**INRIX logo guidelines**

A reference guide for recommended logo usage to maintain clear brand identity and effective communications.

November 2012

**Clear space**

The preferred amount of clear space (x) is equal to the height of the letter “I”. Never place graphics of any kind closer than this distance from the logo.

x

x

x

x

x x

x

x

x x

x = height of the “I”

**Minimum size requirements**

The logo should never be used smaller than the size specified to ensure sufficient legibility of the circle R.

How to determine the correct Logo to use based on size.

**RegulaR logo:**

Use this version when the width of the logo is two inches or more. Minimum size is 2 inch (144 pixels for web use).

2 in 2 in

INRIX\_pms2758.eps INRIX\_pms2758\_inset.eps

**SMall logo:**

Use this version when the width of the logo is less that two inches. Minimum size is 1 inch (72 pixels for web use).

1 in 1 in

INRIX\_pms2758\_small.eps INRIX\_pms2758\_inset\_small.eps

**Color Palette**

The logo color palette consists of one color when used on a white background. Reverse the logo to white when placing on a black or dark background.

*Note: Color tests should be done to accurately match PMS colors. Consult current PANTONE publications for accurate color. PANTONE® is the property of Pantone, Inc.*

PMS 2758 C

CMYK 100 / 80 / 0 / 26

RGB 25 / 33 / 104

HEX 192168

PMS Cool Gray 9 C CMYK 0 / 0 / 0 / 50

RGB 118 / 118 / 118

HEX 767676

**StaNdaRd logo**

Correct logo usage – 1-color blue

Correct logo usage – 1-color gray

Correct logo usage – 1-color black

Correct logo usage – reversed

**INSet logo**

®

Correct logo usage – 1-color blue

Correct logo usage – 1-color gray

Correct logo usage – 1-color black

Correct logo usage – reversed

**using the INRIX name in written copy**

When using the INRIX name in copy, it should be set in all caps (INRIX), not upper and lower case (Inrix).

Also, it should never be used as a possessive (INRIX’s).

**StaNdaRd logo**

Powered by Powered by Powered by

Powered by

Correct logo usage – 1-color blue

Correct logo usage – 1-color gray

Correct logo usage – 1-color black

Correct logo usage – reversed

**INSet logo**

Powered by Powered by Powered by Powered by

Correct logo usage – 1-color blue

Correct logo usage – 1-color gray

Correct logo usage – 1-color black

Correct logo usage – reversed

Don’t rearrange or resize elements

Don’t place logo on a high-contrast background

Don’t skew or sheer



Don’t change the colors

Don’t stretch logo disproportionately

Don’t place logo on a visually busy photo

Don’t place a positive logo on a dark background where the contrast is approximately less than 40%

Don’t place a reversed logo on a light background where the contrast is approximately less than 40%

Don’t use the logo vertically

Don’t add a drop shadow



Don’t change the “Powered by” type

**File Naming**

The following naming convention has been used for the logo files:

**FIle NaMINg**

The following naming convention has been used

for the logo files:

**ePS =** for print, signage, product, and professional design applications.

**JPg/PNg =** for on-screen applications (powerpoint, web, mobile, etc.).

Color modes and abbreviations:

pms = Pantone Matching System

4cp = 4 color process, full color k = black

r = reversed out (white)

rgb = on-screen color

Logo version abbreviations:

inset = this indicates the “inset” version (see pg.4)

3p = this represents the third party version (Powered by)

small = smaller logo with larger circle R (see pg.1 for use)

**SaMPle FIle NaMeS** (Standard Logo) INRIX\_pms2758.eps INRIX\_pmsCG9.eps INRIX\_4cp.eps INRIX\_k.eps

INRIX\_r.eps

INRIX\_rgb.eps

(Samples of various logo versions) INRIX\_pms2758\_small.eps (standard logo, small use) INRIX\_pms2758\_3p.eps (standard logo, third party) INRIX\_pms2758\_3p\_small.eps (standard logo, third party, small use) INRIX\_pms2758\_inset.eps (inset logo) INRIX\_pms2758\_inset\_small.eps (inset logo, small use) INRIX\_pms2758\_inset\_3p.eps (inset logo, third party) INRIX\_pms2758\_inset\_3p\_small.eps (inset logo, third party, small use)