(i·küw) solutions

2014 brand identity & usage manual

WELCOME

Welcome to the ikuw solutions brand guide usage manual.

A unified and consistent usage of these guidelines is one of the key ways by which we will visibly distinguish and strengthen the equity and value of our brand.

These guidelines are designed to help everybody involved in the production of our communications and they also play an important role in building our brand. Please take time to read and understand the design principles that have been carefully developed to ensure our visible identity is consistent no matter its usage or presentation.

This manual will continue to evolve as our requirements grow.

ABOUT US

Founded in 2007 by Leeanne and Kevin McManus and located in the spectacular Rocky Mountains, we deliver instructor-led trainings from our solution centers in Missoula and Helena, Montana. We also deliver online, instructor led trainings that allow people to train from the comfort and convenience of their home, office or anywhere that has a high speed internet connection.

"Has labs, will travel." We have complete mobile labs that support both PC and Macintosh environments and we can set up for a training onsite in under an hour. We have a strong network of training partners whose capabilities span nearly every possible software package that's been created.

We offer our students their own "sandbox" to work in the labs they utilize in class after the completion of the class for six months. This allows students to continue to work and test within a contained environment to ensure concepts and methods are learned without fear of "breaking" their own environment. For students looking for a certification path and needing a test environment, these "sandbox" labs can be made available for purchase as well, allowing for the best opportunity to pass your exams.

In addition to our solid focus on training, we provide facility and computer rentals (both PC and Mac), consulting services and employee on-boarding programs for companies.

OUR VISION

Inspiration, optimism and the entrepeneurial spirit run both wide and deep in this small corner of God's country. We have the best of both worlds by enjoying the natural beauty and outdoor activities of the Treasure state while reaching out to a global market through technology.

LOGO COLOR SWATCHES

MEDIUM GRAY
CMYK: 068, 061, 059, 046
RGB HEX: #404041
PANTONE:

LIGHT GRAY
CMYK: 058, 049, 047, 015
RGB HEX: #6D6E70
PANTONE:

DARK CYAN
CMYK: 100, 020, 010, 000
RGB HEX: #6D6E70
PANTONE: 639c

WHITE
CMYK: 000, 000, 000, 000
RGB HEX: #FFFFFF
PANTONE:

BLACK
CMYK: 000, 000, 000, 100
RGB HEX: #000000
PANTONE:

DARK GRAY
CMYK: 075, 066, 052, 043
RGB HEX: #393D48
PANTONE:

LIGHT CYAN
CMYK: 063, 015, 002, 000
RGB HEX: #4FAEDD
PANTONE:

DARK PEACH
CMYK: 000, 059, 072, 000
RGB HEX: #F68654
PANTONE:

LIME
CMYK: 056, 002, 100, 000
RGB HEX: #80BD01
PANTONE:

LAVENDER
CMYK: 036, 047, 000, 000
RGB HEX: #A58BD5
PANTONE:

Default Transparent

White on Black

Default on White

Gray on Black

Black on White

White/Gray on Black

Gray/Gray on White

Blue/Gray/Gray on Black

Blue/Gray/Gray on White

Blue/White/Gray on Black

Default Transparent

Default on White

Black on White

Gray/Gray on White

Blue/Gray/Gray on White

White on Black

Gray on Black

White/Gray on Black

Blue/Gray/Gray on Black

Blue/White/Gray on Black

FRANKLIN GOTHIC (logo - primary)

Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890
Sphinx of black quartz, judge my vow.

Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890
Sphinx of black quartz, judge my vow.

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890
Sphinx of black quartz, judge my vow.

Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890
Sphinx of black quartz, judge my vow.

Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890
Sphinx of black quartz, judge my vow.

Heavy Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890
Sphinx of black quartz, judge my vow.

RALEWAY (website - primary)

Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890
Sphinx of black quartz, judge my vow.

ARIAL (website - secondary)

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890
Sphinx of black quartz, judge my vow.

Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890
Sphinx of black quartz, judge my vow.

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890
Sphinx of black quartz, judge my vow.

Software Training

Facebook

Technical Training

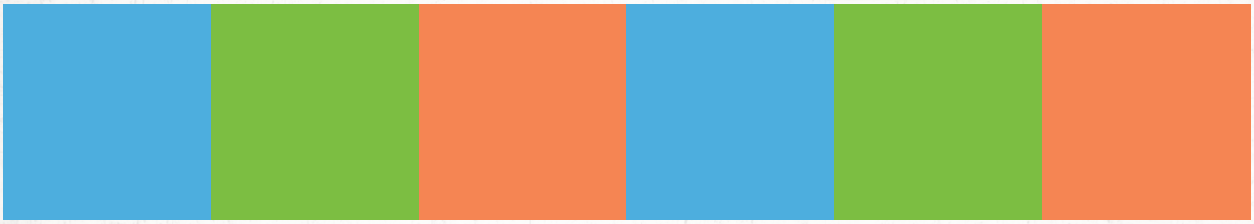
Twitter

Professional Development

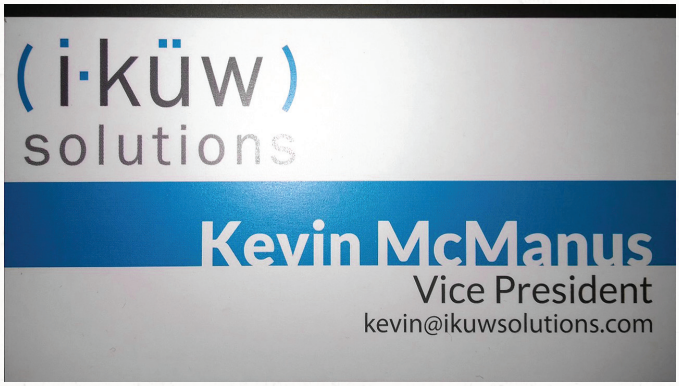
LinkedIn

YouTube

Palette Stripe



Background Pattern (primary - website)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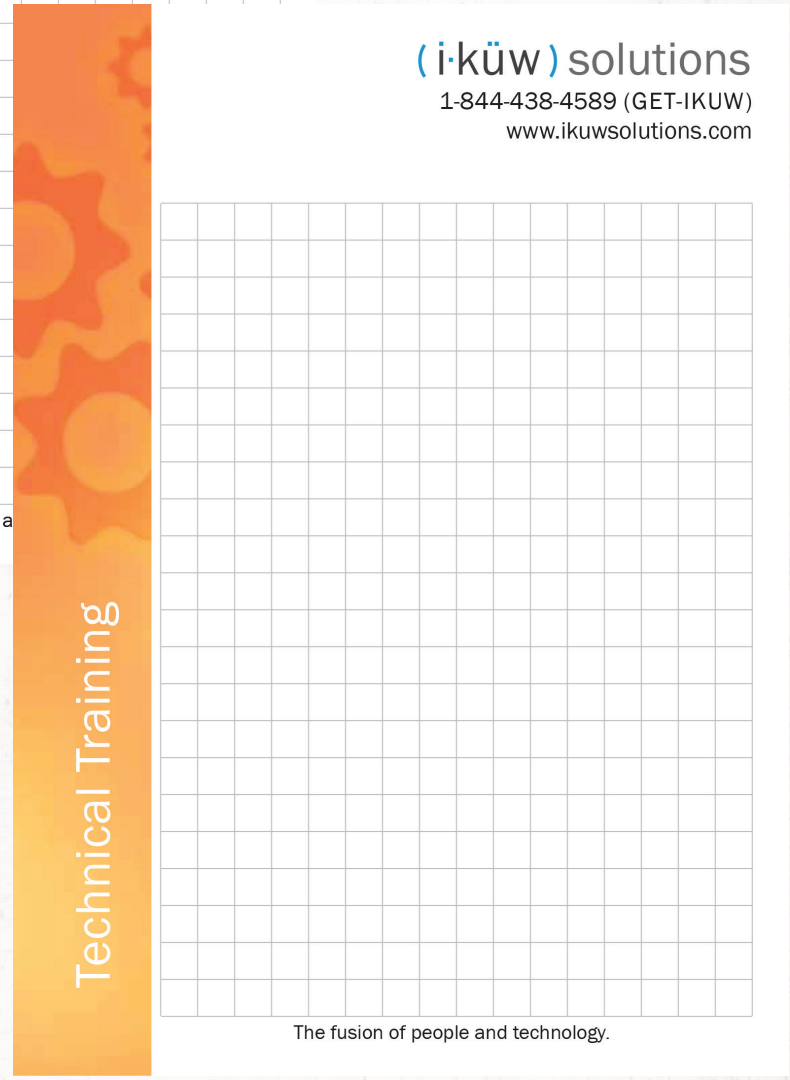
The fusion of people a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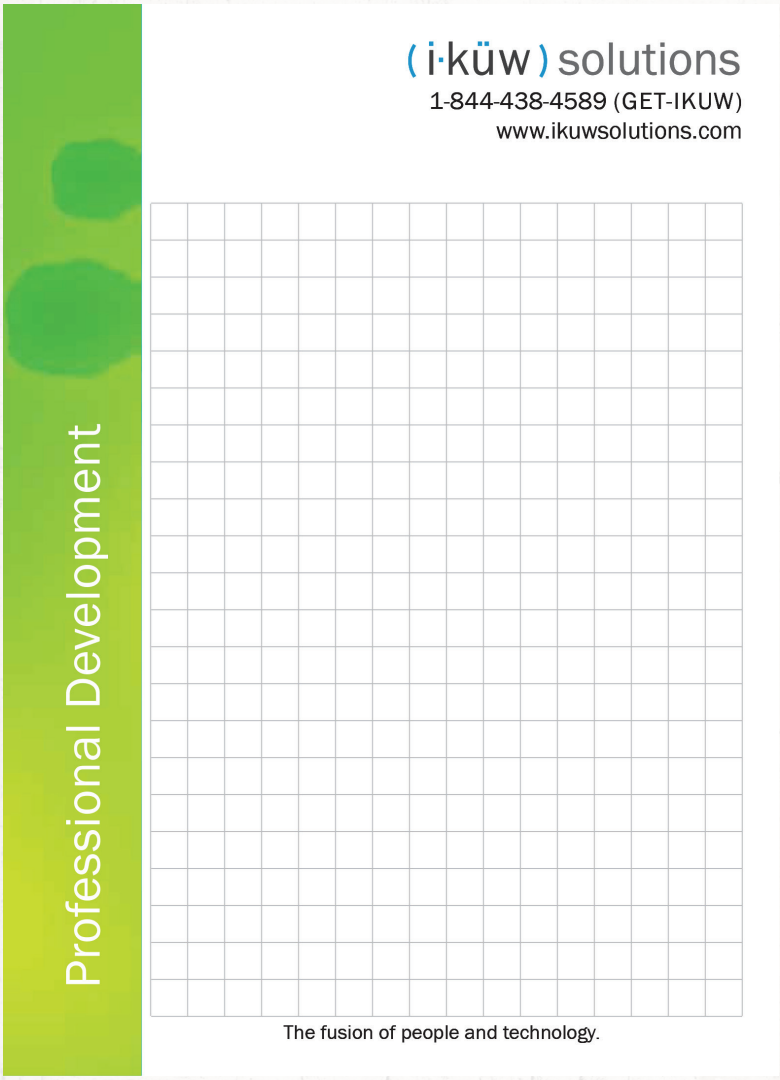
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