# **Branding Guide**



## The InfoMart Brand

This document establishes the rules and guidelines for using all brand names, trademarks and logos owned by InfoMart, Inc. The consistent use and display of company-owned trademarks as well as the supporting elements is critical to building strong brand recognition and awareness. Adherence to strict branding guidelines helps protect our trademarks and logos from competitive infringement. While there is no desire to have every printed or broadcast message look identical, it is extremely important that each message should look, sound and feel like it identifies InfoMart—with consistent and accurate branding principles and creative treatments in place. A full-length version of the branding guide is available through the InfoMart Media Department - (770) 984-2727 ext. 1377.

#### Logo Usage



The stroke thickness of the swoosh should remain in proportion with the size of the logo. The swoosh should be slightly thicker than the left side of the "M" in "Mart."



## **Minimum Size**

The logo should never be smaller than 0.75" across. Exceptions can be made for promotional items (pens, lapel pins, etc.).



### **Clear Space**

The minimum clear space around the InfoMart logo is "x" on all sides, where "x" equals the distance between the top of the "M" in "Mart" and the top of the swoosh. This is the minimum clear space recommendation, however the logo looks best with ample clear space.



## InfoMart Logo Family

The following logos are also registered trademarks of InfoMart, and are used in marketing the company and its software.



#### **Color Palette**

Color is very important to the InfoMart brand. The following colors are to be used as much as possible to reinforce the InfoMart image. Additional colors can be incorporated, but do not use colors that conflict with this palette.



## Typography

The Franklin Gothic font family should be used for all print applications. If Franklin Gothic is not available, Arial is an approved substitute. Always capitalize the "M" of InfoMart. Never separate or hyphenate "Info" and "Mart" (i.e. Info Mart, Info-Mart).

#### Franklin Gothic Book

ABCDEFGHIJLKMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&\*()

#### Franklin Gothic Demi

ABCDEFGHIJLKMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&\*()

#### Franklin Gothic Heavy

#### ABCDEFGHIJLKMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&\*()

#### Arial Regular

ABCDEFGHIJLKMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&\*()