



BRAND GUIDELINES

Thousands of iTOVi customers have helped make iTOVi a success while also personally benefitting from sharing iTOVi with others. We want to empower our customers to continue to share what iTOVi is by creating consistency in our identity, branding and messaging. Before creating any marketing materials we ask that you review the guidelines below. Once you are familiar with these guidelines, you can [visit our website](#) to download marketing assets for you to use to promote iTOVi to others. By adhering to the guidelines and using the provided assets, we can create success together.

LOGO

You are welcome to use the iTOVi logo and name when positively promoting the iTOVi Scanner and its technology. The iTOVi name and logo should be used as outlined with respect to color, placement and position.

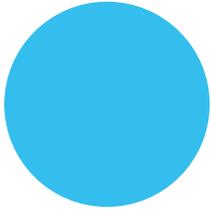
- The primary iTOVi logo is blue. Always strive to use this version.
- The iTOVi logo may be reduced or enlarged, but do not alter the height-to-width ratio. Do not attempt to remake the logo with your own image manipulation or graphic design software.
- The iTOVi blue logo should be used for most printed marketing materials and communication as well as web and email.
- The white version of the iTOVi logo can be substituted when necessary to contrast against similar blue tones.
- The clear space around the logo must be at least 50% of the height of the logo.



COLORS

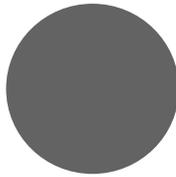
When creating print or digital marketing materials, the primary color for headings and body text should be dark gray. The iTOVi blue should be used as a highlight color for things like links, buttons, etc. and for adding general emphasis to text. The secondary and tertiary color colors should be used sparingly and in small proportion to the main blue and grey colors.

Primary



Blue
Pantone: 298 C
CMYK: C64 / M3 / Y1 / K0
HEX: #34BEED

Secondary



Gray
Pantone: COOL GRAY 10
CMYK: C61 / M52 / Y52 / K22
HEX: #636363

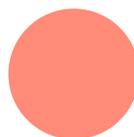
Tertiary



Mid-Gray
Pantone: COOL GRAY 5
CMYK: C31 / M24 / Y25 / K0
HEX: #B3B3B3



Light Gray
Pantone: 663 C
CMYK: C3 / M2 / Y2 / K0
HEX: #F5F5F5



Dark Coral
Pantone: 169 C
CMYK: C0 / M57 / Y47 / K0
HEX: #FF8B78

FONTS

Part of maintaining a brand identity is font usage. iTOVi uses the Open Sans font for all web and print purposes. The only exception to this is email marketing. Because of the nature of email, it is difficult, if not impossible, to ensure that the recipient of an email message from iTOVi looks the same on every email client. Using external web fonts increases the chance of inconsistency in those messages. Instead, iTOVi uses the Arial font in all email communications as an alternate to Open Sans since it is more universally used across all email platforms.

For headings and large text, use Open Sans Light (300 weight).

For all other instances use the Normal 400 weight.