About this guide

This guide provides staff and suppliers with the necessary information, guidelines, and standards to ensure the proper use of the Ideate Real Care Services brand and style.

It explains how to apply the logo, fonts, colors, and images to create a cohesive Ideate Real Care Services identity for print, digital, and presentation materials, as well as supporting collateral.

Adhering to these guidelines ensures a consistent corporate identity across the company and all platforms, delivering a professional and well-presented image to the public, participants, and other businesses.

Ideate Real Care
Comprehensive Support, Modern Solutions.

Brand guidelines
external edition

Primary logo

Our logo is the most recognizable element of our brand identity. It symbolizes the brand that people associate with us.

The Primary logo incorporates two colors: Indigo (Rainbow), Spiro Disco Ball. The color breakdown in CMYK for print, RGB for digital, and HEX for web can be found on page 4 of this guide.

When using the Primary logo, it should be displayed at a minimum width of 40mm. If this size is not feasible, the version of the logo without sub-text can be used.

The logo without sub-text is also approved for use on various marketing materials. Always ensure there is sufficient clear space around the logo, free from any graphic or typographic elements.

Primary logo

Ideate Real Care
Comprehensive Support, Modern Solutions.

Logo (without sub-text)

Minimum Size

Ideate Real Care
Comprehensive Support, Modern Solutions.

40mm wide

Clear space around logo

Ideate Real Care
Comprehensive Support, Modern Solutions.

Typefaces

Type fonts play a crucial role in maintaining the Ideate Real Care brand identity. Using the selected fonts ensures consistency in documents and marketing materials throughout the company, both internally and externally.

The primary fonts for headings, subheadings, quotes, and body text are Helvetica (regular) and Montserrat (Medium). Avoid excessive use of bold or italic versions of the fonts, reserving them only for emphasis when necessary. Additionally, refrain from adding underlines or other effects to the text.

All body text should ideally be sized at 11pt, and text settings should remain simple and easy to read.

Primary font for headings, sub-headings and quotes

Montserrat Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 !

Primary font for body text,

Helvetica Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 !

Alternative font for headings, sub-headings and quotes

Arial Bold.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 !

Alternative sub-headings and quotes

Arial Regular.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 !

Primary colours

The Primary logo features two colors: Indigo (Rainbow), & Spiro Disco Ball.

These colors comprise the Primary color palette and should be your preferred choices for documents, online content, and marketing materials whenever possible. You may also use lighter tints of the Primary colors for backgrounds as needed. These colors have been thoughtfully selected to complement each other, so it's important to avoid using other unsuitable colors in documents or marketing materials.
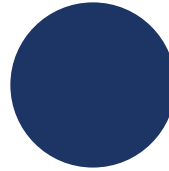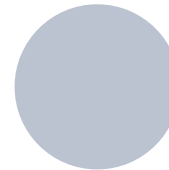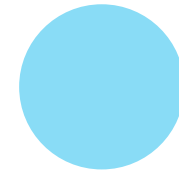
Indigo (Rainbow)

RGB   28,53, 100
Hex   #1c3564
CMYK 100, 87, 33,23
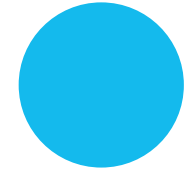
RGB   20,186, 237
Hex   #14baed
CMYK 67, 4, 0,0

30%

50%

Logo application

It is very important that the Ideate Real Care logo is used correctly from supplied electronic files in jpeg, eps or png formats. The logo must not be altered or distorted in any way and special effects should not be applied to the logo.

All parts of the Ideate Real Care logo should be easily visible when placed in any documents, used online or on any marketing collateral. The desired background for the logo is white, however it can placed over a light coloured background with sufficient contrast and 'clear space' or a dark coloured back-ground
if the logo is reversed. The logo should be seen easily without the clutter of borders, type or other graphics.

When placing the logo over a photograph, look for plain areas in the photograph where
all parts of the logo can be easily visible. Examples might be an area of sky or a background in the photograph. This will give you the best contrast with the logo.
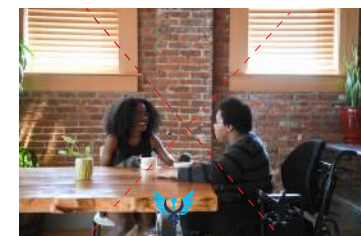
Correct application

Incorrect application

Do not apply special effects to the logo, such as a drop shadow

Do not distort the logo in any way

The logo should not be placed on top of a background where all parts of the logo cannot be seen clearly.