gray, and 'cat' is gray. A registered trademark symbol (®) is in a black square to the right.The logo is white on an orange background. The 'i' is white, the '2' is white, and 'cat' is white. The registered trademark symbol (®) is in an orange square.The logo is white on a black background. The 'i' is white, the '2' is white, and 'cat' is white. The registered trademark symbol (®) is in a white square.

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With other colors

When using the logotype over other colors, that are not part of the i2CAT brand identity, we can use the main positive version, a full black version or the negative white version.

On very light colors, we can use the main positive version, over light colors that hardly contrast, we use the full black version, and over darker colors we use the negative white version.

When using the logotype over colors, we should use the color version that generates more contrast and is better for the logotype reading.



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Avatar

To use the logotype on small images, like avatars for social networks, we can use two different versions.

The main version is a positive image of the logotype with full color and the main horizontal composition. We should use this mainly.

For those image that are very small, we can use the alternative version, a stacked composition of the logotype that helps to compress its length to better fit the image and giving more readability to the logotype.



Main



Alternative

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Logotype

Reduction size

To make sure that the logotype is always readable and functional, we shouldn't make the logotype smaller than the reduction size in the guidelines.

If there are special needs, try to use the logo to preserve its readability as much as possible.



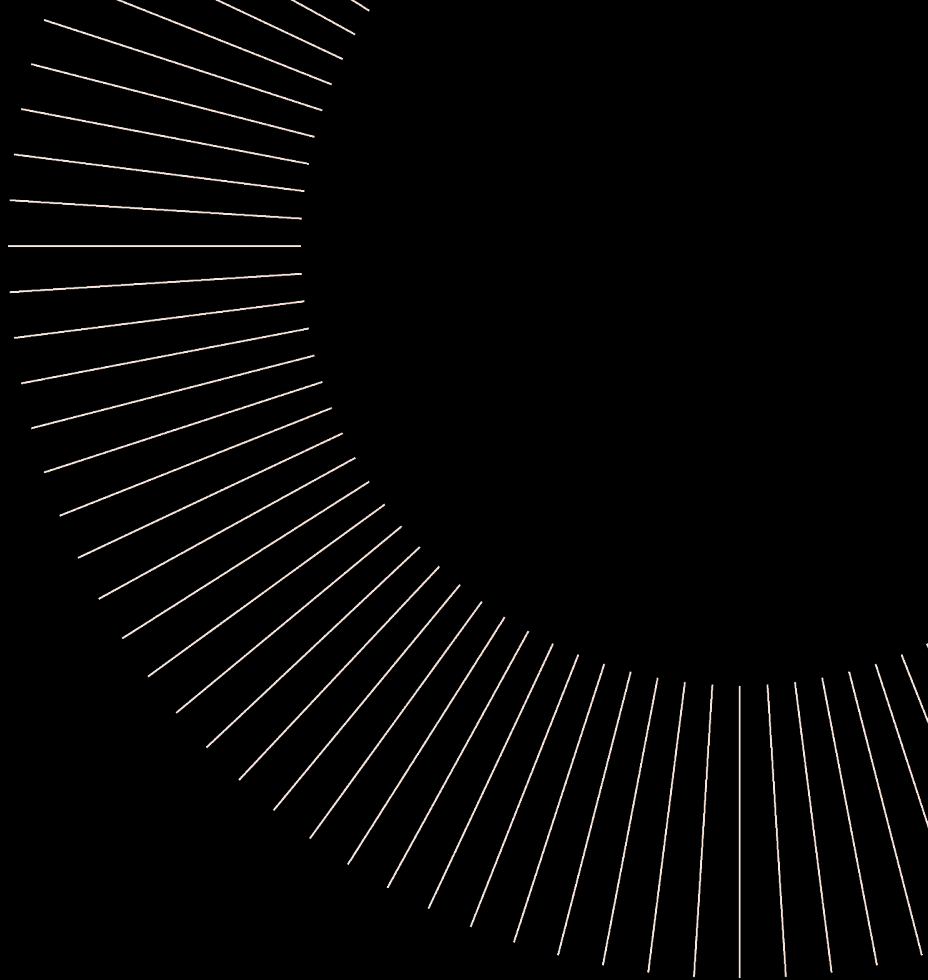
The logo consists of the text 'i2cat' in a sans-serif font. The 'i' is orange, '2' is grey, and 'cat' is black. A small 'R' in a black square is positioned to the right of 'cat'. Below the text is a thin orange horizontal line.

Print: 15 mm

Digital: 50 px

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Colors



Everything related to the brand colors and its uses.

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Main colors

Corporate

i2CAT's corporate colors define the brand in its applications, apart from the use of its logo. In this way, the brand is recognized through color.

The main palette consists of orange, black and white. It is possible to use shades of these colors in a secondary way.

In addition, for digital uses, a gradient is contemplated to give more depth to the color spots or backgrounds.



RGB #FF5F00
CMYK 0 75 95 0
PANTONE Orange 021C

RGB #FFFFFF
CMYK 0 0 0 100
PANTONE Black

RGB
#FF5F00

RGB
#FF2136
CMYK 0 95 76 0

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Typography

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Roboto

Main corporate typography

The main typography for any application of the i2CAT's brand is Roboto. The font is excellent for text and headers, with good readability and great contrast.

We can use any style of the Roboto font, but the main versions are Light, Regular and Medium.

You can [download](#) the font from the Google Fonts library.

Roboto Light
Roboto Light Italic
Roboto Regular
Roboto Italic
Roboto Medium
Roboto Medium Italic
Roboto Bold
Roboto Bold Italic

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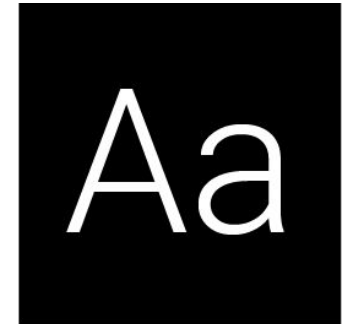
Brand guidelines - Typography

Color use

Typography with color

When using the typography with color, we should guarantee the contrast of the text. For this, we should use the text according to the color matching of the guideline.

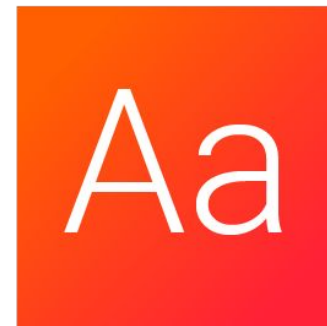
Aa



Aa



Aa



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Arial

For system uses

For any documents that can't use the Roboto typeface or that need a default system font, we use Arial as the i2CAT typography.

Arial Regular

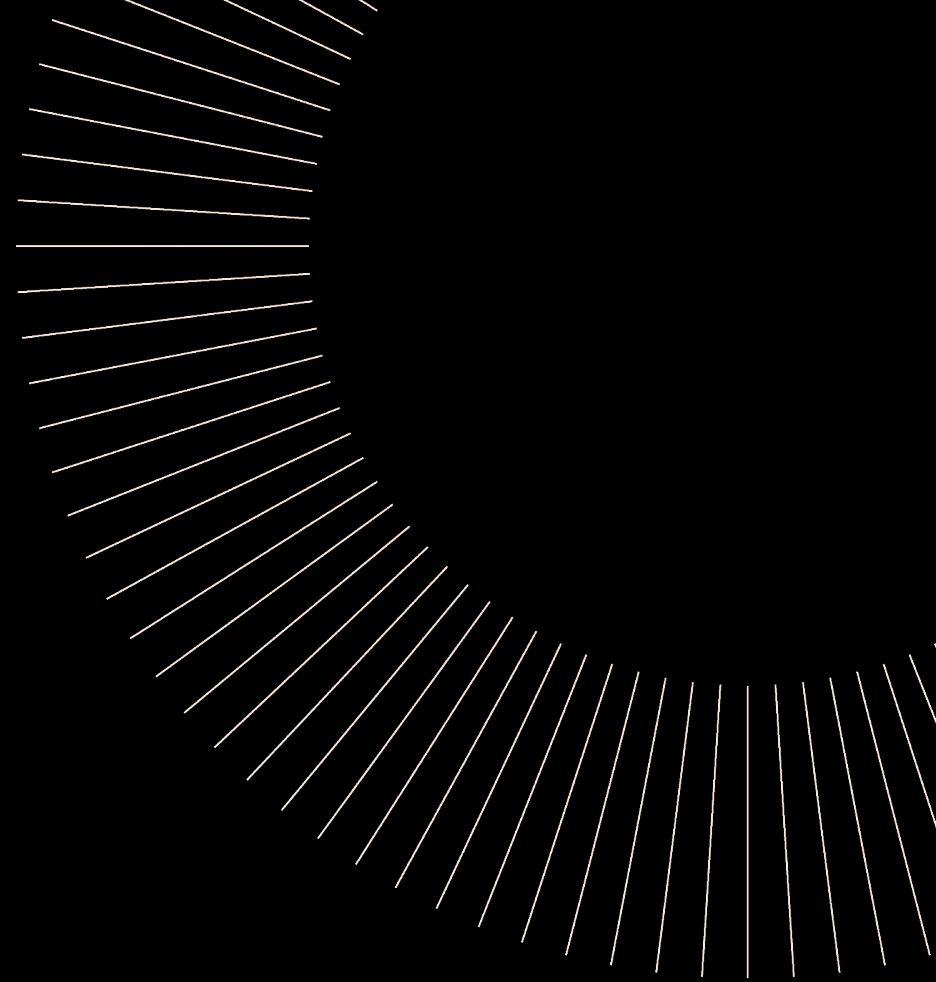
Arial Italic

Arial Bold

Arial Bold Italic

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Iconography



Everything related to the brand iconography and its uses.

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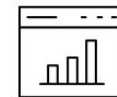
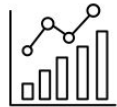
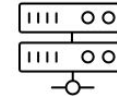
Brand guidelines - Iconography

Icon style

Main corporate style for icons

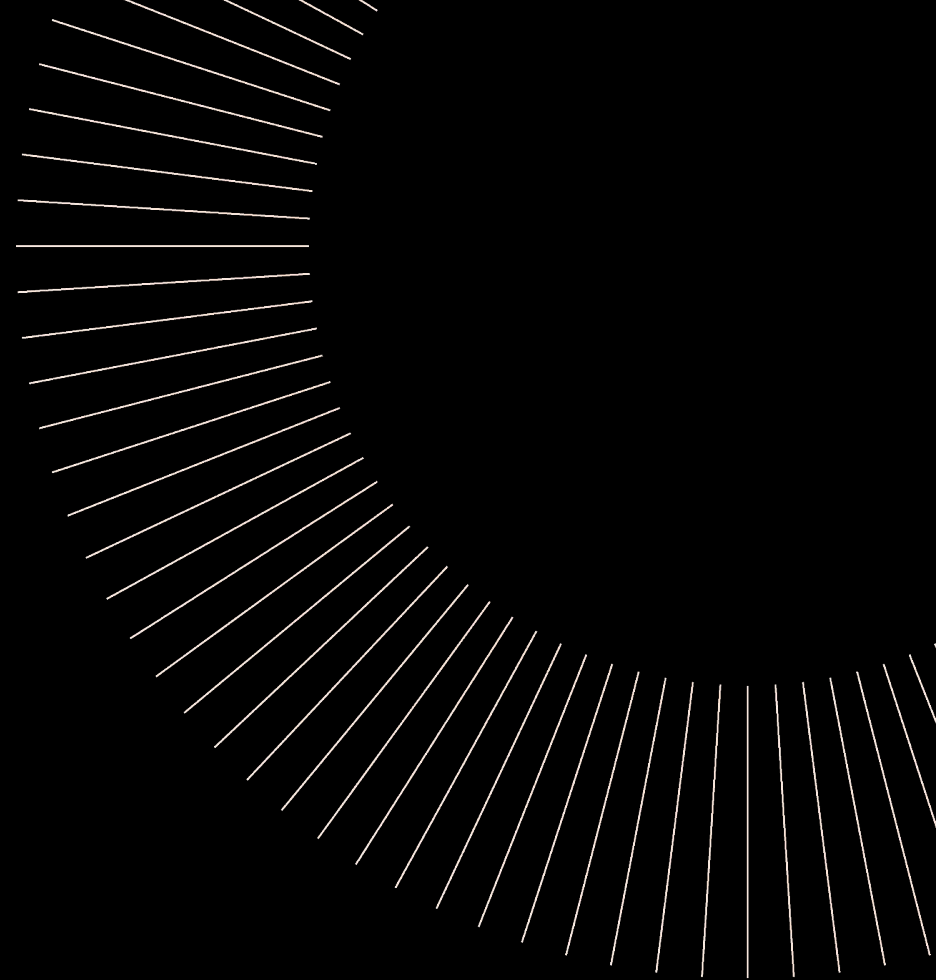
The main icon style for i2CAT brand is based on a simple geometric and lineal icon style.

The line should be uniform and geometric, generating a consistent iconography with simple shapes and a contained thickness.



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Elements and shapes



Everything related to the brand elements and shapes and its uses.

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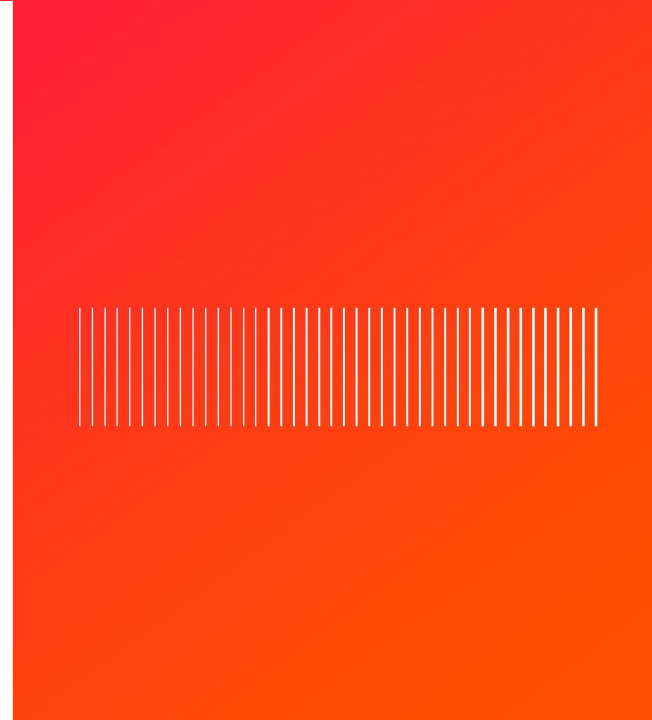
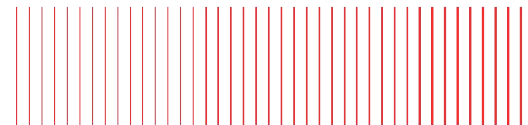
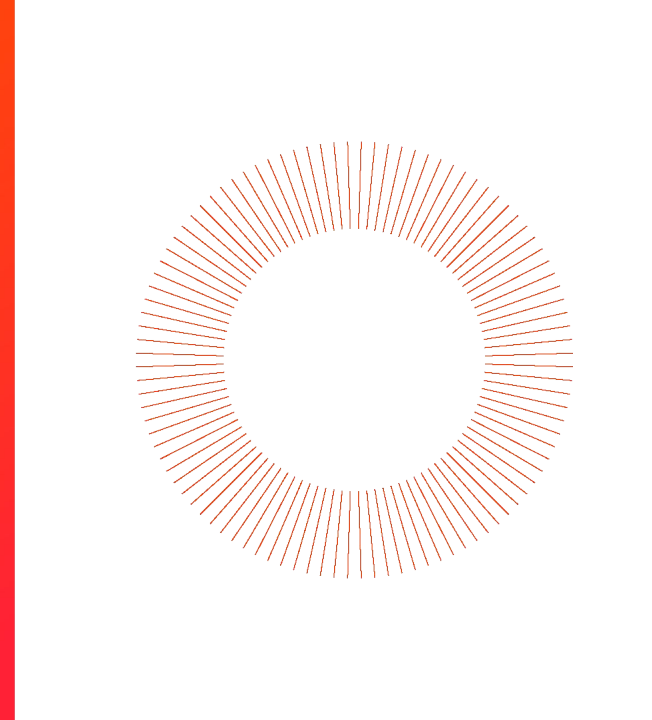
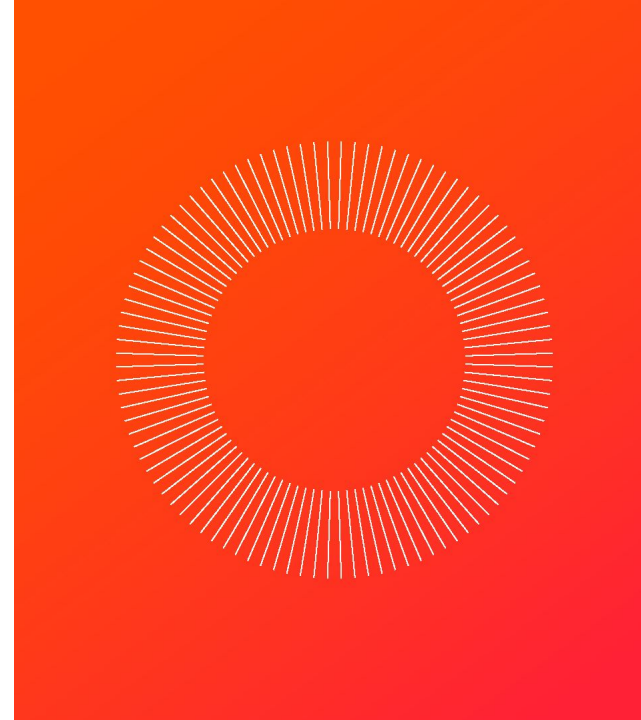
Lines

Main visual element

The main visual element for i2CAT is lines. Generating horizontal, vertical or circular repeating patterns.

This element allows filling the applications of the brand, along with its colors, to generate an element of continuity in all of them.

This shapes can be used in the background of the applications, in the edges or cutted in the corners to fill white spaces.



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