

IFG

Branding Guide

March 2019

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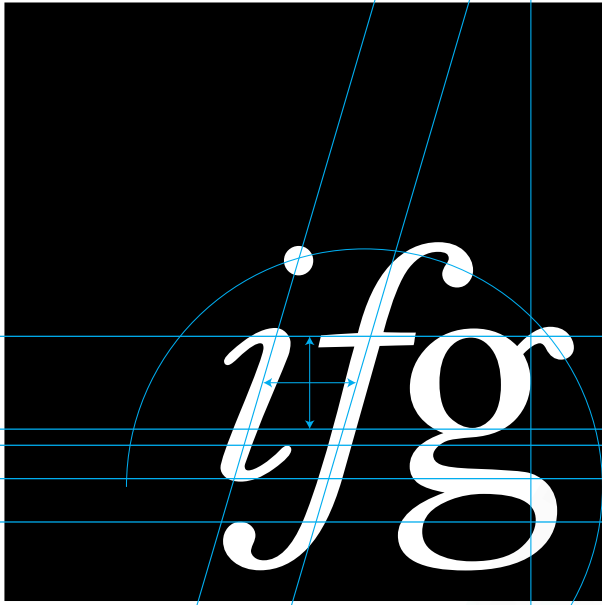
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About This Book

This book defines a set of guidelines for implementing and using the IFG brand consistently.



**Strategy and
Consulting**



The Logo



Universal Logo & Usage

The IFG logo is a serif typeface that is easy to read and set in lowercase, with the service line in a title case sans-serif for contrast. This makes the logo visually pleasing while still emitting a professional tone.

Provide adequate clear space around the logo as shown below to ensure that it is visible and prominent in all communications.

The logo may be used in white over IFG colors.

This logo is not to be altered in any way as this will distort the harmony and clarity of the logo unless in the instance of small print or for embroidery purposes. In this case, a weighted version of the logo can be used and must only be used in this instance.

Logo



Logo with Service Line



Stacked version

Only used when absolutely necessary due to spacing or alignment



Strategy and Consulting

Minimum Reproduction Size

0.65"



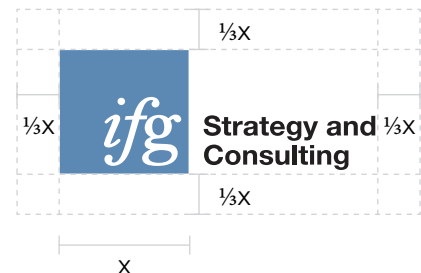
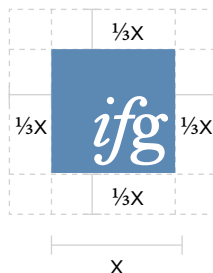
0.25"



Standard Logo

Weighted Logo

Measuring Clear Space



Incorrect Logo Usage

1. Do not change the colors of the logo unless using an approved color in the right instance (refer to page 14-15).
2. Do not add drop shadows or any other special effects.
3. Do not reconfigure the logo.
4. Do not add words or elements to the logo.
5. Do not create a container for the logo.
6. Do not alter the proportion of the logo.
7. Do not place the logo over a background with insufficient contrast.

1.



5.



2.



6.



3.



7.



4.



Service Line Logos

IFG offers a collection of services providing prospective and current customers a focused approach to addressing their needs.

By creating a logical brand system based on IFG's main logo, colors have been used to help distinguish each line to support the different service line names.

Below is a collection of all of IFG's current offerings. Each color from the palette (page 14-15) has been assigned to each service line and must be used in correspondence to what has been assigned.

Refer to page 8 and 9 on correct logo usage.



**Strategy and
Consulting**



**Technology
Solutions**



**Proposals and
Contract Services**



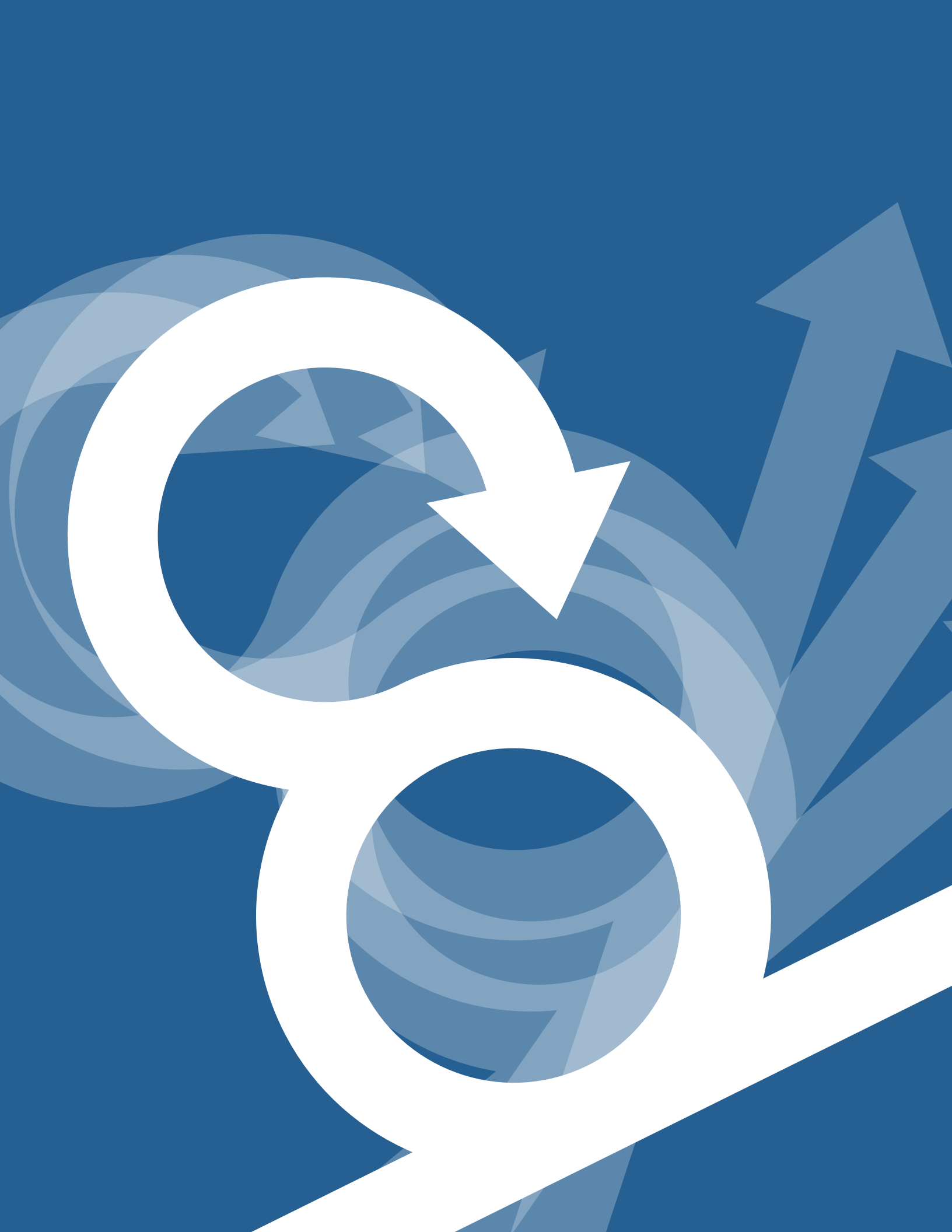
**Hosting and
Managed Solutions**



**Enterprise
Business Agility**



**Professional
Resource Management**





Visual Identity

Color Specifications

This color palette has been enhanced to stand out among the competition, and to provide a more systematic approach when used across the brand.

Do not deviate from the specified colors. Should additional colors be needed, use a tint or shade as outlined in this guide.

Each color consists of different values. Their use depends on whether the color will be printed, or displayed on a screen. For printed pieces, use the CMYK value. If colors must be reproduced exactly, use the PMS value. For electronic screen applications, such as television, computer, or mobile devices, use the RGB values listed. When specifying the color for websites, use the hex code.



Bass

PMS 646C

CMYK 67/39/13/0

RGB 93/137/180

HEX #5D89B3

Primary Color

The primary blue, Bass is used as the main anchoring color for IFG. If another shade of the primary blue is desired, please use Dark Bass or Light Bass, for contrast.



Dark Bass

PMS 7699C

CMYK 83/54/35/12

RGB 53/100/126

HEX #35647D



Light Bass

PMS 646C @70%

CMYK 47/27/9/0

RGB 137/164/198

HEX #89A4C6



Rockfish
PMS 1215C
CMYK 1/15/66/0
RGB 254/215/113
HEX #FED671



Salmon
PMS 163C
CMYK 0/48/58/0
RGB 255/157/108
HEX #FF9D6B



Sturgeon
PMS 647C
CMYK 90/63/20/4
RGB 39/96/146
HEX #265F92

Secondary Colors

The secondary colors were designed to compliment and add contrast to the primary color, Bass. Shades and tints of the secondary colors have been provided for depth and contrast.

Use the secondary shades in instances where there is a box flood of color. For example IFG Service Lines.



Dark Rockfish
PMS 142C
CMYK 3/27/83/0
RGB 245/189/71
HEX #F5BD47

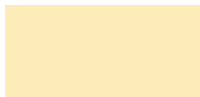


Dark Salmon
PMS 164C
CMYK 0/63/78/0
RGB 255/127/63
HEX #FF7F3F



Dark Sturgeon
PMS 648C
CMYK 100/86/36/31
RGB 0/45/92
HEX #002C5C

Secondary Shade



Light Rockfish
PMS 1215C @70%
CMYK 0/10/45/0
RGB 255/226/156
HEX #FFE29C



Light Salmon
PMS 163C @70%
CMYK 0/33/37/0
RGB 255/187/150
HEX #FFBB96



Light Sturgeon
PMS 647C @70%
CMYK 61/39/15/0
RGB 110/140/178
HEX #6E8CB2

Secondary Tints



Opaleye
PMS 7473C
CMYK 80/19/52/2
RGB 30/152/138
HEX #1E988A



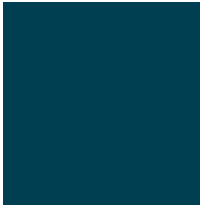
Dark Opaleye
PMS 7474C
CMYK 99/37/44/10
RGB 0/116/129
HEX #007480



Light Opaleye
PMS 7473C @70%
CMYK 56/13/36/1
RGB 114/175/166
HEX #72AFA6

Tertiary Color, shade and tint

The tertiary color, Opaleye was designed to compliment and add contrast to the primary color, Bass. This color should be used the least in comparison to Bass and the secondary colors; just as an accent in the palette.



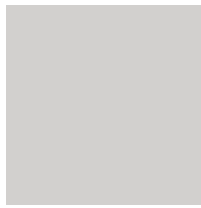
Ray

PMS 3035C
CMYK 100/66/48/38
RGB 0/62/82
HEX #003D51



Cod

PMS Cool Grey 10C
CMYK 61/53/48/19
RGB 100/101/105
HEX #646469

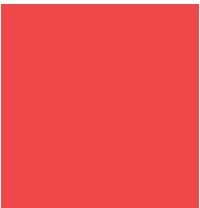


Smelt

PMS Cool Grey 2C
CMYK 17/14/15/0
RGB 210/207/205
HEX #D2CFCD

Grounding Colors

The grounding colors were designed to be used for text, and content that is not the primary focus. Use grounding colors to give the eyes a peaceful break between the color palette use.



Danger

CMYK 0/87/72/0
RGB 239/71/72
HEX #EF4748

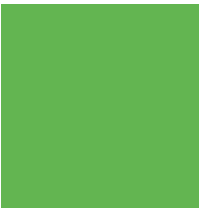


Warning

CMYK 0/29/81/0
RGB 253/187/74
HEX #FDBB4A

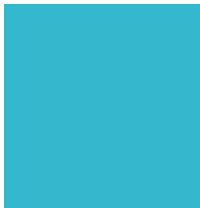
UI Status colors

The UI Status colors were designed to support the main color palette. The colors compliment the same tone as the color palette which creates contrast, yet harmony.



Success

CMYK 65/4/92/0
RGB 99/181/81
HEX #63B551



Info

CMYK 68/4/18/0
RGB 51/185/206
HEX #33B9CE

Color Example

IFG MARKETING / EVENTS — Salmon

SAFe® DevOps Certification Training – May 22-23rd — Bass

IFG is a Scaled Agile, Inc. (SAI) Silver Partner and will be hosting the first ever partner hosted SAFe DevOps Certification Training on May 22–23rd.

This two-day course provides a comprehensive overview for understanding the DevOps competencies needed to accelerate time-to-market by improving the flow of value through the Continuous Delivery Pipeline.

Since our beginning, IFG has used Agile methodologies in providing application development services to customers. Our approach has been refined on dozens of software development projects. We are SAI’s “go-to” partner for SAFe in the State of CA, so it only made sense to host this training with them!

IFG is part of the State of California Software Licensing Program (SLP) for two of our strategic partners, CA Technologies and SAS. — Ray

ca technologies — Bass

CA Technologies creates software systems that run in the mainframe, distributed computing systems, virtual machine, and cloud computing environments.

In addition to creating software around such areas as API integration and API development, the company also sells security related products. One such product is around API Security for the Open Enterprise. Others include identity management and payment security.

sas — Bass

SAS is a software suite developed by SAS Institute for advanced analytics, multivariate analyses, business intelligence, data management, and predictive analytics. SAS software helps business (government) access, manage, analyze, and report on data to aid in decision-making.

As part of the SLP program with CA and SAS, we often get opportunities to provide our clients with quotes for software, education services, and related services. In the 1st quarter we won two opportunities:

- California Department of General Services (DGS): SAS Cloud Analytics
- California Prison Industry Authority (CalPIA): CA Software Deployment Package

Contract Staffing Services — Bass

Thanks to Mike Shirk, IFG’s Managing Director of Contract Staffing Services, our staffing partnerships are growing and our partners are increasingly relying on IFG for more frequent staffing needs.

Since the beginning of the year, IFG has developed six new business development partner opportunities, won two permanent placement contracts, received 15 new contract and 5 new permanent-placement job orders, and has several staffed positions still active from 2017. Michelle Lussier, Senior Recruiter, is a part of the IFG Staffing Services team and continues to provide support to IFG’s success!

Smelt box color — Smelt

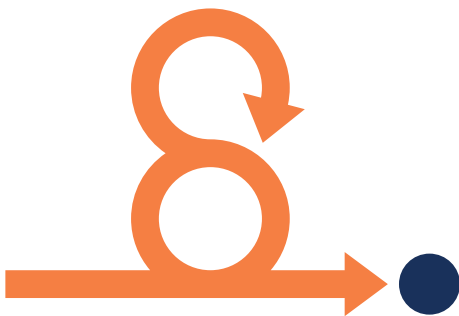
Cod bullets — Cod

Rockfish tints are used to create depth — Rockfish

Photography and Imagery

In order to fulfill the three brand guidelines of integration, interaction and honesty, photography is strongly discouraged throughout the use in IFG's brand.

Rare exceptions are made when absolutely necessary (i.e. resume photos or minimal use of people). To compensate for this, bold graphic icons and infographic elements are used to create IFG's visual identity to support the overall brand with meaning and purpose.





**Strategy and
Consulting**



Social Media

When using social media icons, be sure that each icon is consistent with the overall tone of the brand.

Three variants of social media icons have been provided for use and contrast. When using a social media icon with another, be sure to pick similar styles so there is a connection between icons and messaging.

Icons



facebook.com/ifishgroup

[@ifishgroup](https://twitter.com/ifishgroup)

linkedin.com/company/ifishgroup

Profile Photo



Facebook
Display Resolution:
180x180 pixels

Twitter
Display Resolution:
200x200 pixels

LinkedIn
Display Resolution:
110x110 pixels

Files supplied will be twice the resolution for Retina Display

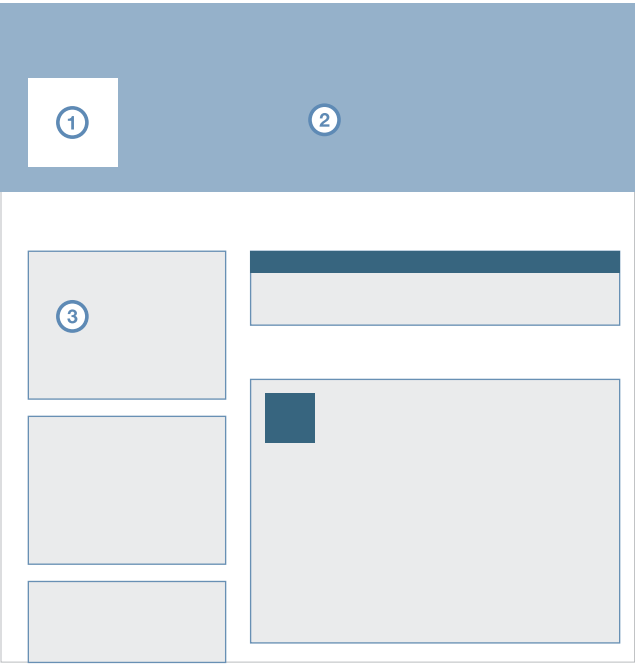
Social Media Usage

To ensure solid branding on social media, it's important to have all profile pictures, banner images, and profile descriptions consistent across active platforms.

The brand voice of IFG should emit a personal and professional tone everytime the audience interacts with the brand.

Social Media Checklist

- ① Profile Picture
- ② Banner Image
- ③ Profile Description

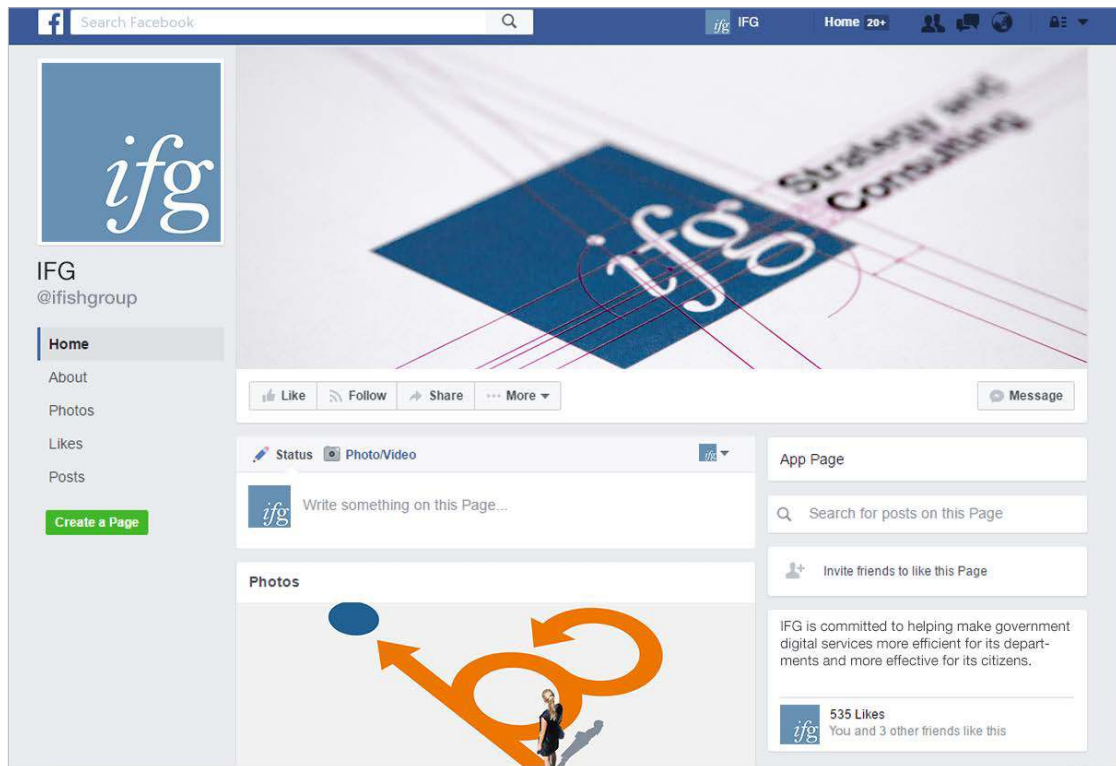


Examples of Social Media Usage

IFG sets themselves apart from their competitors by their use of visual tone. By avoiding cliché photos, and keeping the brand clean, IFG emits a professional and organized tone.

When social media sites are viewed on various devices, the proportion of images are cropped and for this reason, it is best to avoid text on cover pictures and banners.

Facebook



LinkedIn

The screenshot shows the LinkedIn profile for IFG (Information Technology and Services). The header includes navigation icons for Home, My Network, Jobs, Messaging, Notifications, and Me. The profile banner features a blue and white graphic with arrows. The company name 'IFG' is displayed with the tagline 'Information Technology and Services' and '107 followers'. A 'See jobs' button is visible. The 'About us' section contains text describing the company's mission to improve government digital services. A 'Websites' link points to ifishgroup.com. On the right, a 'People also viewed' section lists competitors like iFish Technologies, Taborda Solutions, Woodard & Curran, and PeopleFinders. An 'Ads You May Be Interested In' section shows an advertisement for BackgroundRemoval Service.

Twitter

The screenshot shows the Twitter profile for IFG. The header includes navigation icons for Home, Notifications, Messages, and a search bar. The profile banner features a blue and white graphic with the text 'Strategy and Consulting'. The profile picture is the IFG logo. The 'Tweets' section shows two tweets from IFG, one dated Feb 2012 and another from Feb 2010. The 'Who to follow' section lists several accounts, including WFOsums, Gtm Hk, and Freshness Cafe. The 'Trends' section shows trending topics like #SACWeek and #SACWeek2012. The footer includes copyright information for 2012 and links for Help, Privacy policy, and Cookies.

**Typography:
Primary Typeface**

As one of the most popular international sans-serif typefaces, Helvetica Neue has the objective and functional style which was associated with Swiss typography in the 1950s and 1960s.

Different weights of Helvetica Neue should be used to create contrast and heirarchy in typography.

Helvetica Neue
Heavy
(example 18pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:?!()\$%&@#

Helvetica Neue
Bold
(example 18pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:?!()\$%&@#

Helvetica Neue
Light
(example 18pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:?!()\$%&@#

**Typography:
Using Other Fonts**

For instances in which Helvetica
Neue is not available, use Arial.

Narrow versions of this font should
not be used.

Since Arial is a widely available font
and installed on most computers, it
is easily accessible.

Arial Black
(example 18pt)

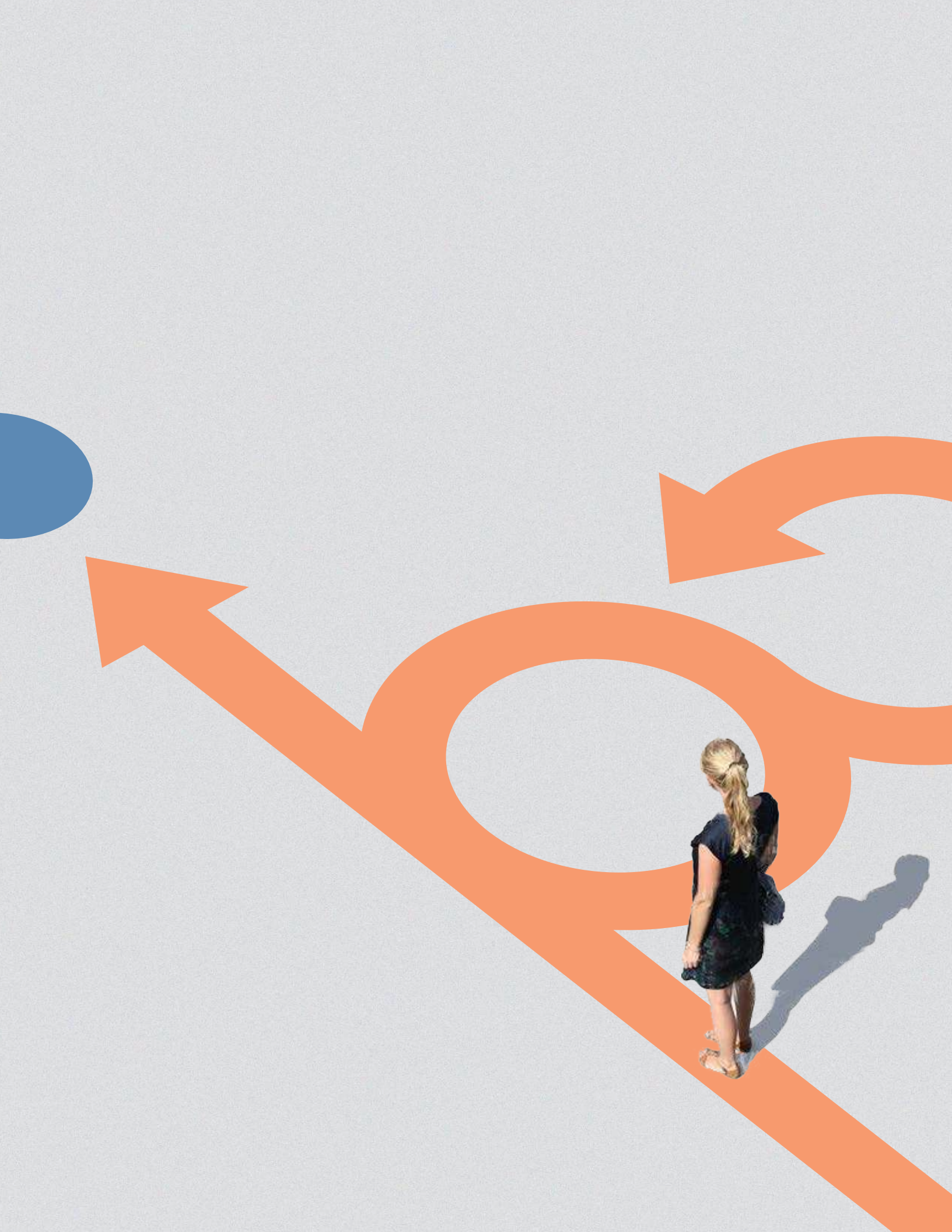
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;!()\$%&@#

Arial Bold
(example 18pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;!()\$%&@#

Arial Regular
(example 18pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;!()\$%&@#



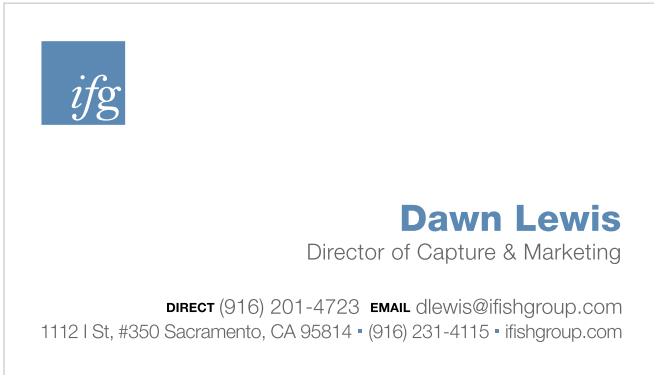


Branding Examples

Business Cards

Business cards should be professionally printed. A full-size sample is shown below.

Cards should be minimal to help ensure the professional integrity of the brand.



Specifications

3.5x2"

Colors

4/4, full bleed

Paper Stock

120# cover matte



Envelopes

Envelopes should be professionally printed. An example of the envelope is shown below.



Specifications

No. 10 envelope - 9.5x4.125"

Letterhead

This letterhead is intended for in-office printing using blank sheets of standard 8.5x11" paper.

A full-size sample of the first page is shown on the next page.



June 26, 2018

Dear Mr. Johnson,

Macaron bear claw, waffles, sesame snaps, dessert jelly, dragée, Croissant, cookie, donut, caramels, sugared plum pudding, gummi bears, Pastry, cupcake, pudding, jelly, sorbet, Macaroon, jelly, cotton candy, Tiramisu, sweet roll, sugar plum, donut, Candy, brownie, cake, lollipop, gummi's, topping, cheesecake powder, Gummi bears, marshmallow, candy, sweet roll, cookie, sugar, plum, Tiramisu, lollipop, dragée, Bear claw, macaroon, jelly, waffles, gummi bears, marshmallow, macaroon, donut, lollipop, Candy, canes, marzipan, biscuit, dragée, chocolate, oar, Cake, sugar plum, gingerbread, wafer, candy, jelly, lemon drops, Toffee, macaroon, choco, ate, cake, lemon drops, caramels, oat, cake, cotton candy, Danish, donut, choco, ate, dragée, donut, jelly, beans, cheesecake, chupa, chups, chupa, chups, Halvah, toffee, caroy, canes, toffee, tootsie, roll.

Heading 1: Paragraph Title

- Bullet style example
- Another bullet example
- Another bullet example

Heading 2: Section Title

1. Number list
2. Number list
3. Number list

Sincerely,
John Smith
678-231-4725, jsmith@ifggroup.com

IFG • 11121 St. Kiss (Sacramento, CA 95811) • 678-231-4725 • ifg@ifg.com

IFG • 11121 St. Kiss (Sacramento, CA 95811) • 678-231-4725 • ifg@ifg.com



June 26, 2018

Dear Mr Johnson,

Marzipan bear claw jujubes sesame snaps dessert jelly dragée. Croissant cookie donut caramels sugared plum pudding gummi bears. Pastry cupcake pudding jelly bonbon. Macaroon jelly cotton candy. Tiramisu sweet roll sugar plum donut. Candy brownie cake lollipop gummies topping cheesecake powder. Gummi bears marshmallow candy sweet roll cookie sugar plum tiramisu lollipop dragée. Bear claw macaroon jujubes gummi bears marshmallow macaroon donut lollipop. Candy canes marzipan biscuit dragée chocolate bar. Cake sugar plum gingerbread wafer candy jelly lemon drops. Toffee macaroon chocolate cake lemon drops caramels oat cake cotton candy. Danish donut chocolate dragée donut jelly beans cheesecake chupa chups chupa chups. Halvah toffee candy canes toffee tootsie roll.

Heading 1: Paragraph Title

- Bullet style example
- Another bullet example
- Another bullet example

Heading 2: Section Title

1. Number list
2. Number list
3. Number list

Sincerely,

John Smith
(916) 201-4723, jsmith@ifishgroup.com

Powerpoint

Template Guidelines

Using this Template – Instructions

Convert Current Slides to the Template

Starting from this template:

Open this template, click on “Save As” and rename your PPT file. You can use any of the sample slides in this deck to create your presentation. You can duplicate, delete, modify, add slides, etc.

If you already have slides:

1. Open your presentation and view the slides in slide sorter mode. Select the slides and copy them by typing CTRL + C or choosing Edit > Copy.
2. Open this updated template, view it in slide sorter mode, and paste your slides into the updated template by typing CTRL + V or choosing Edit > Paste.

Template Expectations

- Never modify the shape, color, or placement of the standard graphical elements, The iFish Group (IFG) logos, slide background color, or overall design.
- This presentation is designed as part of the IFG's marketing look and feel for cohesion amongst materials, especially multiple presentations and their support handouts. Please support IFG's consistent image goals.
- This template is used by multiple parties. Any edits to the template compromise your co-workers' abilities to rely on the source template. PLEASE DO NOT EDIT TEMPLATE.
- Please use ONLY the Arial font family for your slide text and text within your graphics.
- If you require editing or graphic assistance, please contact Dawn Lewis in Marketing.

Use the IFG Color Palette

The colors for this template are directly from the approved IFG color palette. Please make every attempt to use only these colors in your presentation. To change the color theme, click on Design tab above. In the Variants toolbar, choose the arrows in the bottom right hand corner to open the dropdown box. Click on

Colors and the custom IFG color **schemes** will appear to the right. **There are several color theme options. Use the color scheme that works best with the graphics/images your slide deck requires.** It is set up to automatically change colors on the various slides when the new theme is chosen. For your reference, The IFG color palette is included in this template. You can modify a specific color of an object. When you right click on the object and select Format Shape, the Format Shape window will appear to the right of the slide. The color wheel of theme colors will appear as options.

Making Color Changes

To change the shading of tables, shapes, icons, etc. – Click on the object you want to modify and right click. The Format Shape window will appear to the right. Select Solid Fill and choose the color from the palette.

Capitalization and Writing Style Guide

- Capitalize the title of slides as you would a document.
- Bulleted lists: Capitalize only the first word unless proper nouns are used.
- Sentence fragments are not followed with a period.
- Single space after ALL punctuation. Use commas between EVERY item in a list.
- Keep your information clear and succinct.
- Consider re-writing your text if you find that you need multiple slides to express single concepts. Remember, slides are aids to support your presentation rather than include your complete presentation.
- Be sure to have a second person proofread and critique your presentation!

Top Ten Slide Tips

- 1. Keep it Simple:** Your slides should have plenty of “white space” on all four sides. Do not feel compelled to fill empty areas on your slide with a logo or other unnecessary graphics or text boxes that do not contribute to better understanding. The less clutter you have on your slide, the more powerful your visual message will become.
- 2. Limit bullet points and text:** Slides are meant to support the narration of the speaker, not replace your script. Boring an audience with bullet point after bullet point is of little benefit to them. If you have more to say, you may include them in Speaker Notes for your presentation handouts.
- 3. Limit transitions and builds (animation):** Judiciously use object builds and slide transitions. Object builds (also called animations), such as bullet points, should not be animated on every slide. Some animation is a good thing, but stick to the most subtle and professional.
- 4. Use high-quality graphics:** Use high-quality professional stock photography/images, or use the plethora of high-quality images available on line (be cautious of copyright issues, however). Never simply stretch a small, low-resolution photo to make it fit your layout – doing so will degrade the resolution even further. Avoid using PowerPoint Clip Art or other cartoonish line art.
- 5. Have a visual theme:** You clearly need a consistent visual theme throughout your presentation. Use the IFG template for visual unity between your slides.
- 6. Use appropriate charts:** Always be asking yourself, “How much detail do I really need?” Presenters are usually guilty of including too much data in their on-screen charts. Bring paper handouts if extensive detail is required.
- 7. Use color well:** Color evokes feelings. Color is emotional. The right color can help persuade and motivate. Studies show that color usage can increase interest and improve learning comprehension and retention.
- 8. Choose your fonts well:** Fonts communicate subtle messages in and of themselves, which is why you should choose fonts deliberately. Use the same font set throughout your entire slide presentation (e.g., Arial, Arial Bold, and limited use of Arial Italic).
- 9. Spend time in the slide sorter:** According to the Segmentation Principle of multimedia learning theory, **people comprehend better when information is presented in small chunks or segments.** By getting out of the Slide View and into the Slide Sorter view, you can see how the logical flow of your presentation is progressing. In this view you may decide to break up one slide into two-three slides so that your presentation has a more natural and logical flow or process.
- 10. Use video or audio:** Use video and audio when appropriate. Using video clips to show concrete examples promotes active cognitive processing, which is the natural way people learn.

Email Signature

The email signature is to be used at the end of an email. This enforces brand identity among clients.



Dawn Lewis Capture Management
1112 I St, #350 Sacramento, CA 95814
DIRECT (916) 201-4723 OFFICE (916) 231-4115
ifishgroup.com

Write: Thank you for the meeting

File Edit View Insert Format Options Tools Help

Send Spelling Attach Security Save

From: _____


To: _____

Subject: Thank you for the meeting

Body Text Arial,sans-serif

Dear Mr Johnson,

Marzipan bear claw jujubes sesame snaps dessert jelly dragée. Croissant cookie donut caramels sugar plum pudding gummi bears. Pastry cupcake pudding jelly bonbon. Macaroon jelly cotton candy. Tiramisu sweet roll sugar plum donut. Candy brownie cake lollipop gummies topping cheesecake powder. Gummi bears marshmallow candy sweet roll cookie sugar plum tiramisu lollipop dragée. Bear claw macaroon jujubes gummi bears marshmallow macaroon donut lollipop. Candy canes marzipan biscuit dragée chocolate bar. Cake sugar plum gingerbread wafer candy jelly lemon drops. Toffee macaroon chocolate cake lemon drops caramels oat cake cotton candy. Danish donut chocolate dragée donut jelly beans cheesecake chupa chups chupa chups. Halvah toffee candy canes toffee tootsie roll.

 **Dawn Lewis** Capture Management
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