

Intellias Logotype Guidelines

Logotype

The Intellias logo is set in a custom-designed Intellias typeface. Its letterforms are inherited from the previous logo, preserving recognizable brand elements while correcting structural, optical, and technical issues.

The updated logo is fully optimized for modern digital environments and print applications, ensuring consistency, clarity, and scalability across all touch points.

Intellias

Logotype on backgrounds

The logo is designed to work across a wide range of background colors. Primary usage includes light and dark backgrounds from the core brand palette. Contrast and legibility must always be preserved.

When the background is highly graphic or visually busy, an inverted version of the logo may be used. This means the logo can appear in a reversed color scheme to stand out clearly against the complex background, ensuring the brand remains distinct and recognizable.

Only approved color versions of the logo should be used.

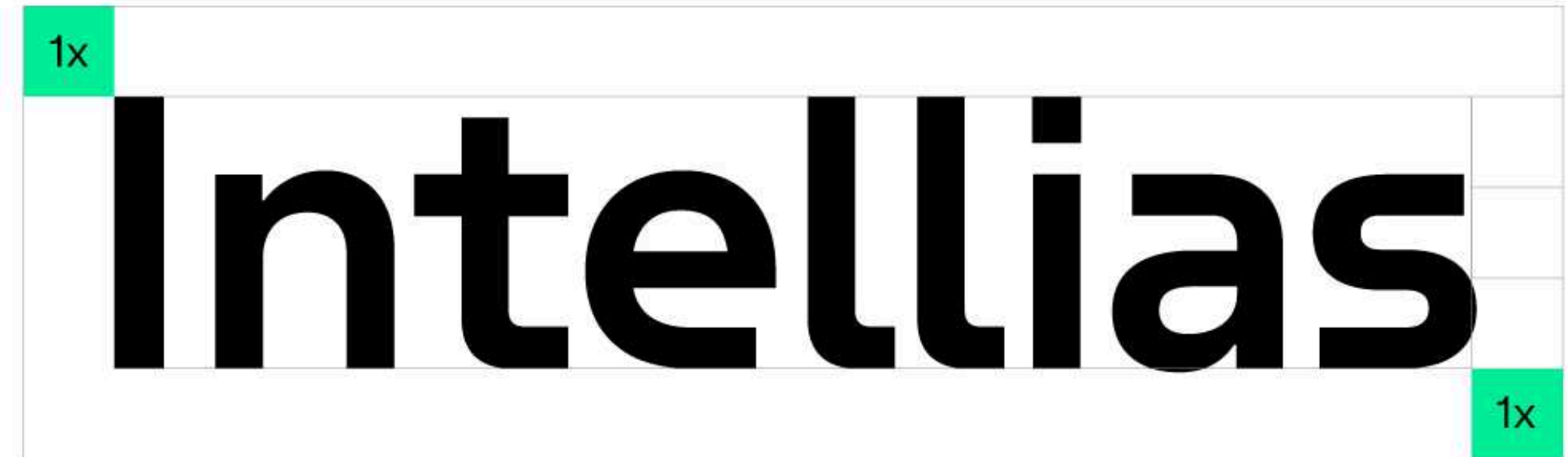
Do not apply effects, outlines, gradients, or shadows to the logo.



Clear space & safe zones

To maintain visual clarity and brand integrity, a minimum clear space must surround the logo at all times. This clear space ensures that the logo remains visually independent and is not crowded by other elements such as text, imagery, or interface components.

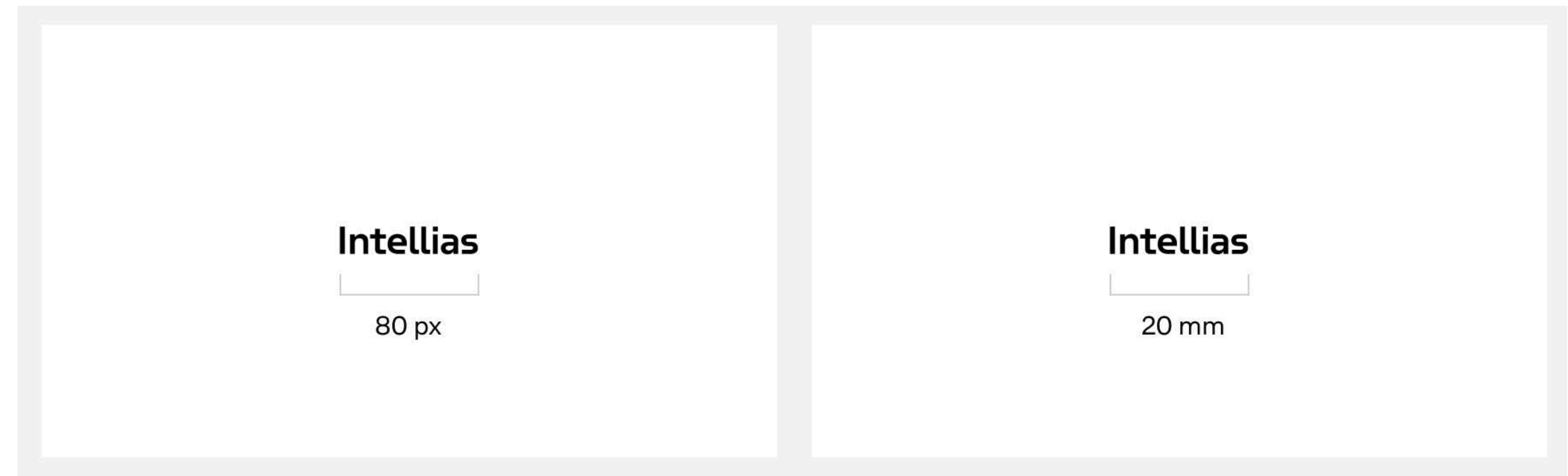
The minimum clear space is defined relative to the logo itself and should be respected in all applications, regardless of size or medium.



Minimum size

The logo has a minimum size to ensure legibility and recognizability. When used below this size, the details of the letterforms may be lost, especially in digital interfaces or print at small scales.

Always respect the minimum size guidelines for both digital and print applications to maintain brand quality.



Logo + slogan

When combined with the logo, the slogan is used only within approved compositions.

The defined alignment, spacing, and proportions must be preserved at all times, and the slogan should never dominate the logo.



Descriptor

The descriptor “AI-enabled product engineering & digital solutions partner” is used only in combination with the logo and within approved compositions. Its position, size, and spacing are fixed and must not be altered.

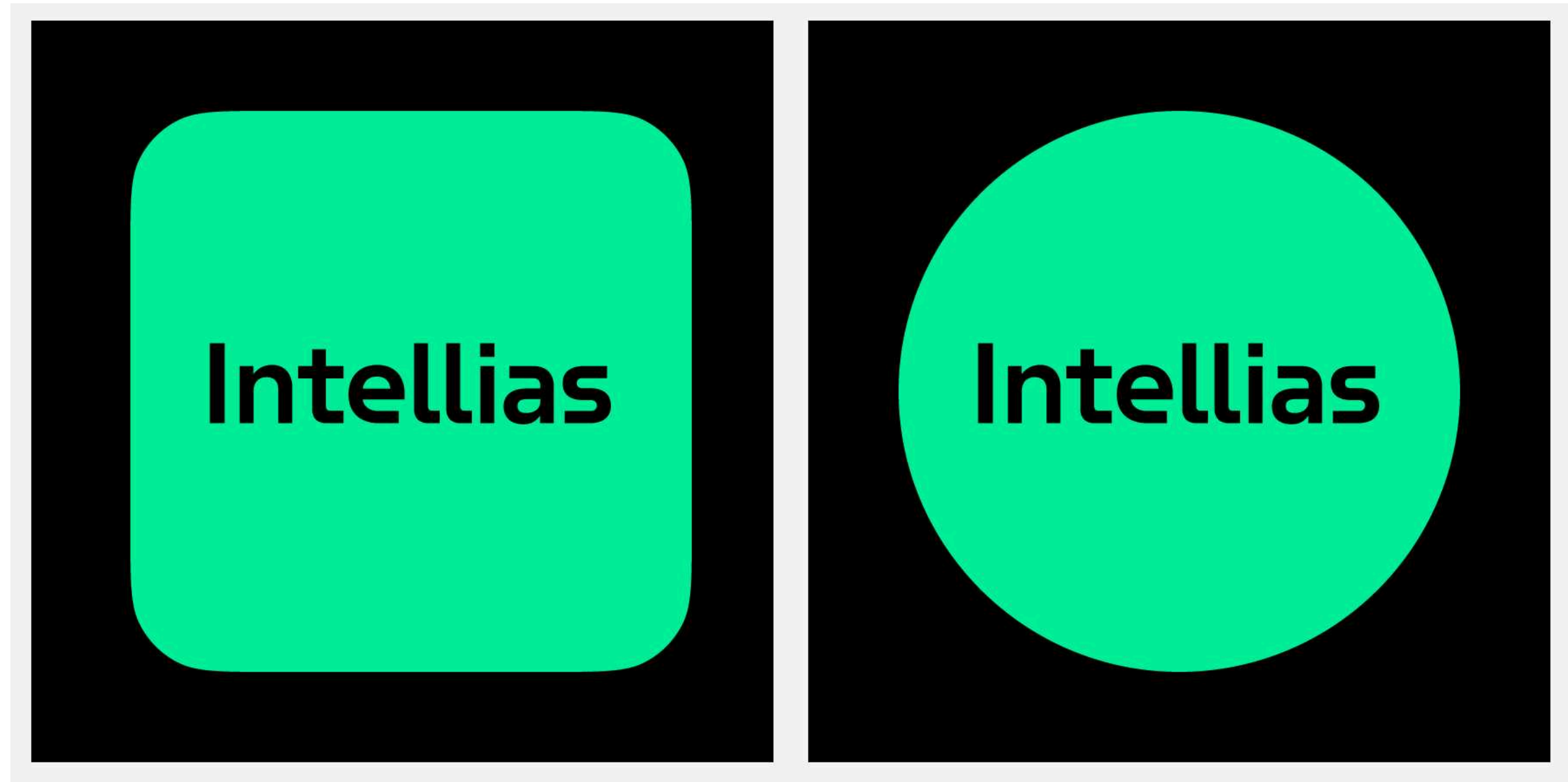
The descriptor is always secondary to the logo and must not be used independently or as a replacement for the logo.



Logo icon

The logo icon is a simplified version of the Intellias logo designed for use in compact digital contexts such as app icons, favicons, and social media avatars.

It is used only in approved shapes and proportions and must not be altered, redrawn, or combined with other elements.



Colors for printing

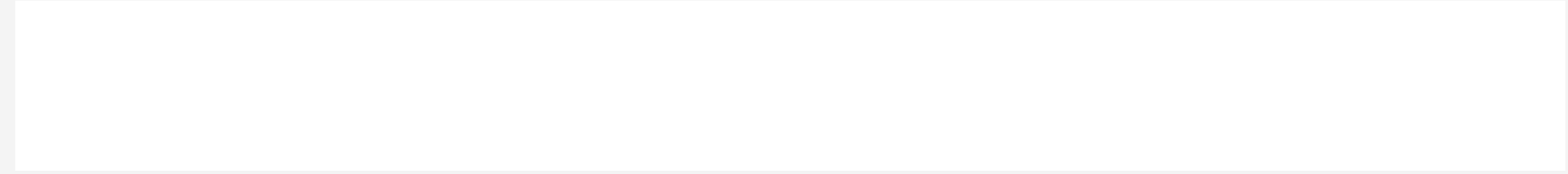
Aquamarine

The aquamarine brand color should be used selectively and with intention in print applications. Due to its high visual intensity, it is most effective as an accent color that highlights key elements and creates visual focus.

Avoid large monochromatic areas or extensive color coverage, as this can reduce the color's impact and may lead to inconsistencies across different printing processes and substrates.

Black

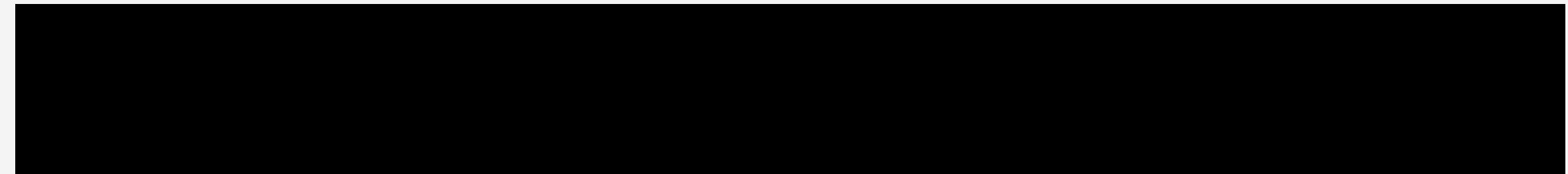
A deep, premium black that provides contrast, clarity, and visual balance. Used for typography, backgrounds, and core brand communications to ensure strong readability and a sophisticated appearance.



White

RGB 255, 255, 255

HEX FFFFFFFF



Black

Primary: Pantone Black 6c

CMYK fallback: C70 M50 Y50 K100 (recommended rich black for print)



Aquamarine

Primary: Pantone 2412 C

CMYK fallback: C70 M0 Y60 K0 (test-print required)



[WEB Logo pack](#)



[PRINT Logo pack](#)

Intellias

For questions and recommendations,
please contact design.studio@intellias.com