



# INHERIT

## Visual Identity Guidelines

March 2016

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# INHERIT

# THE LOGO + TAGLINE

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# INHERIT

Health | Equity | Environment

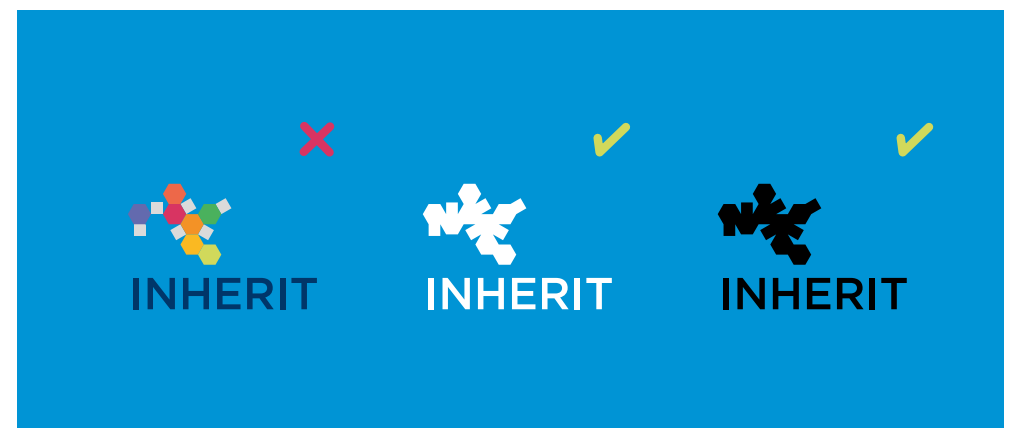
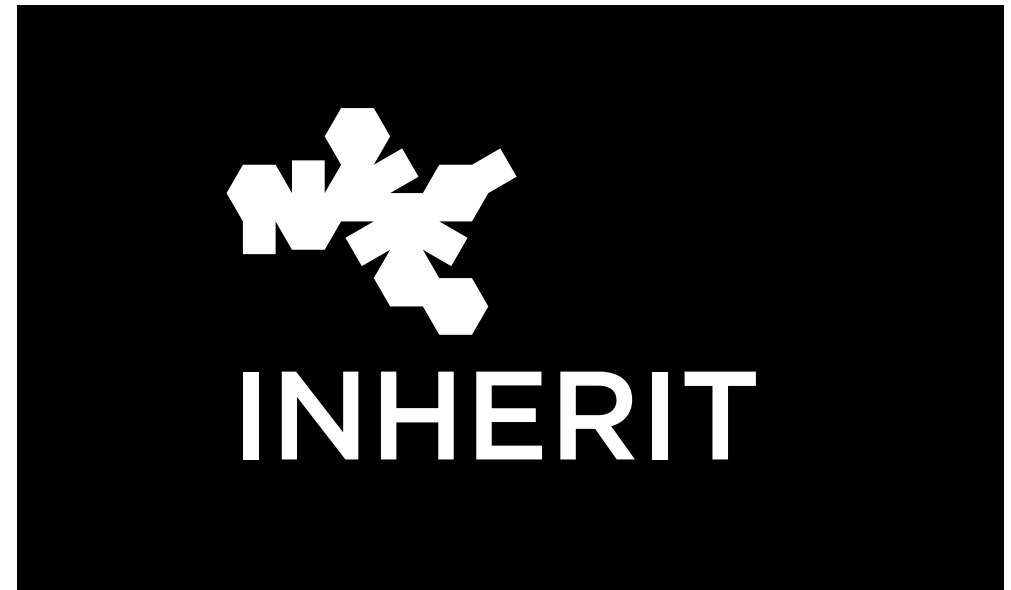
# THE LOGO

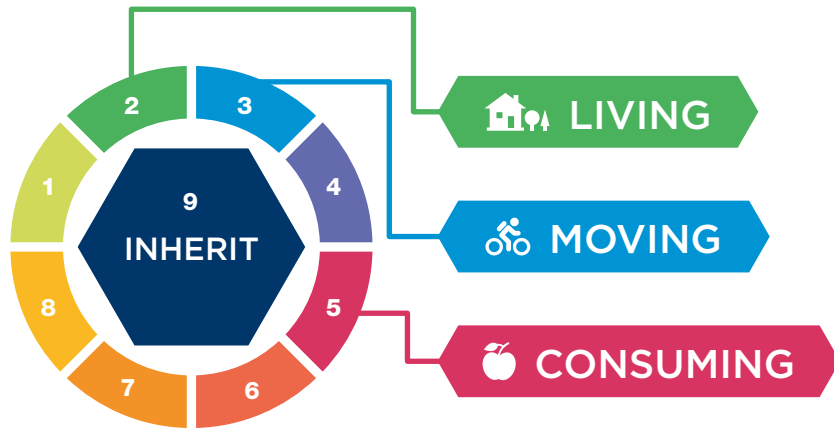
## Structure & Proportions



# THE LOGO | USAGE

## Monochrome and Backgrounds





	C: 30 M: 0 Y: 90 K: 0	R: 200 G: 210 B: 65	HEX: #c8d241		C: 0 M: 70 Y: 70 K: 0	R: 225 G: 80 B: 55	HEX: #e15037
	C: 70 M: 0 Y: 80 K: 0	R: 70 G: 165 B: 70	HEX: #46a546		C: 0 M: 50 Y: 90 K: 0	R: 235 G: 125 B: 20	HEX: #eb7d14
	C: 90 M: 20 Y: 0 K: 0	R: 0 G: 130 B: 205	HEX: #0082cd		C: 0 M: 30 Y: 100 K: 0	R: 245 G: 170 B: 0	HEX: #f5aa00
	C: 70 M: 60 Y: 0 K: 0	R: 80 G: 85 B: 160	HEX: #5055a0		C: 100 M: 70 Y: 10 K: 40	R: 0 G: 40 B: 87	HEX: #002857
	C: 10 M: 90 Y: 40 K: 0	R: 200 G: 27 B: 80	HEX: #c81b50		C: 0 M: 0 Y: 0 K: 20	R: 209 G: 209 B: 209	HEX: #d1d1d1

# THE ICON



Based on a truncated octahedron, this Archimedean solid is made of 6 squares and 8 hexagons. Fold the model and you get the octahedron below.





The primary typeface is GOTHAM. GOTHAM MEDIUM, BOOK or LIGHT.

Where this typeface is not available (for example, PowerPoint presentations, internal documents, etc), the alternative system typeface Calibri should be used.

**IMPORTANT:**

Never distort a typeface!

✘ Lorem ipsum dolor sit amet

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## GOTHAM MEDIUM CAPS FOR LARGE TITLES

### Gotham Medium or Book for Medium Titles

**(Main Text #1: Gotham Book - 10pt)**

Nequi iunduci ustios del ipicaest eictae. Odit tendandios hiliti res corepe pliquatem exceatit aciendi cipsant. Non re doluptio tendandios hiliti res corepe eveliquias enis ditatias consequi asit dolupti ut fugia natem alit aut lab inistiorata ium remperupta voluptaquo ommodi dis id experfero consed et odis ex earchit maxim ni nam liquodi conectem qui ut ad quam.

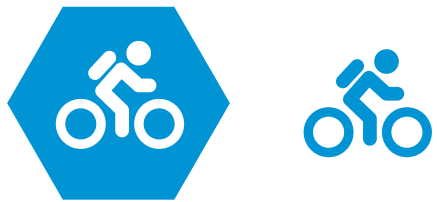
**(Main Text #2: Gotham Light - 10pt)**

Nequi iunduci ustios del ipicaest eictae. Odit tendandios hiliti res corepe pliquatem exceatit aciendi cipsant. Non re doluptio tendandios hiliti res corepe eveliquias enis ditatias consequi asit dolupti ut fugia natem alit aut lab inistiorata ium remperupta voluptaquo ommodi dis id experfero consed et odis ex earchit maxim ni nam liquodi conectem qui ut ad quam.

# ICONS

## Extra Graphic Elements

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MOVING



LIVING



CONSUMING

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## INHERIT

ENVIRONMENT / HEALTH / EQUITY / INNOVATION



# THE CONTAINER

## Extra Graphic Elements



# OCTAHEDRONS

## Extra Graphic Elements

MOVING



LIVING



CONSUMING



# CONTACTS

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If you need any further guidance on the INHERIT media identity, whether communications, design or digital, please contact **REVOLVE MEDIA**:

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## REVOLVE

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**INHERIT**