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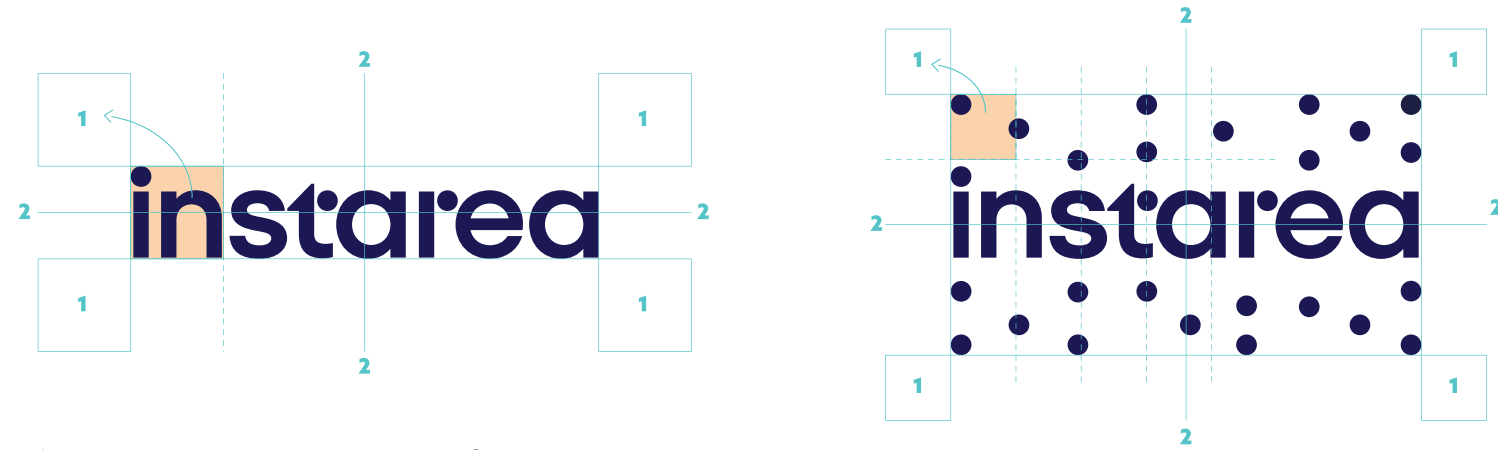


Design manual

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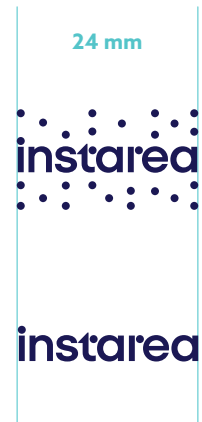
Logo



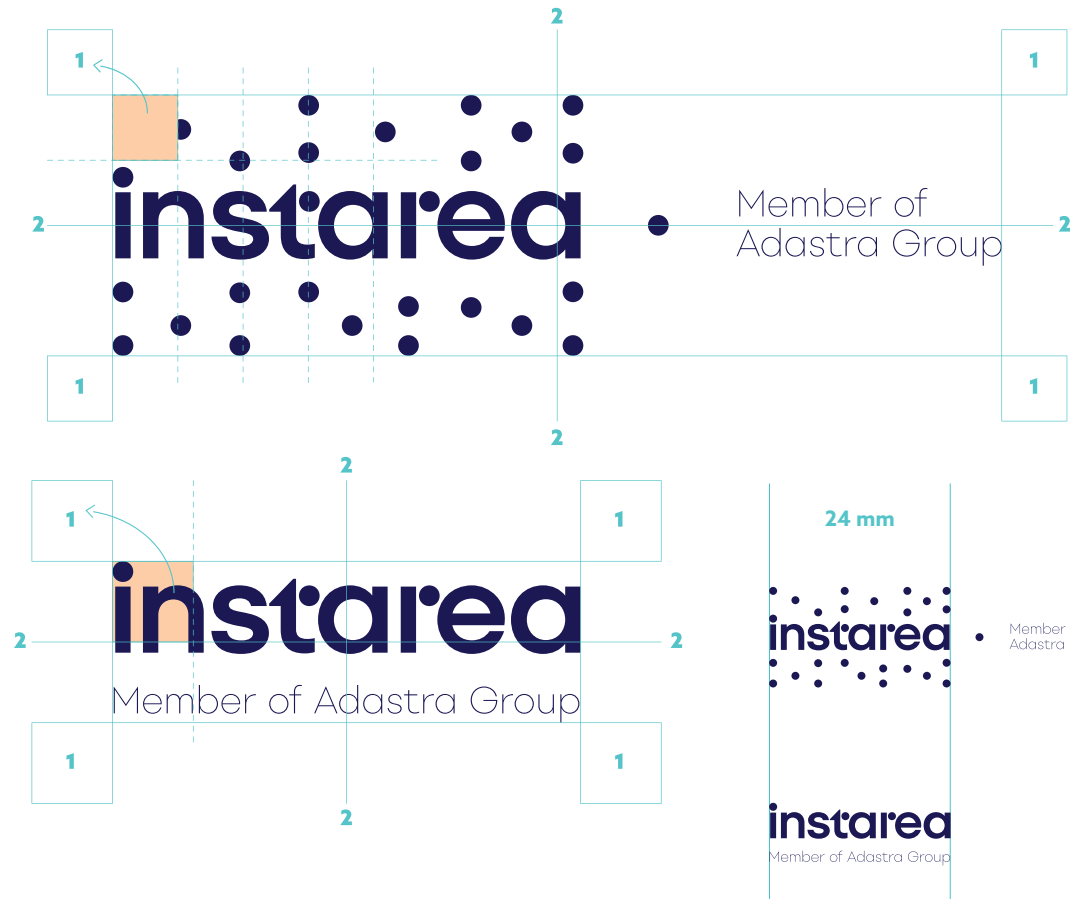
1 Clear space is the minimum space permitted around the logo. No other graphic element can appear in the clear space.

2 The central part has an important usage especially for applying the logo to various formats.

Logo characteristics and their identifiability are important factors that can be disturbed when the logo size is reduced too much. The smallest logo size permitted is 24mm in horizontal width.



Logo / Claim

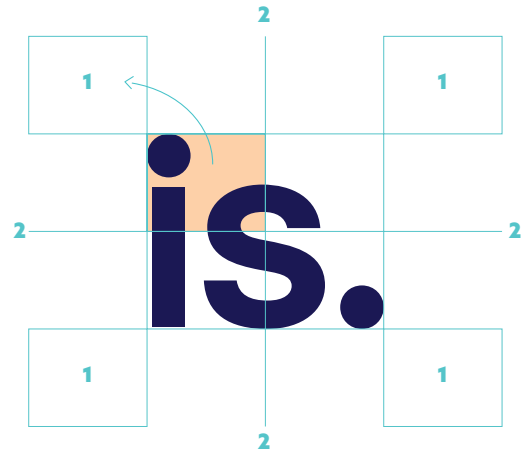


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Icon

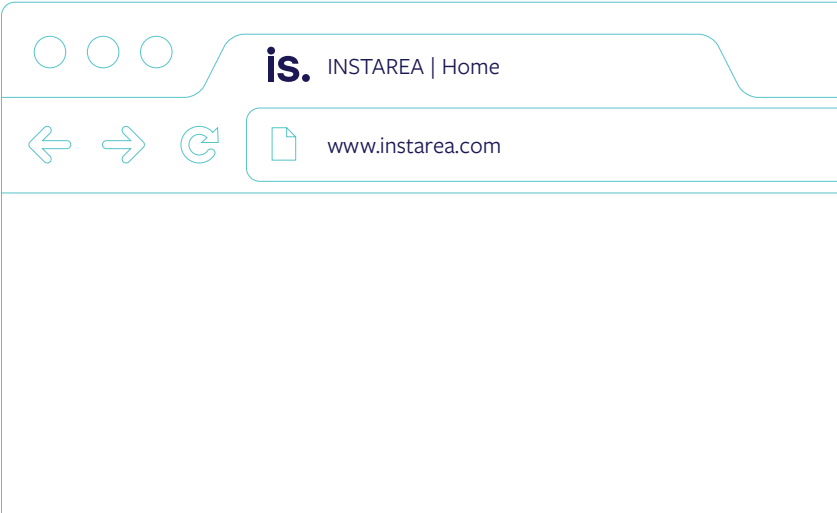


1 Clear space is the minimum space permitted around the logo. No other graphic element can appear in the clear space.

2 The central part has an important usage especially for applying the logo to various formats.

The icon as a symbol representing the company requires special attention when applied to smaller formats. The smallest permitted size of the icon is 16px height.

This size of the icon can be used as the favicon, whose preferred application format is also 16x16 px.



Colour specification

01

Primary colour

CMYK: 100 100 0 65
RGB: 0 0 90
HEX: 000059
Pantone: 5255

02

CMYK: 76 0 0 16
RGB: 52 255 255
HEX: 33D6D6
Pantone: 632

03

CMYK: 0 73 73 0
RGB: 255 71 71
HEX: FF4646
Pantone: 7417

04

CMYK: 0 18 34 0
RGB: 255 209 169
HEX: FFD0A8
Pantone: 720



**Grow your
business**



Typography

INSTAREA brand communication text is an integral part of visual brand communication. INSTAREA's main corporate font is Setup Grotesk. This font is designed to be used mainly for the headlines.

For the rest of the text, we opt for the font FreightSans Pro. The richness of its cuts brings a lot of typographic solutions. The font appears across the whole brand portfolio in both printed documents and on the web. Anytime it is absent, especially in office applications, "Sans" font can be used instead. If this ever occurs, we recommend choosing Arial and its cuts, following the rules defined in the next section.

The big data monetization company.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

For headlines, we opt for Setup Grotesk. The line-spacing of the headlines should always be set 2 points higher. For the body text, FreightSans Pro - Book can be used with the line-spacing 4 points higher than the actual size of the font. The example above shows a 24-point size headline and line-spacing set to 26pt size. The text below the main title is 10pt size and the line-spacing is 14pt.

The big data monetization company.

Claritas est etiam processusdynamicus, qui sequitur mutationem consuetudium lectorum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

The above example illustrates the combination of the headline, subtitle and body text. The size of the subtitle should be 1/3 smaller than the size of the headline. For the subtitle, we opt for FreightSans Pro - Medium. The blank space between the paragraphs should always be in the font size of the text.

THE BIG DATA MONETIZATION COMPANY.

Here is an example of a headline in capital letters (all caps) in Setup Grotesk. This type of design can be used hierarchically for the most important titles, but be aware that it cannot be combined with the FreightSans Pro - Medium font type designed for the subtitles. The ratio between the line spacing sizes and between the font sizes remains unchanged (as in the previous main titles).

THE BIG DATA MONETIZATION COMPANY.

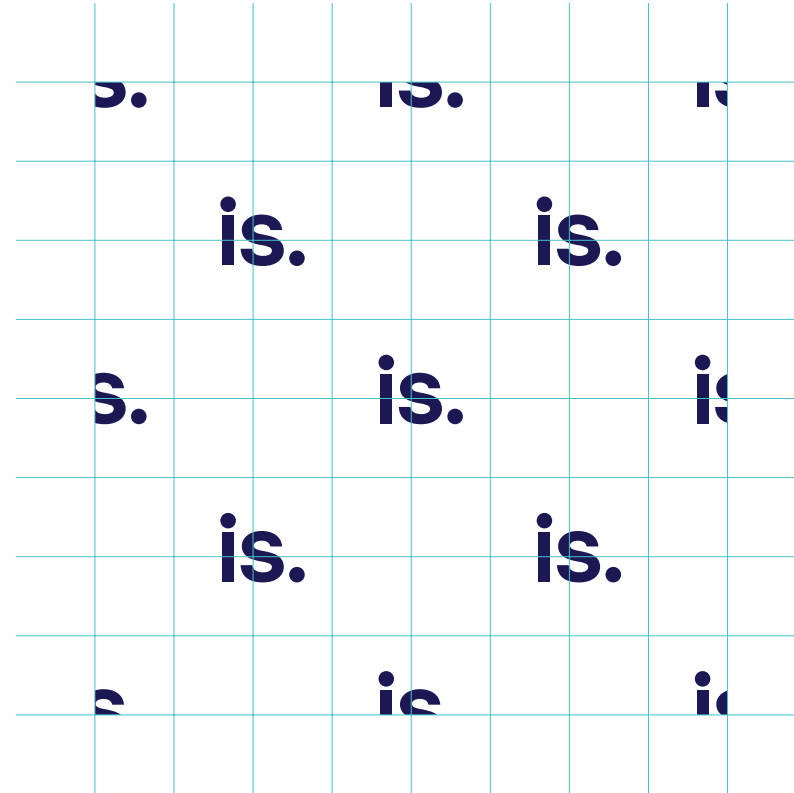
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

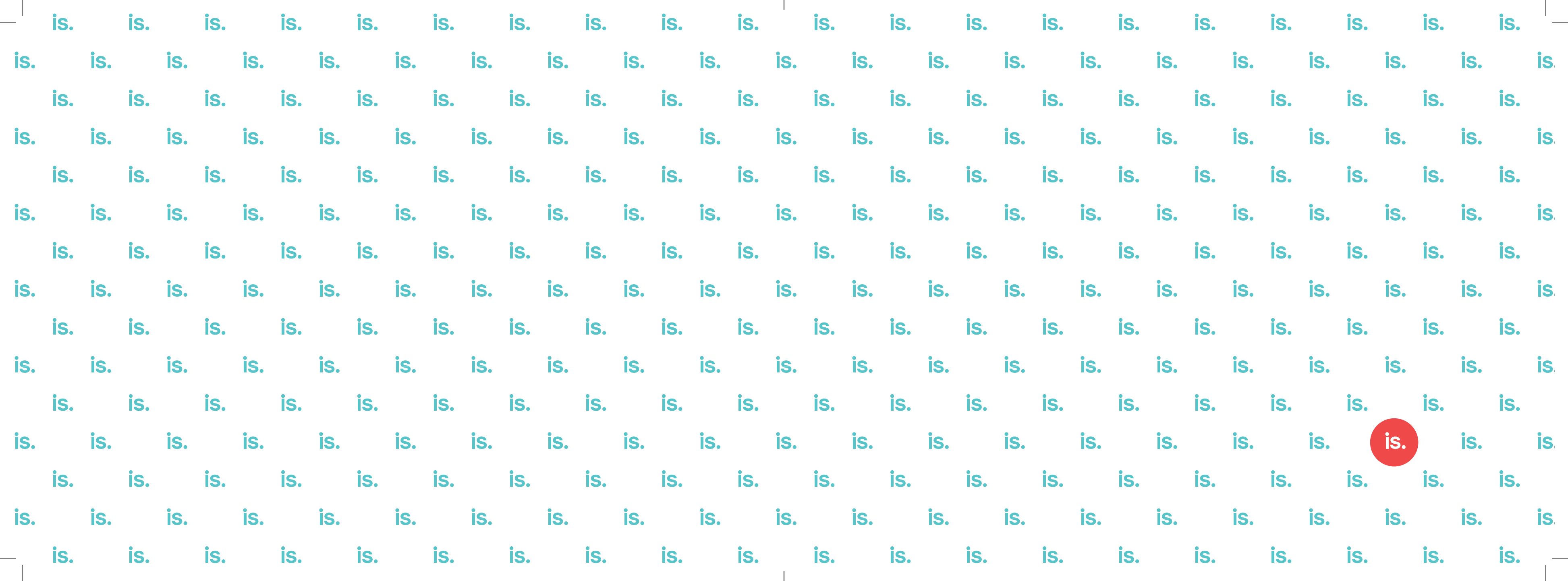
Capitalization (all caps) in combination with the body text is permitted. Blank spaces are implemented with the size of each symbol and the line-spacing in the same manner as in the previous examples. The headline is in Setup Grotesk, the text below the title is in FreightSans Pro - Book.

Pattern

A pattern or an image repeating in a predictable manner plays an important role in the strengthening of the visual style of INSTAREA.

The scalability and perfect regularity of the pattern find its effective and wide application not only in interior design and decoration but also in printed form. The pattern has a strong recognition function for INSTAREA brand.





Visual style of image



The consistent and effective branding of visual images is critically important.

The audience should be able to view an image and immediately recognize it as representing the brand through a consistent, well-thought-out template of colour, typography and design.

The captivating visuals help the brand to stand out among other competitors and catch the attention while scrolling down the news feed of any social media.



instarea

Show me
your data

instarea

is.
star

instarea

instarea

is

The **Big data**
monetization
company

instarea

is.

instarea

instarea

in is.

instarea



Bigname





Bigname

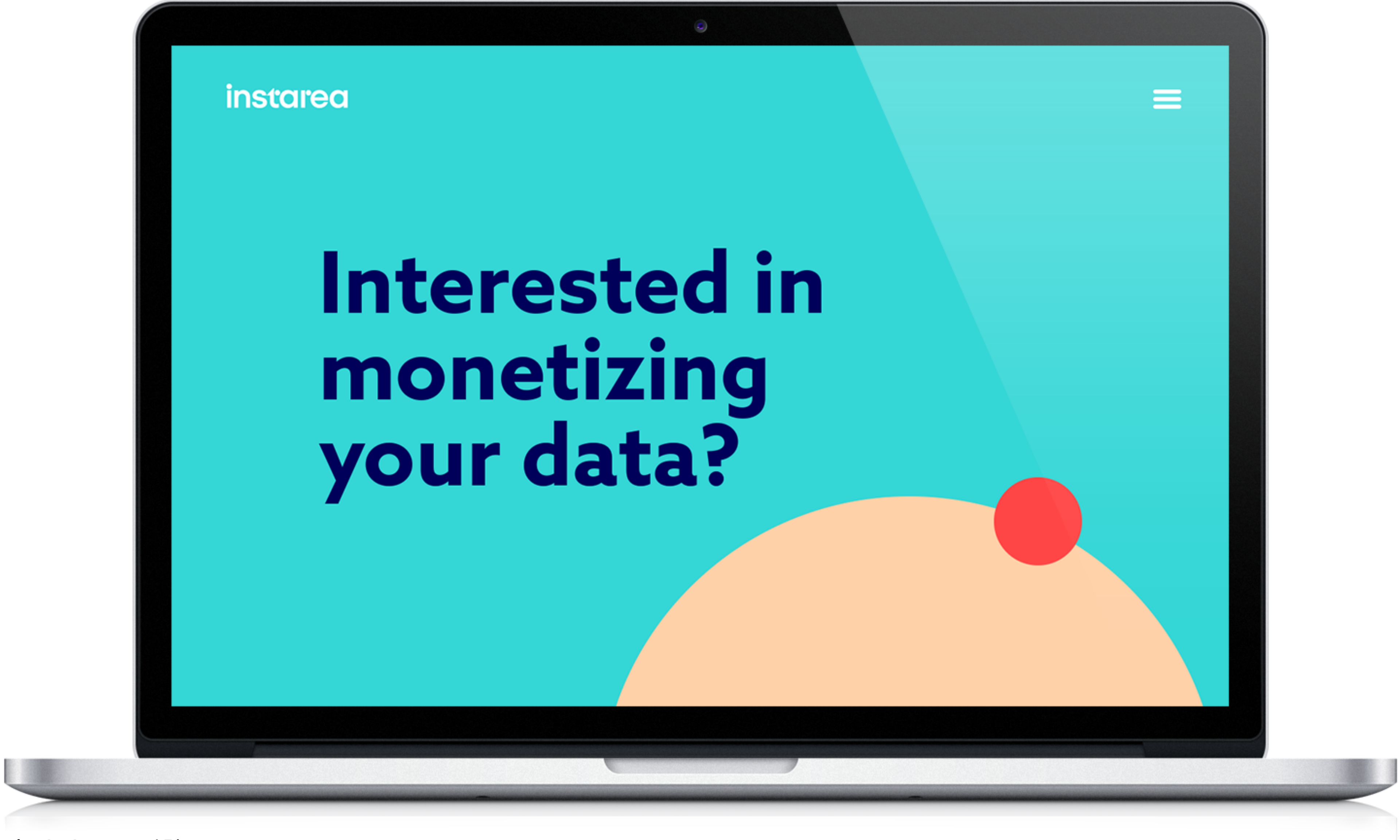
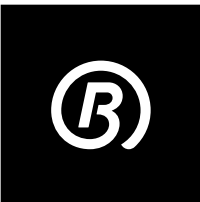


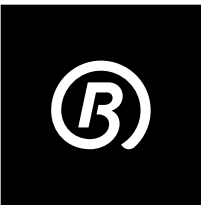


Put your data to work, create
new value and a unique service
for your customers.

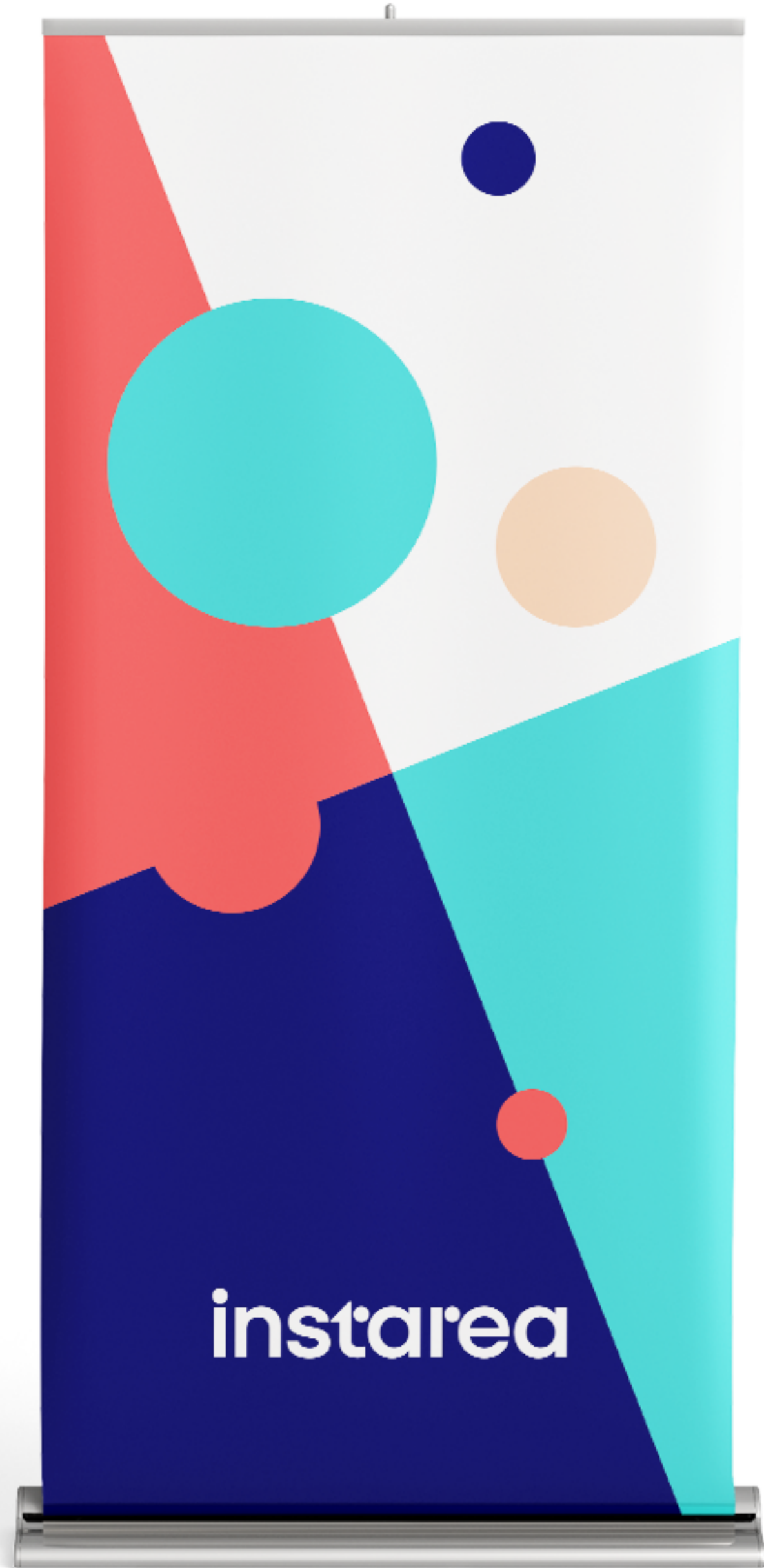
instaread

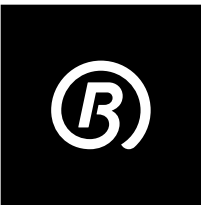






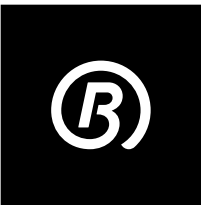
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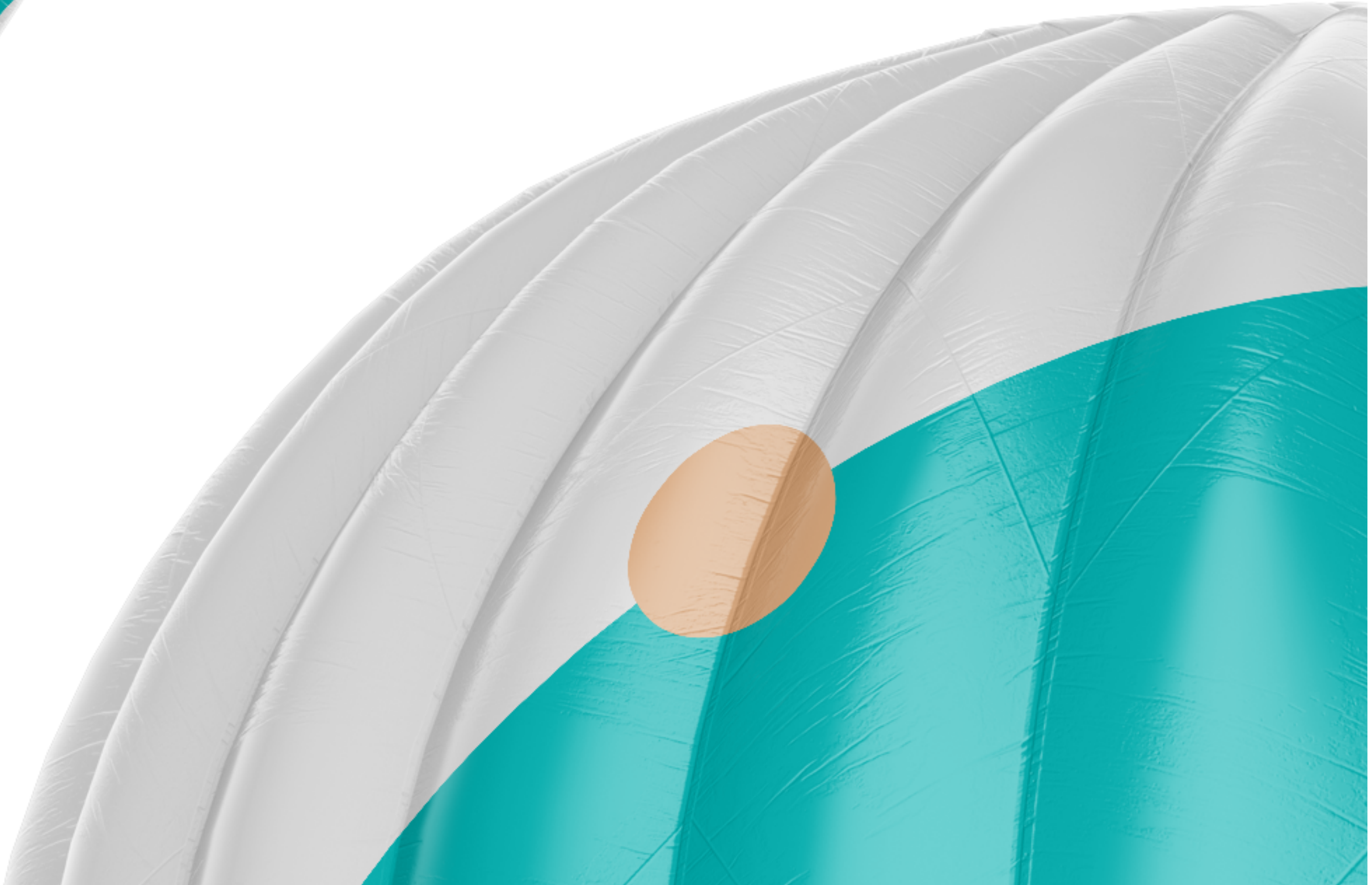


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