



Identity Guidelines

DRAFT - V 1.0, 28.04.21

Brand Mark

The Impero logo consists of two forms, the first is the complete wordmark. The logo should not deviate from the agreed forms on this page.

The two recognised logo forms are as follows:

The Full Wordmark: The updated Impero mark consists of our full name in conjunction with the orb. The full wordmark should be used primarily with the exception of product naming. These conventions are laid out in later pages.

The Orb: The Orb is the short-form of the Impero mark and has strong brand association. The exact width and shape should not be altered.

Colours: The logo and orb have 3 colour variations, as shown to the right.



STANDARD VARIANT

✔ Light Background ✘ Dark Background ✘ Brand Background



DARK VARIANT

✘ Light Background ✔ Dark Background ✘ Brand Background



BRAND COLOUR VARIANT

✘ Light Background ✔ Dark Background ✔ Brand Background



SPACING GUIDE



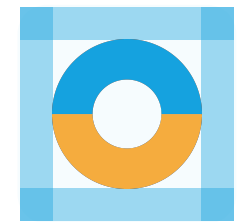
STANDARD VARIANT



DARK VARIANT



BRAND VARIANT



SPACING GUIDE

Logo Lockups

When combined with Impero product logos, the Impero logo lockup should take the shorthand form of:

ORB + PRODUCT NAME

Colour and spacing rules from the general logo guidelines apply.

The logo lockup for Backdrop features the Impero Orb icon, a circle split vertically into blue (top) and orange (bottom) halves, positioned to the left of the word "Backdrop" in a bold, black, sans-serif font.

Backdrop

The logo lockup for Classroom features the Impero Orb icon, a circle split vertically into blue (top) and orange (bottom) halves, positioned to the left of the word "Classroom" in a bold, black, sans-serif font.

Classroom

Primary Colours

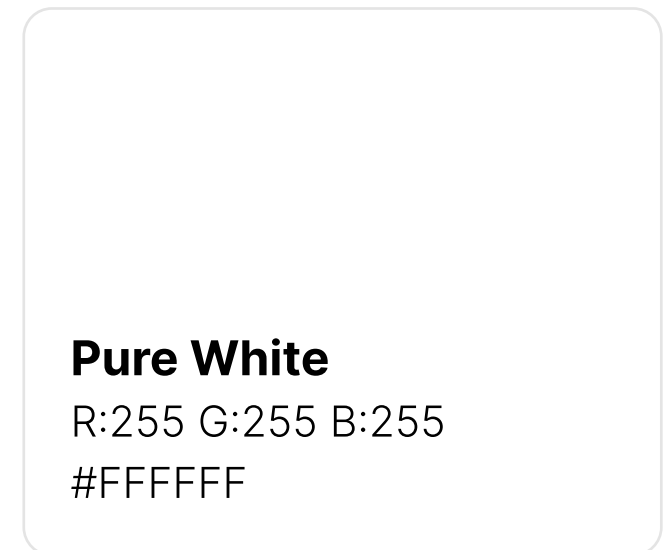
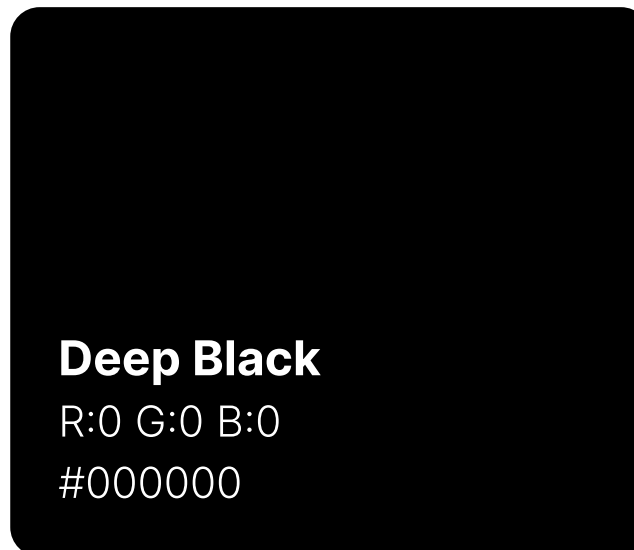
The new Impero brand palette consists of 4 primary colours:

- Cerulean Blue
- Tangerine Orange
- Deep Black
- Pure White

Usage

The Impero logo and product names should always be in Deep Black or Pure White.

Exact colour combinations for the Impero logo can be seen on the logo page.

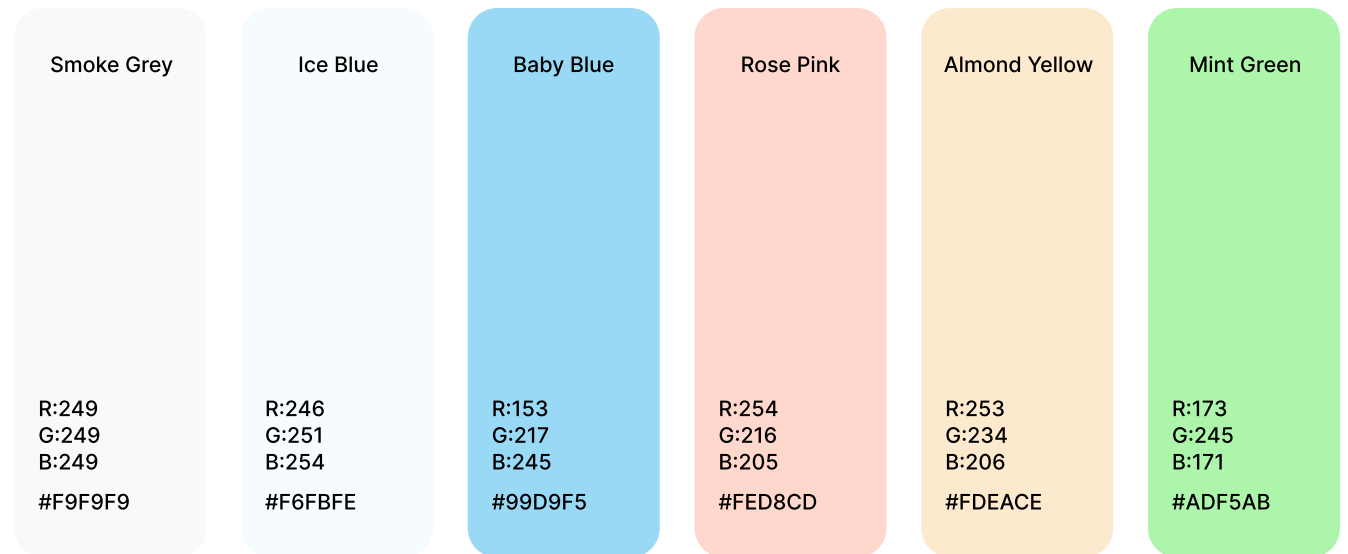


Secondary Colours

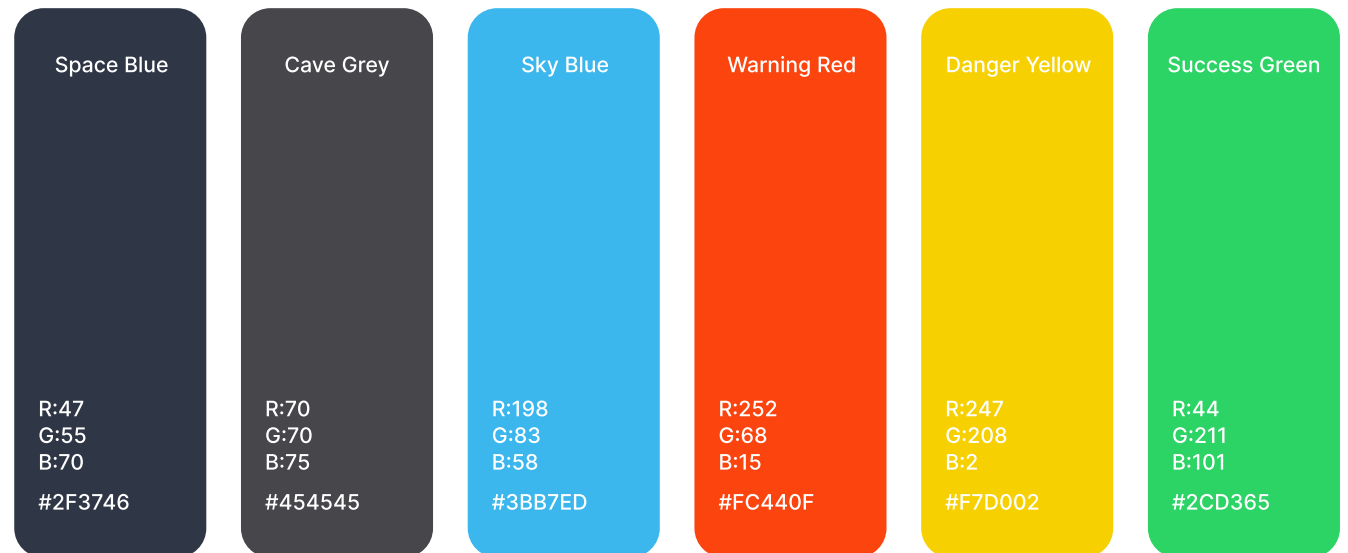
Secondary colours are for use as background elements or for alternating button colours.

Both should be used sparingly, with the primary colours being the principal palette.

Muted



Accent



Typography

The Impero brand and product typeface is **Inter**.

Inter comes in 9 weights. We use Light, Regular, Medium and Bold most commonly.

Italics may be used for stylistic emphasis.

For digital purposes, font sizing should follow a Major Third type scale, with the base font being 16px.

For print purposes, font sizing should follow a Minor Third type scale, with the base font being 14px.

Headings

The first line

H1
Inter Bold 82/84

We help keep people safe

H2
Inter Bold 58/56

Protect and support

H3
Inter Bold 42/44

Keeping your students safe

H4
Inter Semi Bold 36/38

Typography

H5
Inter Reg 32/34

Paragraph copy

Safeguarding is at the heart of student achievement. All of our premium solutions are accessed via Impero back:drop, providing free safeguarding.

P LARGE
Inter Reg 16/20

Safeguarding is at the heart of student achievement. All of our premium solutions are accessed via Impero back:drop, providing free safeguarding.

P REGULAR
Inter Reg 23/26

Text link

[Impero Backdrop →](#)

Text Link Large
Inter Semi Bold 24/28

[Impero Backdrop →](#)

Text Link Large
Inter Semi Bold 16/20