Intellobots logo guide

The mark keeps its design (hexagon with the “ib” blocks), now drawn exactly: a regular hexagon with the blocks centred and equal gaps. The name is set in Sora, a free open-source typeface (SIL Open Font License). This guide sets the colours and use for the website, brochures, creatives, social media, slides and print.

Logo versions



Primary · light backgrounds: website header, brochures, letterhead, proposals



Reversed · deep green or dark photos: footer, covers, slides, event screens



Black · one-colour print: invoices, stamps, newspaper ads, engraving



White · on any brand colour or busy photo



Stacked · square spaces: booth panels, standees, merch



Mark only · when the name is nearby or space is small



Social avatar · LinkedIn, X, YouTube, WhatsApp, Google profile



App and browser icon · favicon, phone home screen

Colours



Solder green
HEX #0F4D3A
RGB 15 · 77 · 58
CMYK C85 M35 Y75 K45
Pantone (closest) 3435 C
Primary: the mark, buttons, headings accents



Ink
HEX #1D2220
RGB 29 · 34 · 32
CMYK C70 M60 Y60 K80 (rich black)
Pantone (closest) Black 6 C
Body text, one-colour logo

Paper
HEX #F1F2EE
RGB 241 · 242 · 238
CMYK C3 M2 Y5 K0 (or white stock)
Pantone (closest) —
Backgrounds; the logo on dark



Deep green
HEX #082A20
RGB 8 · 42 · 32
CMYK C90 M45 Y75 K70
Pantone (closest) 5535 C
Dark sections, covers, footer



ESL yellow
HEX #F3C31B
RGB 243 · 195 · 27
CMYK C3 M24 Y92 K0
Pantone (closest) 7406 C
Highlights only; never on the logo

CMYK and Pantone values are starting points for coated stock. Ask your printer for a proof matched to the HEX colour; dark greens print differently on uncoated paper.

Which version where

Surface	Use	Background
Website header, emails, documents	Horizontal · Primary	Paper or white
Website footer, dark sections, slide covers	Horizontal · Reversed	Deep green #082A20
Brochures and datasheets	Primary on covers with light imagery; Reversed on green covers	Keep a calm area behind the logo
Social posts and creatives	White or Reversed in a corner, 6–8% of the image width	Over photos use White with a subtle dark gradient
Social profile pictures	Avatar · solder tile	Built in
Business cards, letterhead	Primary front; Reversed on a green back	—
One-colour print, fax, stamps	Black or White	—
Merchandise, booth, signage	Stacked · White on solder green, or Primary on paper	—

Clear space and minimum size

Keep empty space around the logo equal to the width of the mark's top-left block (the dot of the "i") on every side. Minimum sizes: horizontal logo 120 px / 30 mm wide; mark alone 20 px / 6 mm tall. Below that, use the app icon.

Please don't

Stretch or squash it · recolour it outside these versions (no yellow, red or gradients on the logo) · add shadows, outlines or effects · rotate it · place the Primary logo on dark or busy backgrounds · retype the name in another font. Files with the name already use the correct typeface (Sora Bold for "Intellobots", Sora SemiBold for "TECHNOLOGIES", letter-spaced), converted to outlines. Sora is free to download from Google Fonts for documents and slides.

Construction

Regular hexagon, point up (width 237, height 273.66 units). The "ib" blocks sit in a 145 × 133 area centred in the hexagon: 46 units of space left and right, 70.3 above and below, 16-unit gaps everywhere, two equal 64.5-unit columns (the "i": 22-unit dot and 95-unit stem; the "b": two equal 58.5-unit blocks). In the horizontal logo the name's capital height is 44% of the mark's height, the tagline's is half of that, both lines start on the same left edge and the text block is centred on the mark; the space between mark and name is 32% of the mark height.

Files in the kit

SVG (vector: web, print, signage, any size) and transparent PNG in several sizes for each version; social avatars; app icons. For print, send the SVG to the printer or place it in your layout software.