

Brand Guidelines.

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Brand Construction

Introduction

At Intertec.io, we specialize in providing high-quality, cost-effective near-shoring services tailored to meet the software development needs of small and medium-sized enterprises (SMEs) in Western Europe. With a deep understanding of the challenges faced by companies seeking flexible and efficient development teams, we offer solutions that bridge the gap between quality, innovation, and affordability. Our goal is to help our clients achieve scalable growth through expert nearshore teams aligned with their goals, culture, and time zone.

Mission:

We envision a future where all businesses harness digital transformation and technology to thrive in a connected, equitable world.

Vision:

At Intertec.io, we make advanced technology accessible to empower businesses, drive innovation, and create a more equitable digital future.



Tone of voice

Intertec.io speaks with a bold, future-forward voice that combines expert authority with creative problem-solving, focusing on empowering clients through transformative and results-driven tech solutions.

● **Authoritative
Yet Dynamic**

● **Futuristic
& Transformative**

● **Tech-Savvy
& Results-Driven**

● **Visionary & Creative
Problem-Solving**

● **Empowering
& Human-Centric**

● **Adaptive
& Resilient**

Logotype Design

The logo of Intertec is a striking visual representation of our brand's essence and mission. The circular shape paired with a minimalist icon and modern typography reinforces the company's technological orientation, presenting an image of precision, innovation, and connectivity.

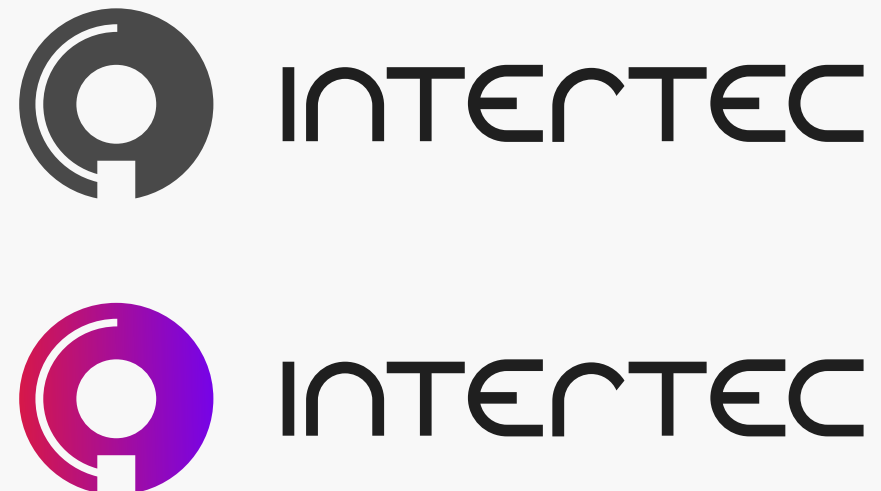
Guideline:

Our primary logo is horizontal.

When the primary logo doesn't fit your composition, use the vertical logo.

Color:

Our primary logo is red, but it can also be used in a gradient variant.

HORIZONTAL LOGO**VERTICAL LOGO**

Horizontal Logo

The horizontal logo is the primary version and should be used in most instances for maximum brand consistency. Its wide layout is ideal for applications like website headers, banners, and other horizontal spaces where visibility and brand recognition are essential.

When to Use:

Use the horizontal logo for websites, banners, email signatures, and other wide-format designs.

Clear Space:

Ensure there is clear space around the logo at least equal to the height of the circular icon for optimal presentation.



Vertical Logo

The vertical logo variation is designed for use in compact spaces where a horizontal layout would not fit effectively. This version retains the full impact of the brand while offering flexibility in narrow applications. When the horizontal logo doesn't fit your composition, use the vertical logo.

When to Use: Use the vertical logo in areas where a horizontal version is impractical, such as square or vertical layouts.

Clear Space: Maintain clear space around the logo equal to the height of the circular icon to ensure legibility.



Color Logo

Our color logo ensures flexibility and consistency across various backgrounds and design contexts. The vibrant purple and red gradient is the primary version, designed to convey energy, innovation, and technological prowess. To maintain brand identity in different environments, we provide options for use on both light and dark backgrounds.

Light Background:

Use the full-color logo with its gradient on light or white backgrounds for maximum clarity and impact.

Gradient Background: For colorful or gradient backgrounds, use the white version of the logo to ensure legibility and contrast.

Dark Background: When applied to dark backgrounds, use the white or full-color gradient logo to maintain brand visibility and consistency.



Logo Mono Color

The monochrome logo version provides flexibility for situations where color printing or display is not possible or practical. This black-and-white variation ensures the logo maintains its visual integrity and legibility across different mediums while simplifying production in limited-color environments.

Light Backgrounds:

Use the black logo version on light or white backgrounds for optimal contrast.

Dark Backgrounds:

Use the white logo version on dark or black backgrounds to maintain clarity and brand presence.



Background Color Usage

To ensure optimal visibility and consistency, the Intertec logo has specific guidelines for usage on different backgrounds. The logo should always maintain strong contrast and legibility regardless of the background color or texture.

Gradient or Colored Backgrounds:

On vibrant or gradient backgrounds, use the white logo version to ensure maximum visibility and contrast.

Photographic Backgrounds:

For photos or complex images, always use the white logo version. Place the logo over a clear, less busy area of the image to maintain readability and visual impact.



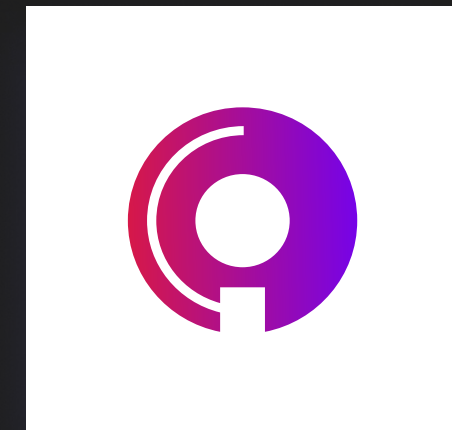
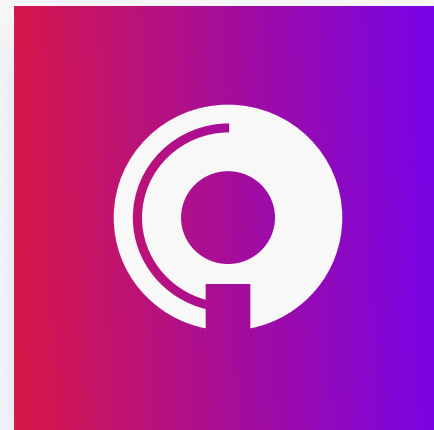
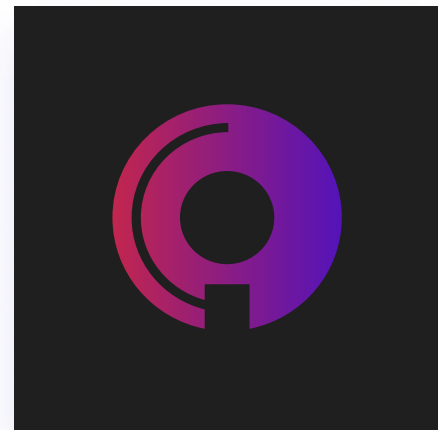
Logo Social Media Icon

The social media icon version of the Intertec logo is designed for use in smaller, square formats, such as profile pictures on platforms like Instagram, Twitter, or LinkedIn. This version utilizes the circular logo mark, ensuring clear recognition and brand consistency even at smaller sizes.

Backgrounds: Use the dark or light version of the logo icon depending on the background color for maximum visibility.

Simplicity: Ensure the logo icon stands out by placing it on solid or gradient backgrounds without clutter.

Size: Keep the logo clear and legible, especially when scaled down for social media platforms.



Logo Misuse



✘ Distortion and Alteration



✘ Outline

INTERTEC

✘ Using Wordmark



✘ Color Manipulation



✘ Rotation



✘ Incorrect Font



✘ Incorrect Scaling



✘ Drop Shadows



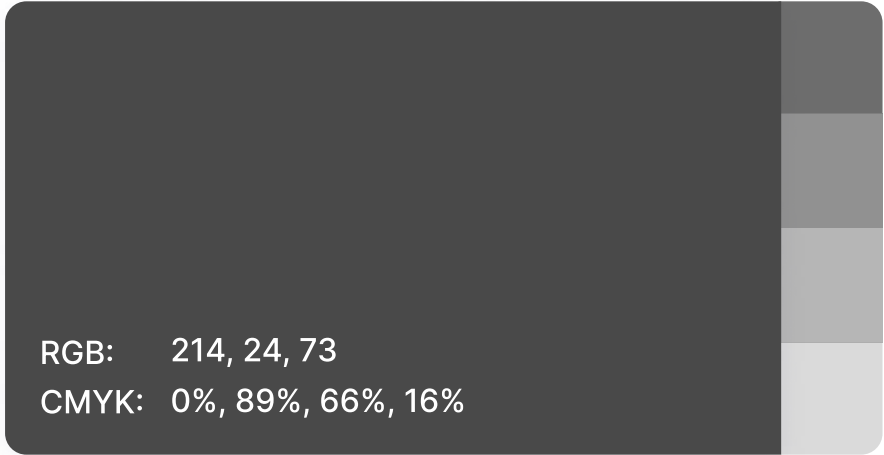
✘ Using Wordmark Gradients

02

Graphic Elements

Color Palette

The color palette plays a crucial role in reinforcing the Intertec brand identity. It consists of bold, vibrant tones that symbolize energy, creativity, and technological innovation. The combination of red, purple, and black creates a strong, memorable visual language. Each color in the palette has specific RGB and CMYK values to ensure consistency across print and digital media.

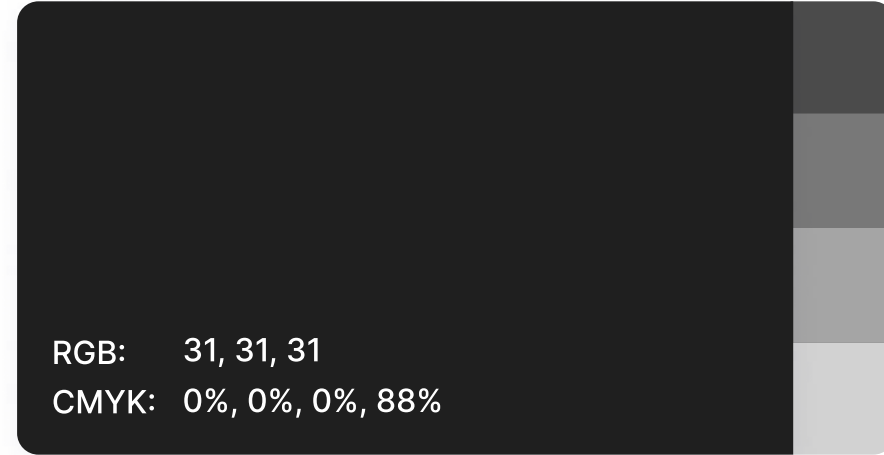


RGB: 214, 24, 73
CMYK: 0%, 89%, 66%, 16%

Primary Crimson Bloom #D61849



Secondary Ultraviolet Surge #6800FF



RGB: 31, 31, 31
CMYK: 0%, 0%, 0%, 88%

Black #D61849



Gradient #D61849 - #6800FF

Typography

The Intertec brand uses the Inter typeface, a modern, clean, and highly legible font family. This font complements the technological and forward-thinking ethos of the brand, with a range of weights available to accommodate various design needs.

Inter

Inter Thin

AaBbCcdDdEeFf

Inter Regular

AaBbCcdDdEeFf

Inter Medium

AaBbCcdDdEeFf

Inter Bold

AaBbCcdDdEeFf

Inter Extra Bold

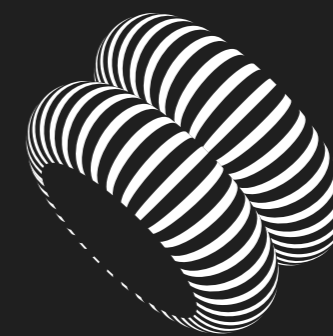
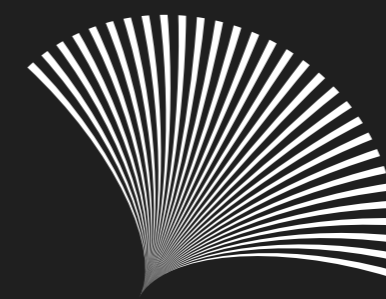
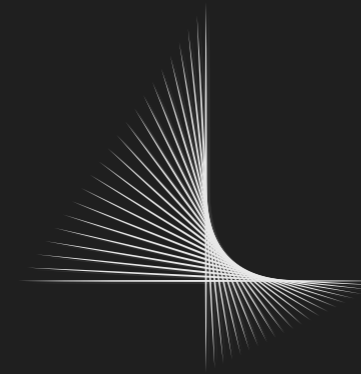
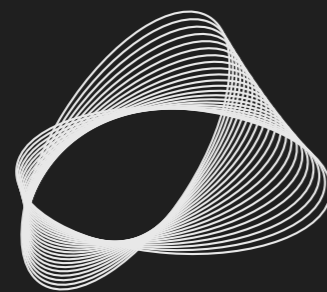
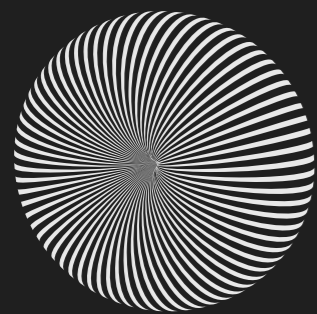
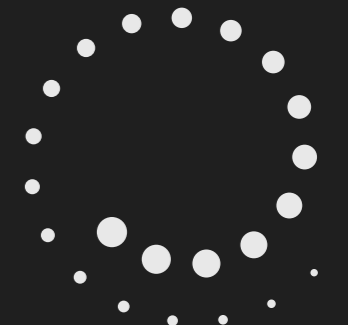
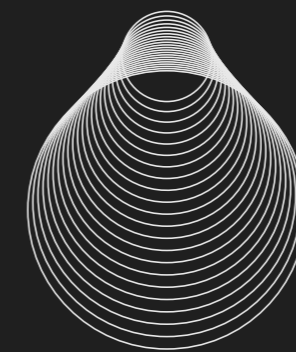
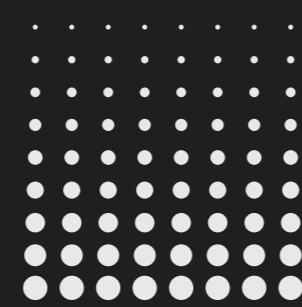
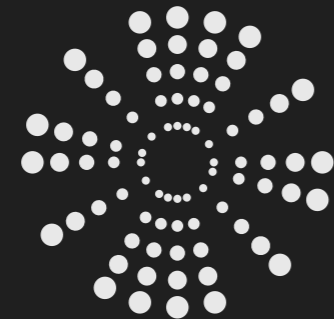
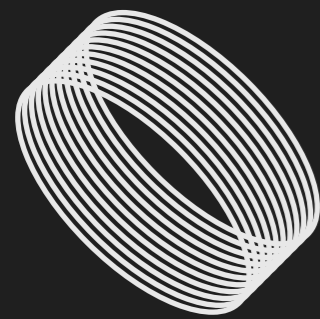
AaBbCcdDdEeFf

03

Brand & Merch

Graphics

These graphic elements can be used for social media, banners, and web cards. The colors can be adjusted to match the brand's color scheme and background guidelines.





LinkedIn Cover


 Your Trusted Software Development Partner
Scale Your Team
Extend Your Opportunities




+ 150
Experts

- 30%
Lower Cost

+ 10 years
Delivering Excellence

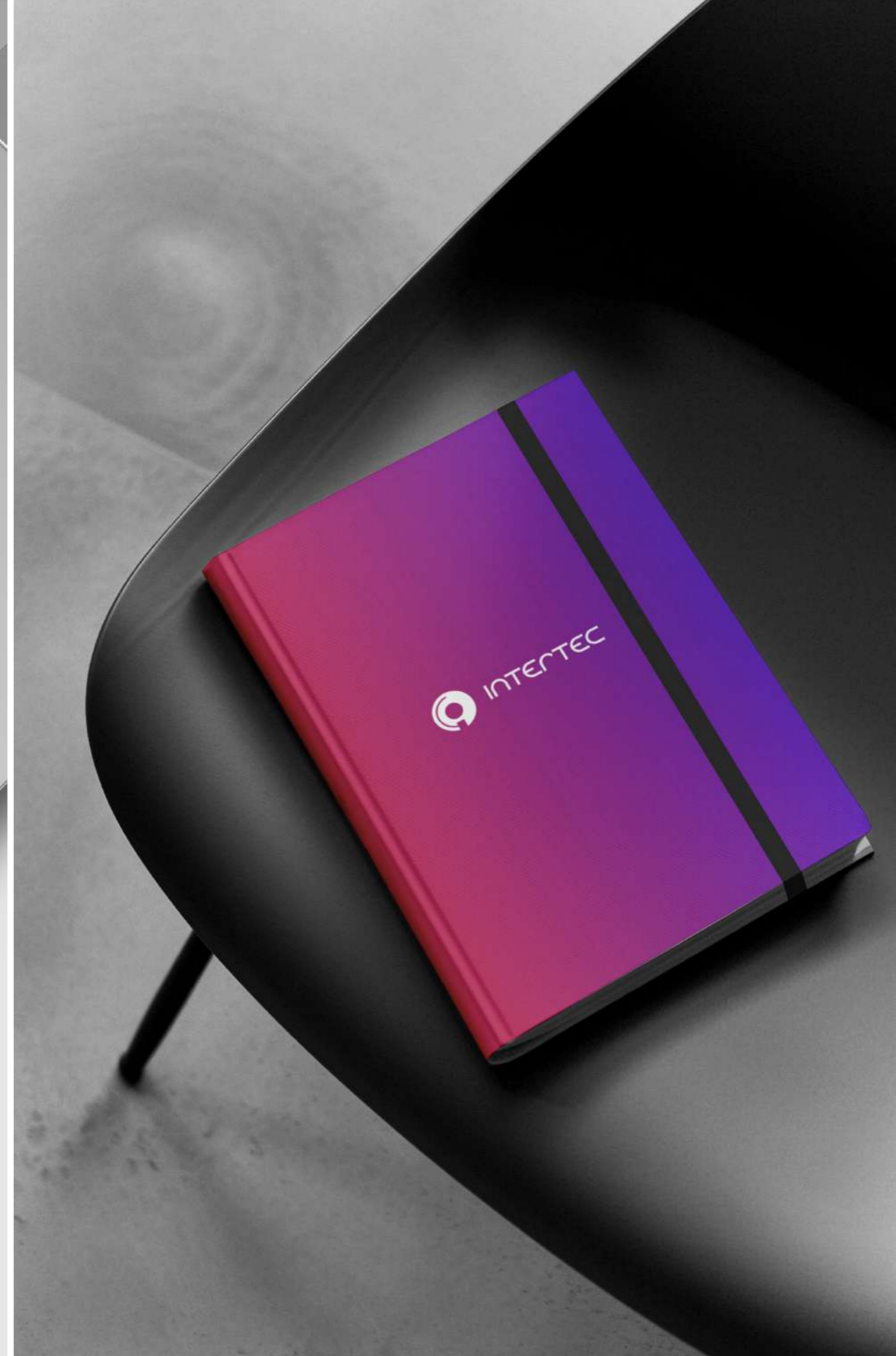




 Your Trusted Software Development Partner
SCALE YOUR TEAM
Extend Your Opportunities

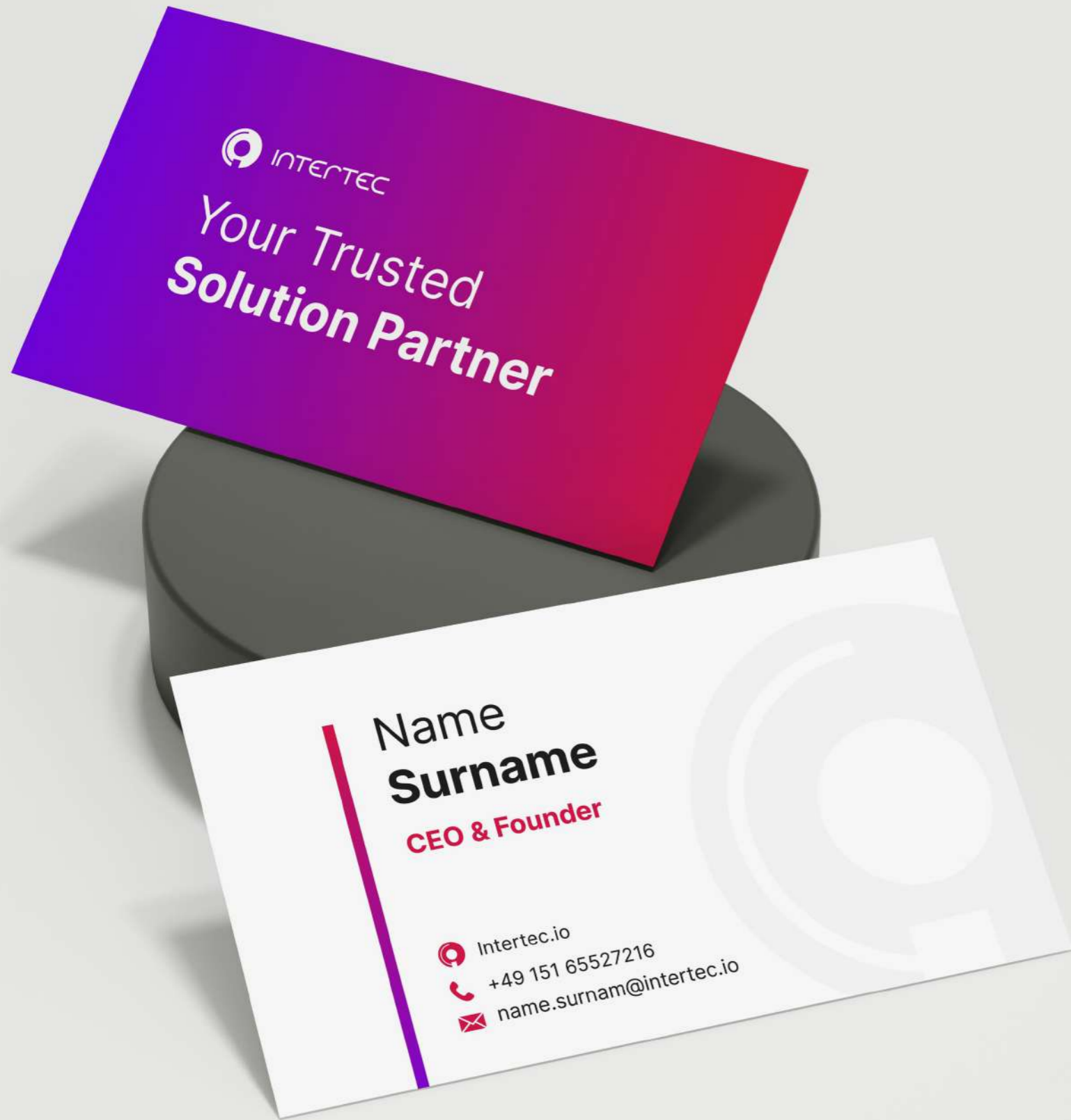






Stationary branding



Intertec Brand Guidelines



Stationary branding



Intertec Brand Guidelines



