iland™

Identity Usage Guide
August 2009

core logo
This is the starting point for the iland graphic identity.
Our logo consists of the logotype, or uniquely set type-
face, that makes up the iland name and the graphical
element that forms a flamboyant cloud-like tittle over
the i.

descriptor lock-ups
The descriptor is added to the core logo to raise
awareness of the company and services. SInce iland
is a relatively unknown organization, the cloud infra-
structure descriptor is useful.

A descriptor could also be a business unit, as in iland
Europe Limited. The descriptor is positioned and sized
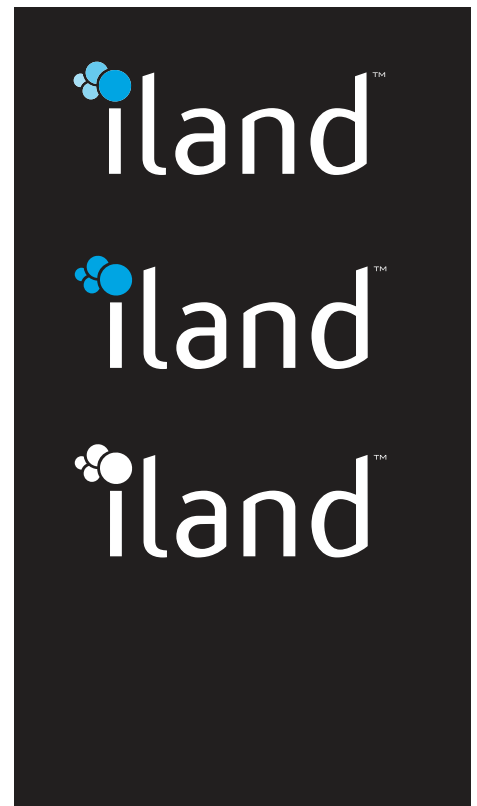so as not to compete or overpower the core logo.

Never resize or reposition. The descriptor is not to be
used in any other graphic layout, font, or colors
than those listed in these standards. Only use supplied
descriptor lock-ups—never try to create your own.

background colors

The preferred background for our logo is white—this best conveys the clear, elegant image of the iland brand.

In some cases, our logo is used over a color to enhance a particular design concept or when it is necessary to apply the logo over a colored substrate. In these cases, it's extremely important to ensure the visibility of all logo elements.

logo clear space

The iland logo needs a uniform buffer space on all sides. This "clear space" is the area around the logo that is left open to ensure primacy in visual hierarchy and achieve maximum visibility by insulating the logo from visual clutter. The clear space is defined as the area created on all four sides using the cloud tittle as the unit of measure.

Nothing may violate the logo clear space.

minimum size usage

To ensure the logo maintains its prominence, there is a minimum usage size. The lock-up with descriptor can't be scaled as small as the core logo due to readability of the descriptor. For special cases, please contact the creative department at creative@iland.com
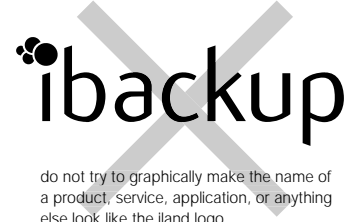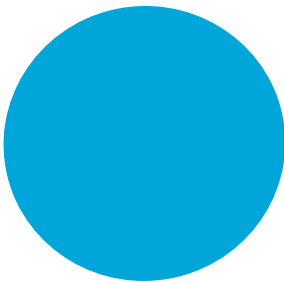
1 ³/₄ inches

3/4 inches

unacceptable usage
It is important that the iland logo is always used con-
sistantly in its correct, trademarked form. The design
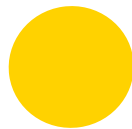of the logo must never be altered in any way.

do not distort or manipulate

do not add a stroke or change color

do not try to graphically make the name of
a product, service, application, or anything
else look like the iland logo

do not create unapproved descriptors

do not violate clear space with any element

do not place on unapproved backgrounds

do not alter relationship of tittle and logotype

do not change the logotype font

do not do anything else silly or stupid

green   yellow   gold   orange   magenta   red

iland blue

Color name	PANTONE® equivalent	CMYK equivalent	Hex equivalent
iland blue	PMS 639 C	83c 0m 11.5y 0k	#00A5E3
green	PMS 376 C	56c 0m 100y 0k	#99D900
yellow	PMS 107 C	0c 0m 79y 0k	#FFE500
gold	PMS 116 C	0c 15m 94y 0k	#FFCC00
orange	PMS 716 C	0c 38m 79y 0k	#FF7F00
magenta	PMS 214 C	0c 100m 34y 9k	#CC0066
red	PMS Red 032 C	0c 91m 87y 0k	#FF0033