

Brand Guidelines

IRIS Brand Guidelines | June 2019

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The IRIS Logo

The logo is the most visible element of our identity – a universal signature across all IRIS communications. Because the logo is such a recognisable and highly visible brand asset, it is vital that it is always applied consistently wherever it appears. The logo should also always appear legibly on a clear background.



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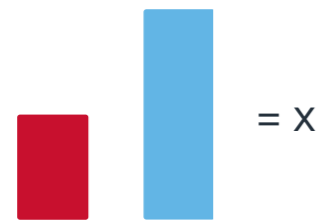
The logo has an exclusion zone to protect its clarity and visual integrity. The exclusion zone is measured by measuring the combined width of the red and light blue rectangular bars forming the logo.

The logo must only ever be resized proportionally and should never be squeezed or stretched.

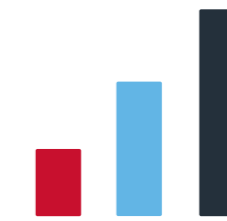
Only ever use original logo artwork. To obtain the original logo files please visit the marketing sharepoint site. For help on how to use the logo please contact marketing@iris.co.uk

All use of our logo, whether it's for internal or external use, must be approved by the marketing team.

Exclusion zone



Favicon – use for web
16x16px



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Secondary Logos

When applying the logo onto coloured backgrounds or imagery, secondary versions are available. These should be considered when the background prohibits use of the primary IRIS logo. The three secondary logos are shown below.

The secondary logos should be used selectively to ensure the legibility and clarity of the logo across all applications. In greyscale reproduction, use either the black or white version on the logo.

Colour secondary logo



Black logo



White logo



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Product Lock-up

The default appearance for product names is typed as plain text in the following manner. Please pay attention to the use of capitals in the names of the products.

Use of this lock-up is strictly monitored, so please check with Marketing before using.

To obtain the original logo files please visit the marketing sharepoint site. For help on how to use the logo please contact marketing@iris.co.uk



IRIS | Connector



IRIS | Hosting



IRIS | Accountancy Suite

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The IRIS Logo – Don'ts

Below are examples of what not to do when using the IRIS logo. By following these rules it allows the IRIS logo to remain consistent across multiple assets. The IRIS logo should never be altered.



Never change the colour, only use variations available from marketing.



Never switch the colours, only use variations available from marketing.



Never switch the colours, only use variations available from marketing.



Never rearrange elements of the logo.



Never stretch or distort the logo.



Never use the logo on similar background colours.



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Primary Typeface

The name 'IRIS', whether used alone or with product names, is always written in upper case in the same weight font as the copy in which it appears.

The IRIS typeface is Open Sans, a straightforward typeface that is from the suite of Google webfonts, and therefore can be used for all online and print communications.

It has a comprehensive range of weights and styles that allow a broad range of expressive voices for any communications piece.

The IRIS visual identity uses, in the main, just five of these weights and styles: Light, Italic, Regular, Semibold and Bold.

However other weights and styles in the family may be used for communications that require a unique expression.

Open Sans Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@£\$%^&*().

Open Sans Semibold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@£\$%^&*().

Open Sans Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@£\$%^&*().

Open Sans Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@£\$%^&*().

Open Sans Regular

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Secondary Typeface

For some internal applications like Microsoft Word® and PowerPoint® where slides may be presented externally you may need to use Calibri.

This comes as a standard system font, so it's available to everyone. But remember, it should only be used for these day-to-day purposes – never for creating brochures, adverts and so on.

Calibri Light

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890!@£\$%^&*().

Calibri Italic

*abcdefghijklmnopqrstuvwxy**ABCDEFGHIJKLMNPOQRSTUVWXYZ**1234567890!@£\$%^&*().*

Calibri Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890!@£\$%^&*().

Calibri Bold

abcdefghijklmnopqrstuvwxy**ABCDEFGHIJKLMNPOQRSTUVWXYZ****1234567890!@£\$%^&*().**

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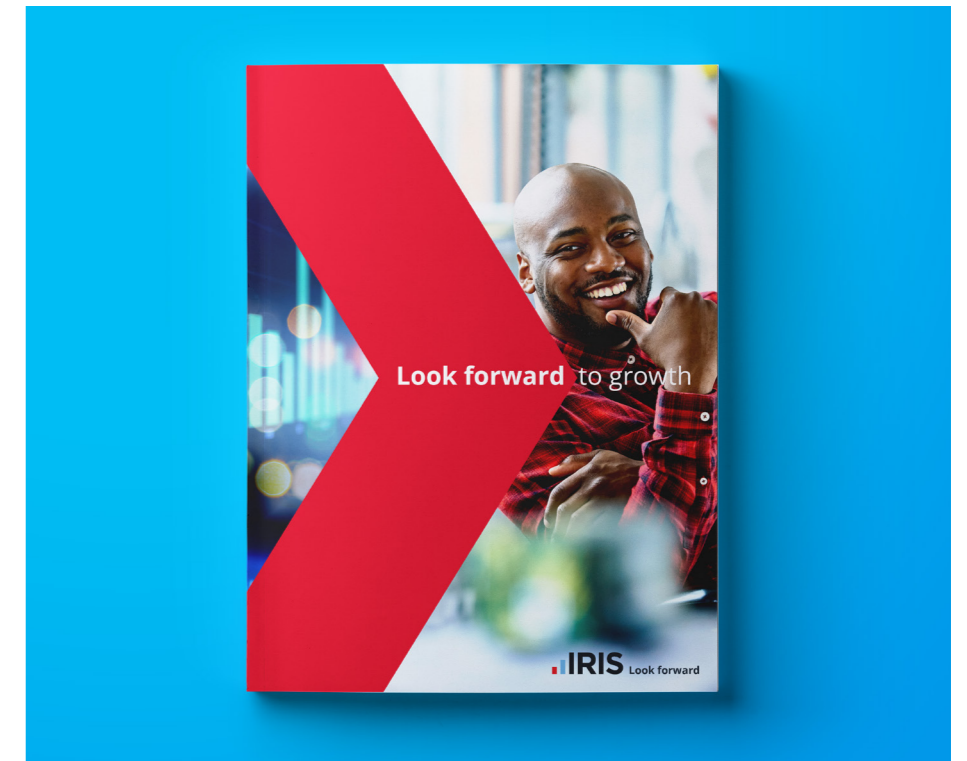
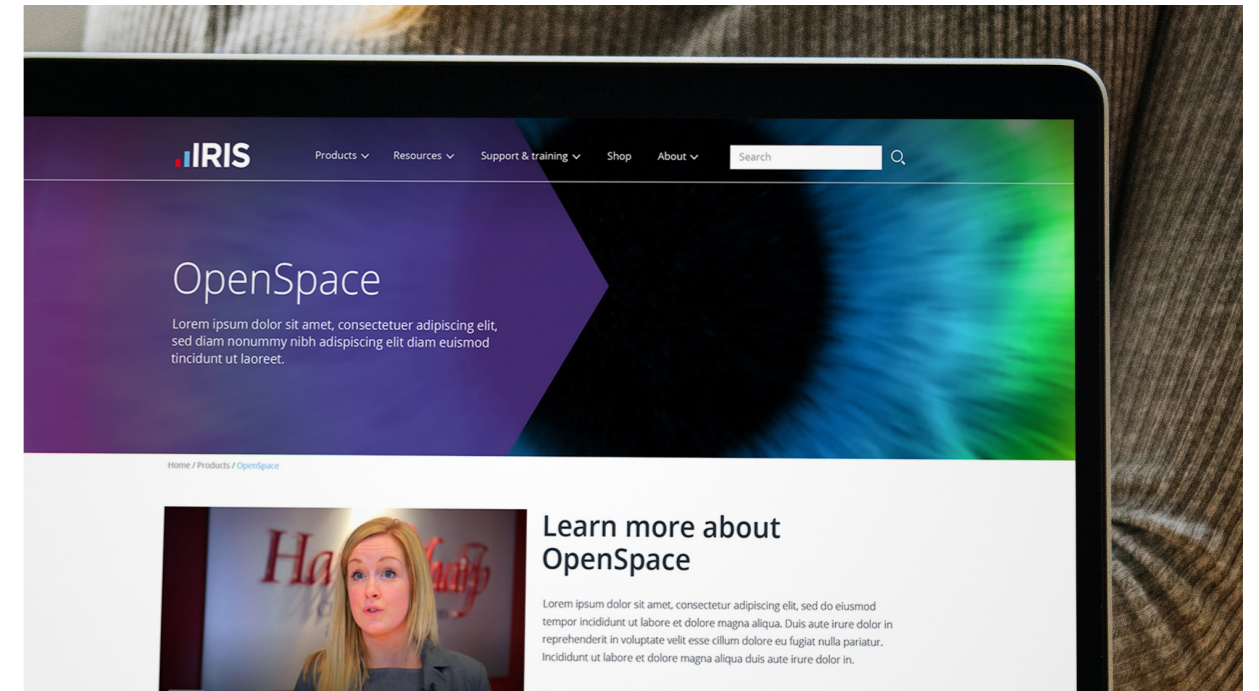
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The IRIS visual identity is built around the graphical use of a positive forward arrow, created from the brand mark. It is known as the IRIS Chevron. The chevron represents our forward-looking approach that allows customers to focus on the future with confidence.

The IRIS Chevron can be used in a number of ways to create versatility to the brand identity. It has two forms of use; either for visual storytelling or as a graphic device. The chevron can be used as a singular shape or multiplied to create a sequence of chevrons.



Creating the Chevron

The IRIS Chevron is created in a unique way. It should always be created on a 32° angle from the vertical and should be symmetrical both top and bottom. The widths of the chevrons can be adapted to any size but the angles must always remain.

All chevrons should face left-to-right to enforce the forward-looking brand message.

For more details on working with the IRIS Chevron or to request artwork template files please contact marketing@iris.co.uk

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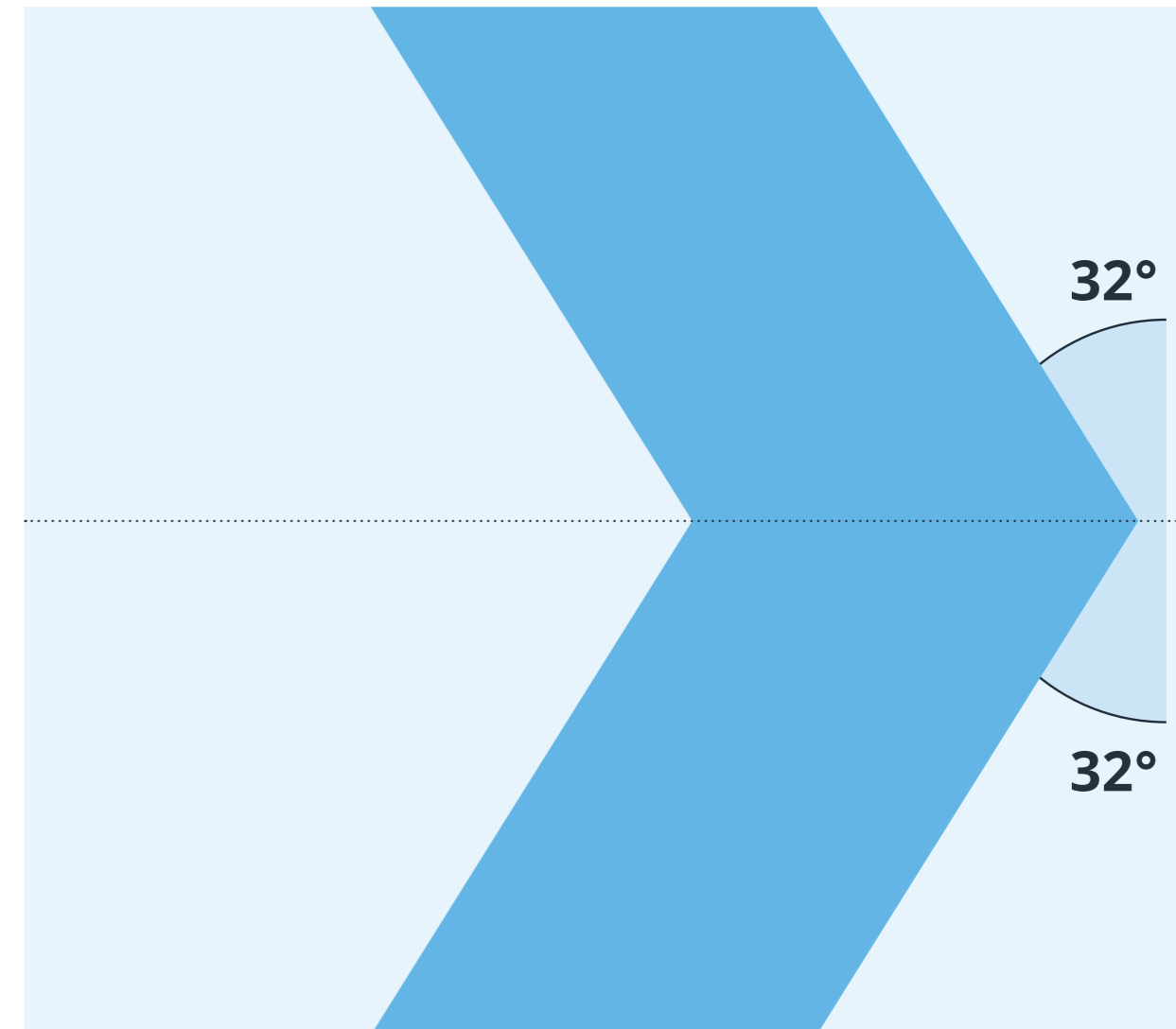
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Chevron – Visual Storytelling Primary

The primary use of the IRIS Chevron is as a storytelling device. This is achieved using two complementary images; one showing the customer and one showing representational data. These images should work together to tell a single cohesive story.

Care should be taken when cropping images in the chevrons to allow for the leading focal point to be fully visible.

When using more than one colour, a colour from both the primary and secondary palette should be carefully matched. Do not exceed more than two colours per composition.

Where possible the chevrons should be displayed in the full colour according to the IRIS colour palette. When additional chevrons are added to create a pattern or series, tints are acceptable.



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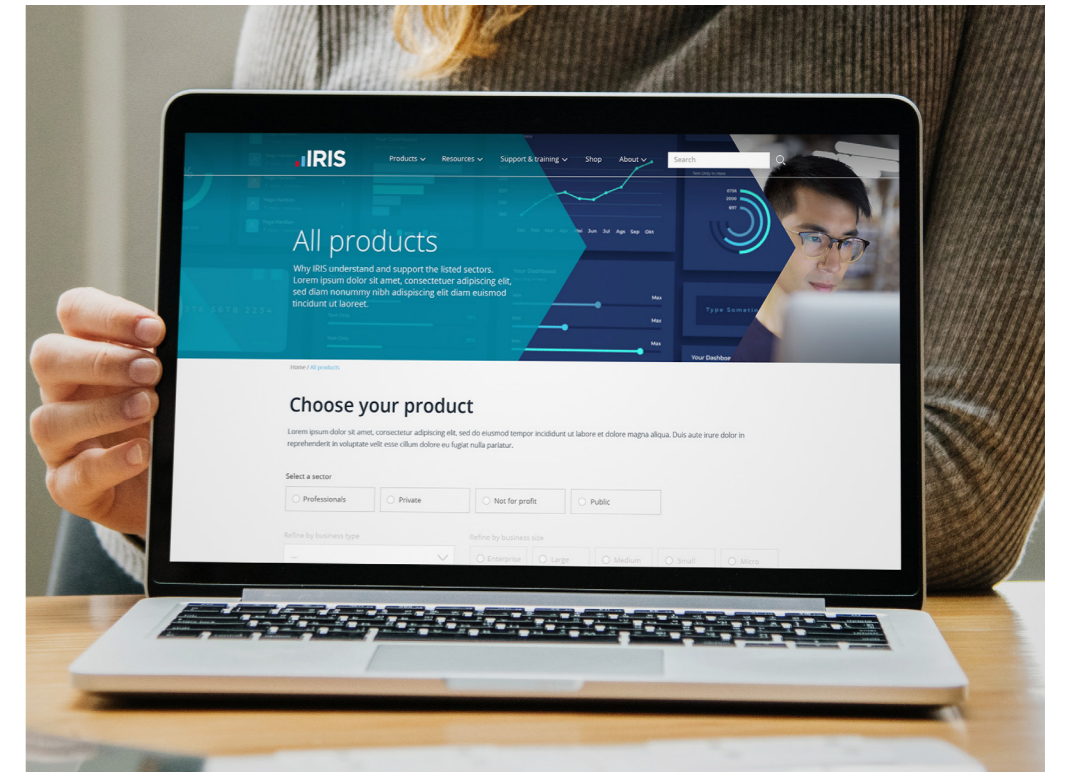
Chevron – Visual Storytelling Secondary

As a secondary option, it is possible to use the IRIS Chevron overlaid on imagery. This is more suited to when formats or design require an alternative visual style, in particular on digital applications.

The overlaid chevron should work subtly alongside imagery. When selecting colours the same rules should apply as outlined for the primary usage.

The overlay is achieved using an opacity of the original solid colour, as shown below. The recommended opacity level is 80% but can be flexible depending on the image and the strength of colour required.

Care should be taken when cropping images in the chevrons and positioning the overlaid chevron. This allows the leading focal point of the image to be fully visible.



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Chevron – Graphic Device

The IRIS Chevron can also be used as a graphic device.

With imagery

The chevrons can be placed over imagery, either in solid colour or as an overlay.

Care should be taken when cropping images in the chevrons and positioning the overlaid chevron. This allows the leading focal point of the image to be fully visible.

With imagery



Without imagery

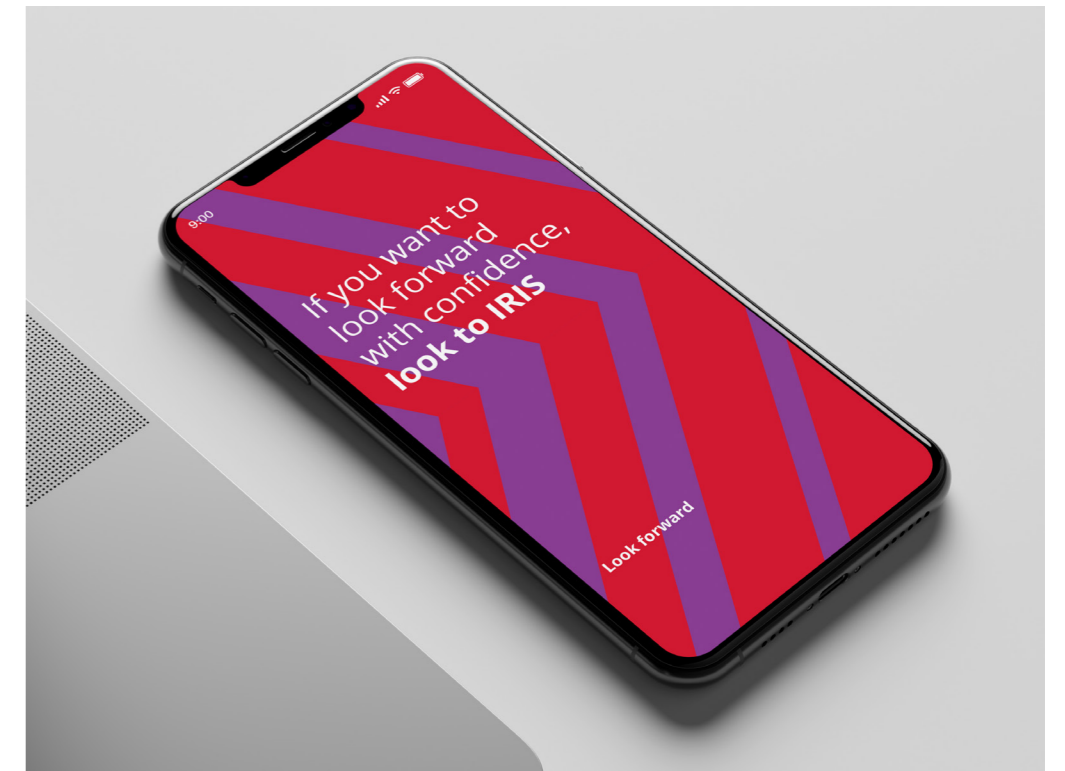


Without imagery

The chevron can also be used as a graphic shape, either singularly or multiplied to form a sequence of chevrons.

Where possible the chevrons should be displayed in full colour according to the IRIS colour palette. When additional chevrons are added to create a pattern or series, tints are acceptable.

When using more than one colour, a colour from both the primary and secondary palette should be carefully matched. Do not exceed more than two colours per composition.



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Chevron – How to use

The use of the IRIS Chevron can vary depending on the asset and audience.

High Volume Use

For external viewers of the brand, for example on advertising or an exhibition stand, the volume should be turned up.

High Volume



Low Volume Use

At certain times the use of the IRIS Chevron should be low volume. For example, on a corporate presentation where the viewer needs to be focusing on the detailed information.

Low Volume



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Chevron – Incorrect Usage

Below are examples of incorrect usage the IRIS Chevrons. Please make every effort to avoid these errors in order to maintain the correct visual identity for the brand.

For more details on working with the IRIS Chevron please contact marketing@iris.co.uk



The chevron is not in a horizontally symmetrical form.



The chevrons have been elongated away from the 32° angle from the vertical.



The chevrons have been rotated away from a horizontally symmetrical form.



The images do not tell a coherent story between the chevrons and images are badly cropped.



The chevrons do not bleed off the top and bottom of the media.



The chevrons do not run in an increasing or decreasing colour tint order.



The chevrons are not used in a forward-facing direction (left » right).



The chevrons use colours outside of the IRIS colour palette.

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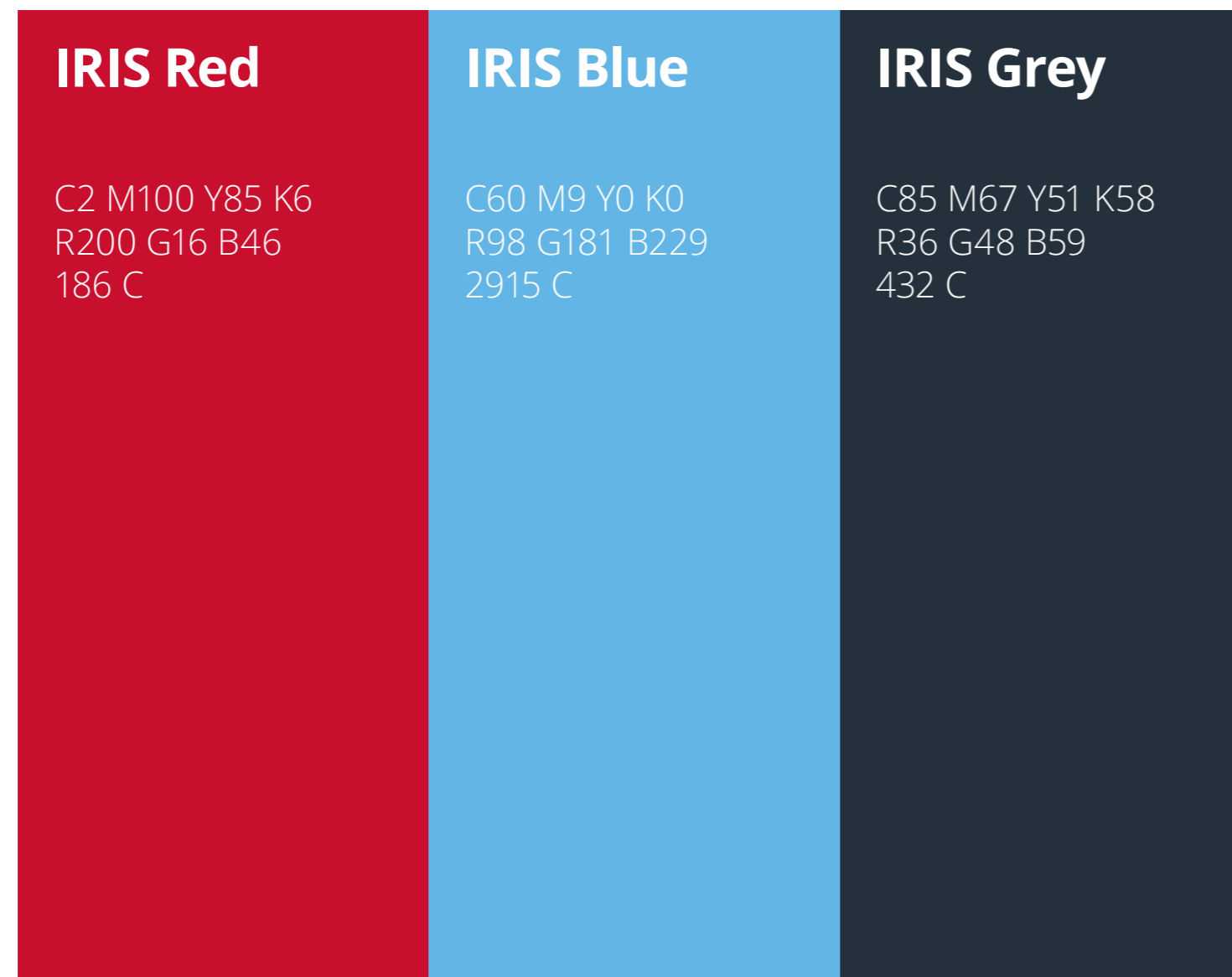
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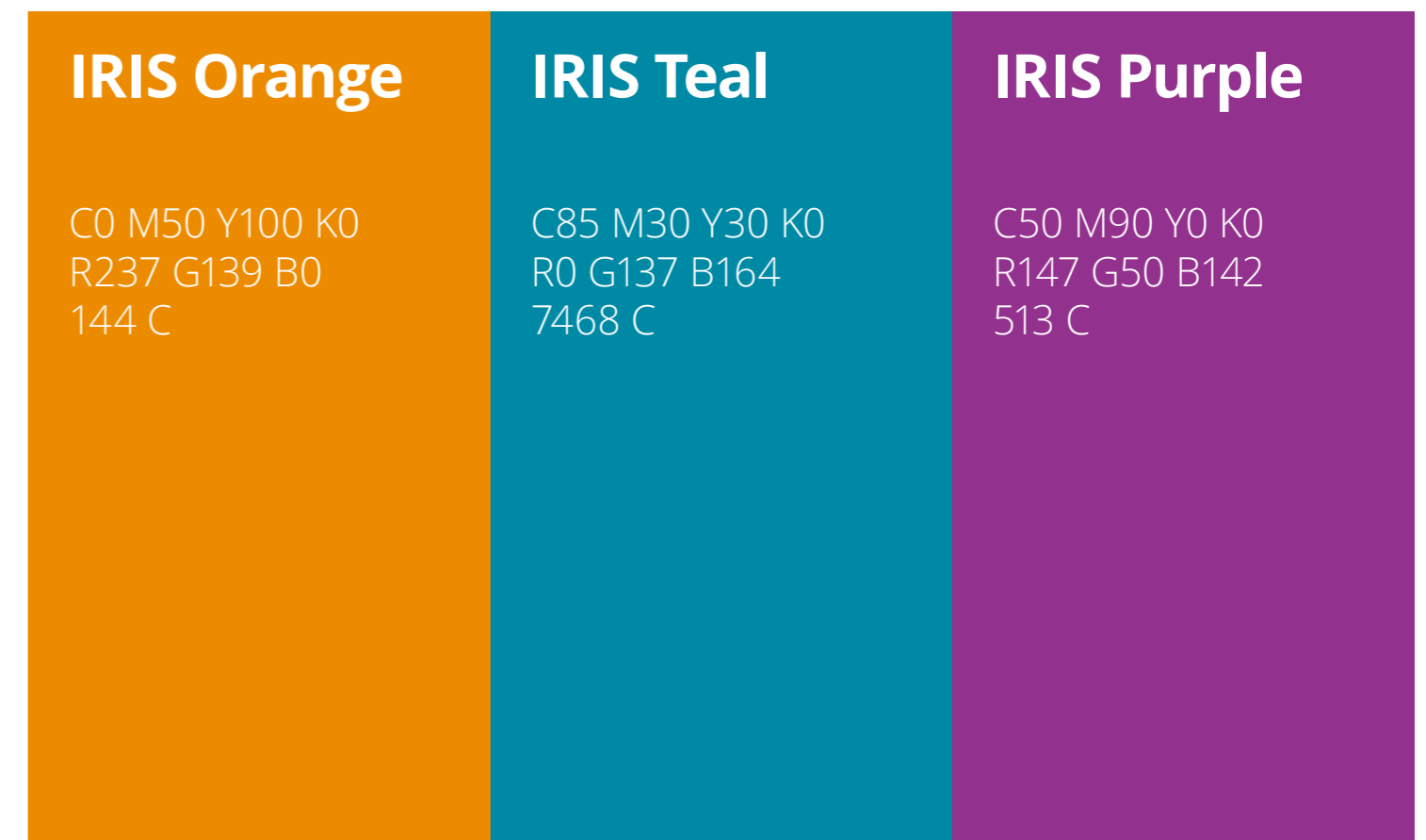
Primary colours

The IRIS primary colours are IRIS Red, IRIS Blue and IRIS Grey as shown below. Please note the exact colour references. These colours are designed for use in the logo and in graphical elements. When using more than one colour, a colour from both the primary and secondary palette should be carefully matched.



Secondary colours

The IRIS secondary colours are IRIS Orange, IRIS Teal, IRIS Purple. These accent colours have been carefully selected to complement the primary colours. They are designed for supportive use on graphical elements across the brand.



If you are using special finishes, please liaise with your supplier so that your finished work accurately matches the colours specified here.

Colour Tints

Tints of our colours may be used for things such as charts, graphs and backgrounds. Below are the recommended tints to be used for each of the IRIS colours. Alternative tints of the original colour can be used if required in specific cases.

Think carefully about which tint you use. Care should always be taken to ensure good legibility of typography. Colour contrasts alongside imagery and graphic elements, as well as print restrictions, should also be taken into consideration.

	IRIS Red	IRIS Blue	IRIS Grey	IRIS Orange	IRIS Teal	IRIS Purple
100%	C2 M100 Y85 K6 R200 G16 B46	C60 M9 Y0 K0 R98 G181 B229	C85 M67 Y51 K58 R36 G48 B59	C0 M50 Y100 K0 R237 G139 B0	C85 M30 Y30 K0 R0 G137 B164	C50 M90 Y0 K0 R147 G50 B142
80%	C2 M80 Y68 K5 R211 G64 B88	C48 M7 Y0 K0 R129 G196 B234	C68 M54 Y41 K46 R80 G89 B98	C0 M40 Y80 K0 R241 G162 B51	C68 M24 Y24 K0 R51 G161 B182	C40 M72 Y0 K0 R169 G91 B165
60%	C1 M60 Y51 K4 R222 G112 B130	C36 M5 Y0 K0 R161 G211 B239	C51 M40 Y31 K35 R124 G131 B137	C0 M30 Y60 K0 R244 G185 B102	C51 M18 Y18 K0 R102 G184 B200	C30 M54 Y0 K0 R190 G132 B187
40%	C1 M40 Y34 K2 R233 G159 B171	C24 M4 Y0 K0 R192 G225 B245	C34 M27 Y20 K23 R167 G172 B177	C0 M20 Y40 K0 R248 G209 B153	C34 M12 Y12 K0 R153 G208 B219	C20 M36 Y0 K0 R212 G173 B210
20%	C0 M20 Y17 K1 R244 G207 B213	C12 M2 Y0 K0 R224 G240 B250	C17 M13 Y10 K12 R211 G214 B216	C0 M10 Y20 K0 R251 G232 B204	C17 M6 Y6 K0 R204 G231 B237	C10 M18 Y0 K0 R233 G214 B232



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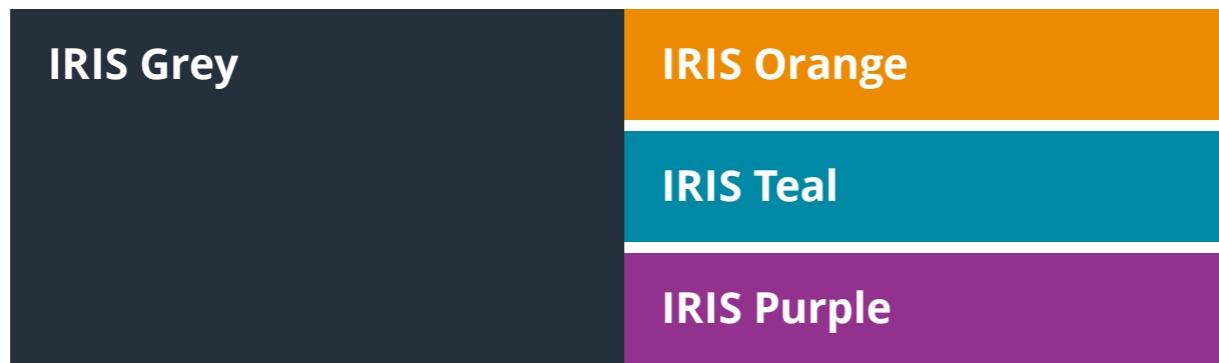
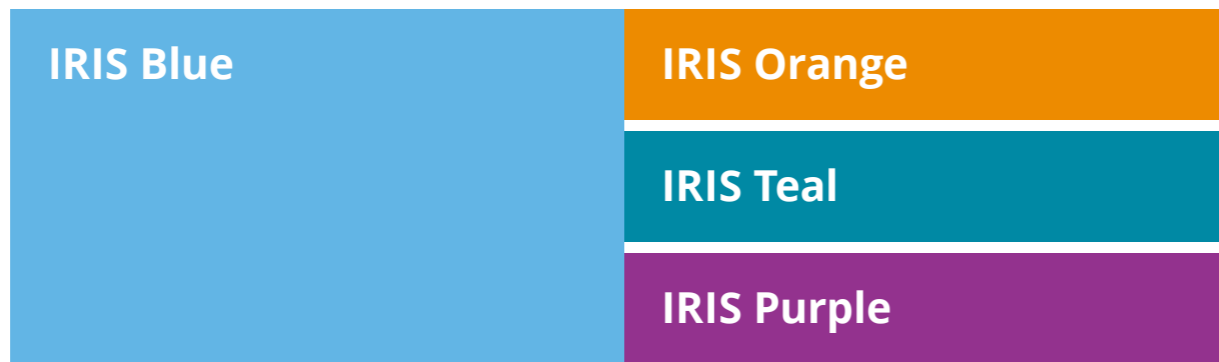
Applications

- Insight Guide
- PowerPoint
- Email Banner
- Social Media
- Exhibition Stand
- Video Sting Storyboard

Colour pairings

The IRIS colours have been selected to complement each other. The below pairings are recommended and should be followed for best practice. The primary pairings should be used most of the time, with secondary pairings used sparingly.

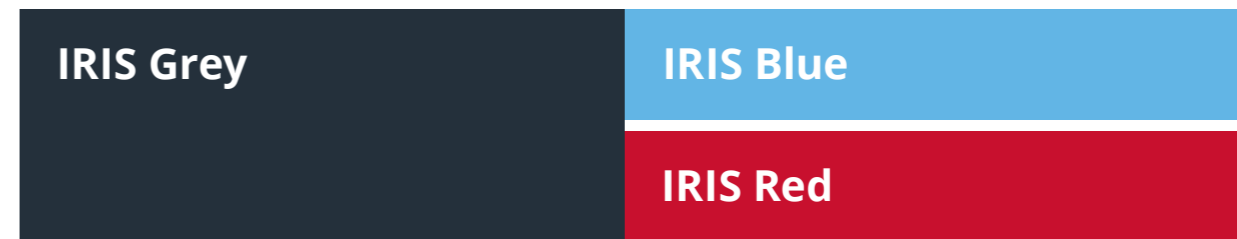
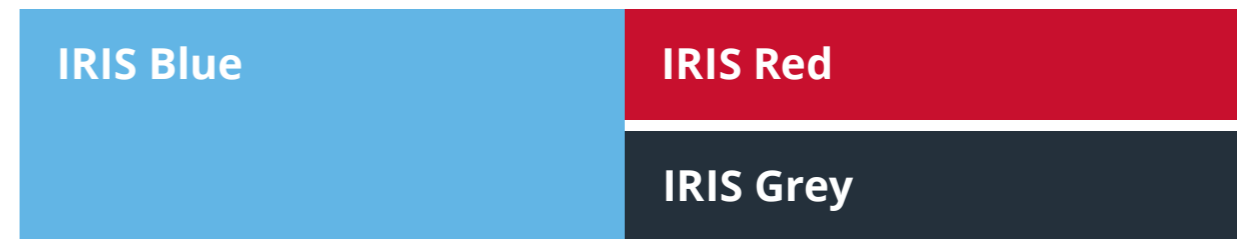
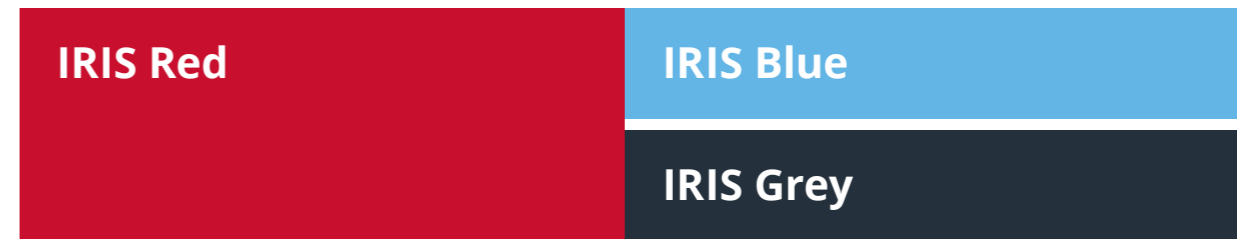
Primary Pairings



Single colour applications can also be created using a colour from the primary or secondary palettes.

Typography on colours should only be white or IRIS Grey.

Secondary Pairings



Photography

The Logo

The IRIS Logo

Logo Specifications

Secondary Logos

Product Lock-up

The IRIS Logo – Don'ts

Typography

Primary Typeface

Secondary Typeface

Visual Identity

The IRIS Chevron

Creating the Chevron

Chevron – Visual Storytelling

Chevron – Graphic Device

Chevron – Incorrect Usage

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Photography

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Specific Environment

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Photography – Non-Specific Environment

Photography of the customer should capture a moment. It needs to be unposed in a natural setting. The background should have a soft focus allowing the main focus to be on the customer.

The soft focus on the background allows the environment to be non-specific; at a school, accountancy firm or small business.

The customers can either be interacting with another person or using an electronic device.

When to use

These images should be used within the visual storytelling chevrons. See page 15 & 16 for examples on how to use this imagery.



Photography – Specific Environment

Photography of the customer should capture a moment. It needs to be unposed in a natural setting. The customer can be interacting with people or a digital device. The environment should be specific to show the range of customers IRIS has, from accountancy firms to schools and small businesses.

When to use

These images should be used within a larger area, full bleed, such as a cover or spread. They shouldn't be used within the visual storytelling chevron, however they can be overlaid with a chevron. See page 17 for examples on how to use this imagery.

The Logo

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Photography - Data Imagery

The graphic representation of data photography should feature data in an abstract context. The images need to be vibrant, reflecting the IRIS colour palette, and visually interesting to help tell a story.

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Photography

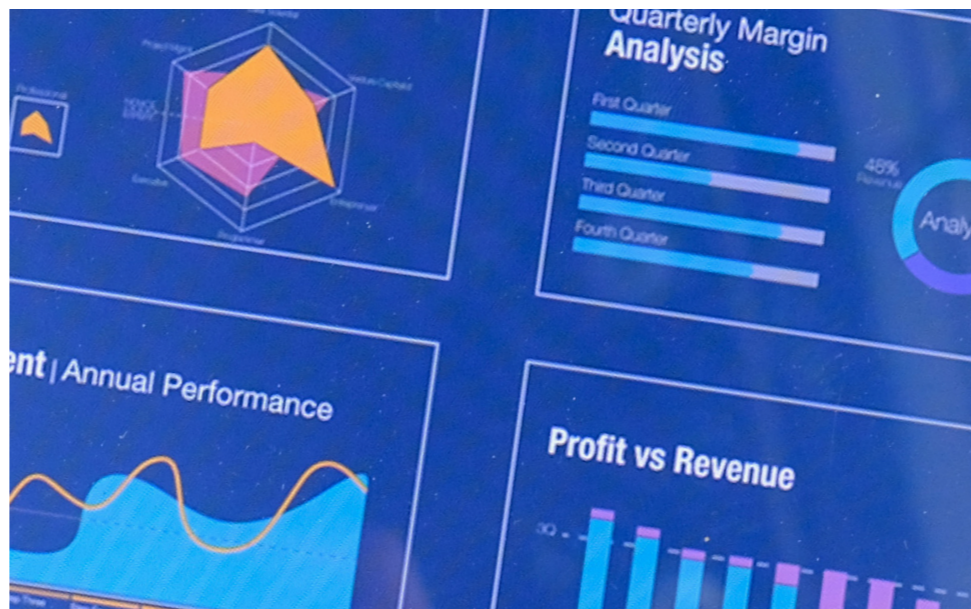
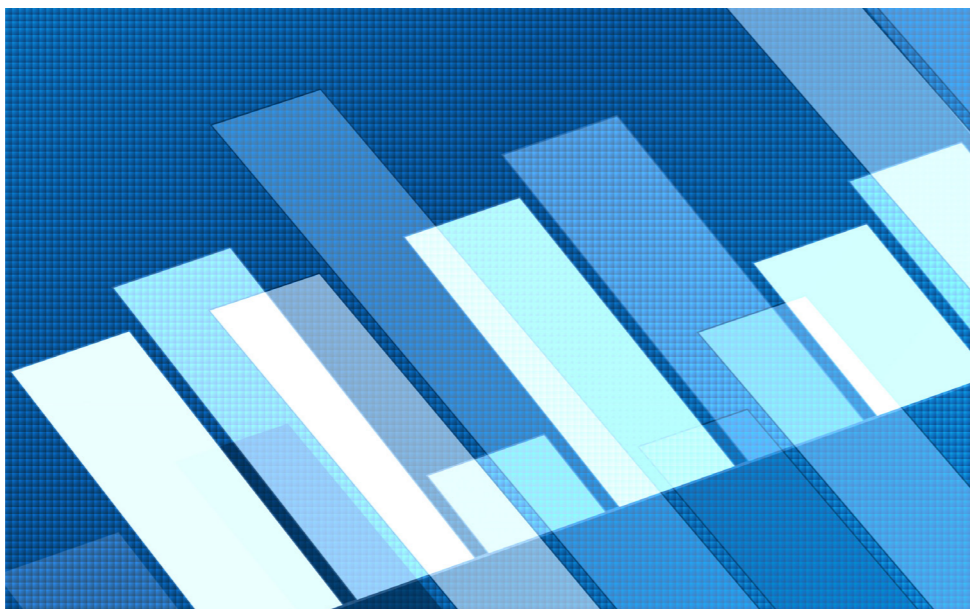
- Non-Specific Environment
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- Data Imagery
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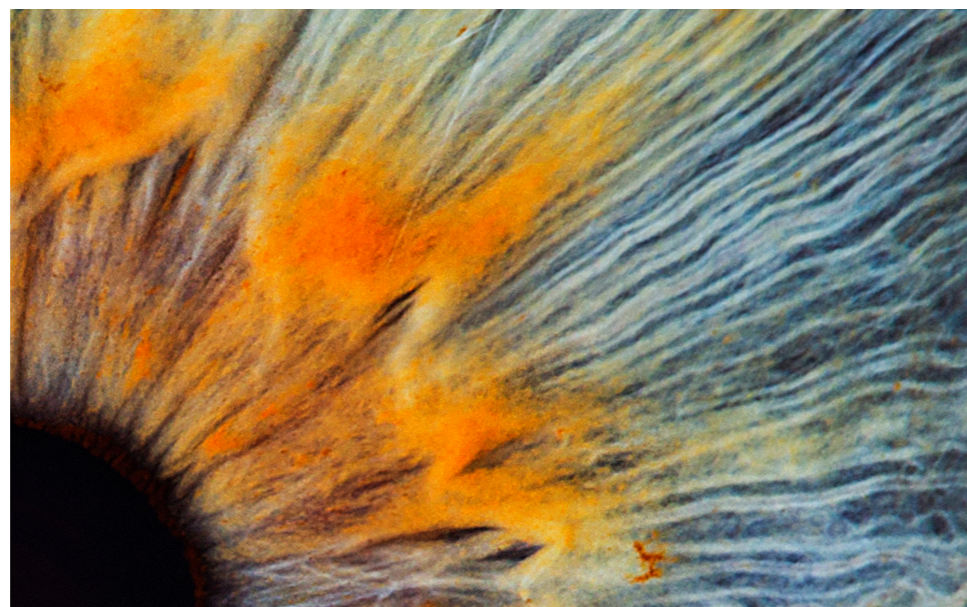
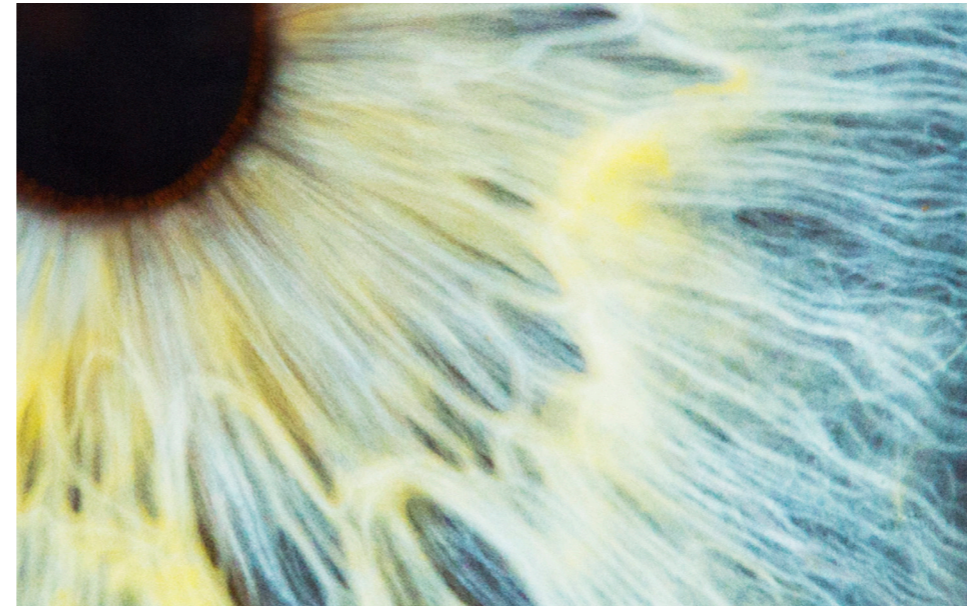
Applications

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Photography – Abstract

Derived from our name IRIS, close-up photography of the human eye can be used for abstract imagery. It should be visually interesting and detailed. This imagery is only to be used sparingly, such as on a one-off wall graphic.

This would be the only time an image can be cropped within the IRIS Chevron.



Wall graphic example

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Photography – What to Avoid

Below are examples of what to avoid when choosing photography. By following these rules it allows the IRIS brand to be recognisable across multiple assets.



Avoid images where people look overworked and tired.



Avoid looking directly into the camera.



Avoid forced poses and expressions.



Avoid imagery where people look worried or sad.



Avoid images with no focus point.



Avoid images of busy crowds.

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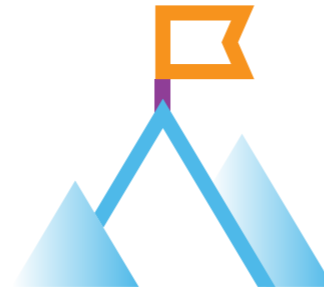
Icon Style

Our icons are a visual representation that complements our product information and messaging. They are simple and straightforward, visually demonstrating the function they represent.

Our icons have a linear composition, derived from the three bars of our brand mark. This is combined with our IRIS Blue gradient to create a unique visual style.

If you want to use the IRIS icons, please contact marketing@iris.co.uk to request the full set available or a new icon.

Icons are available in white for using when sitting on a coloured background or image.



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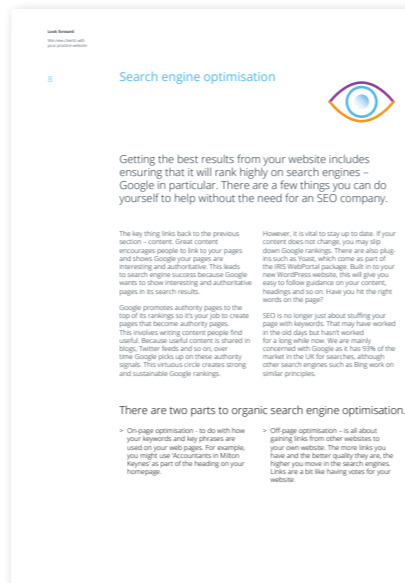
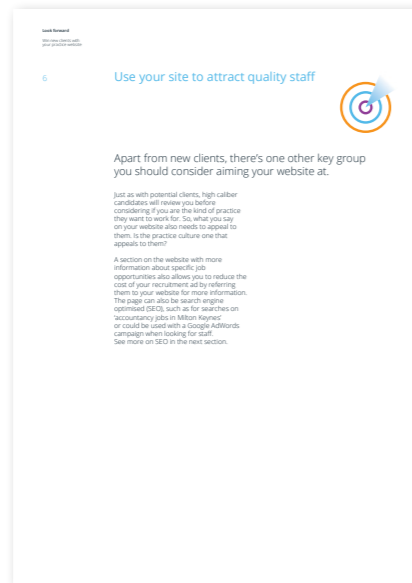
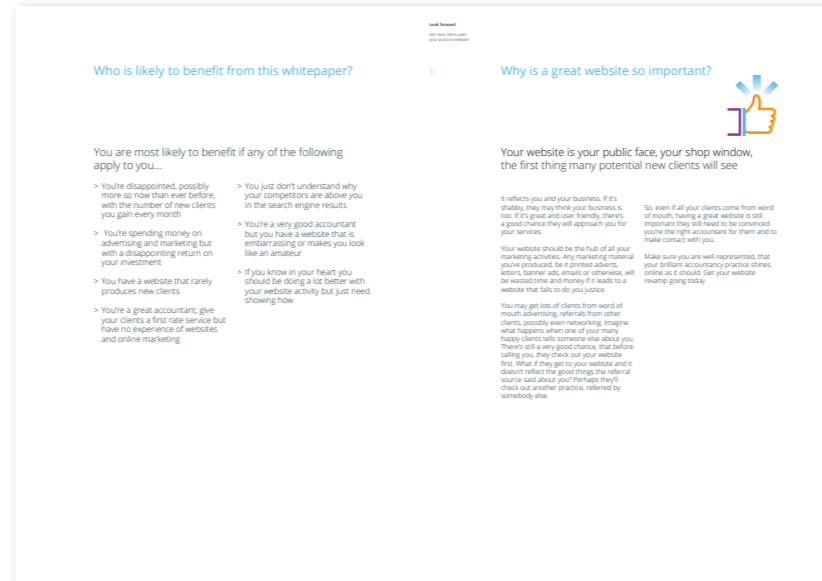
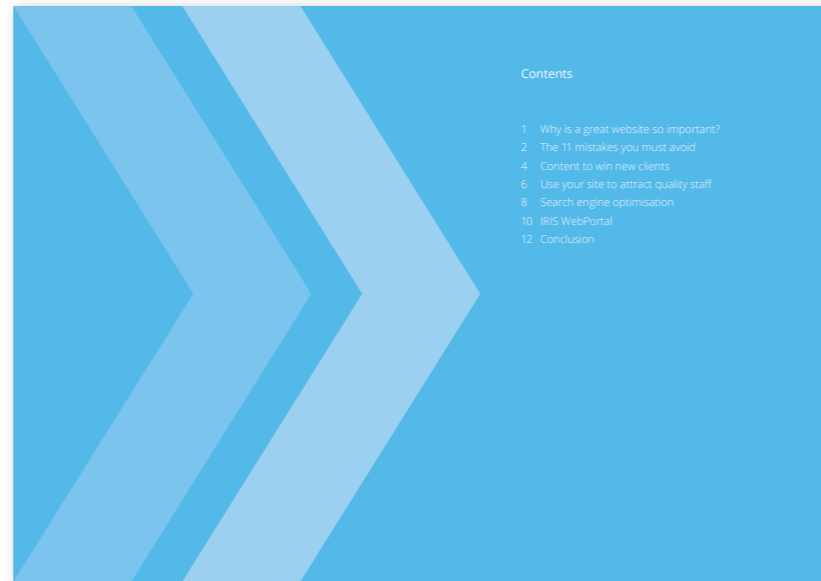
Applications

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Insight Guide

Below is an example of an IRIS insight guide. There are three colourways to choose from, IRIS Blue, IRIS Orange and IRIS Purple. Templates are available from marketing@iris.co.uk

Selection of pages



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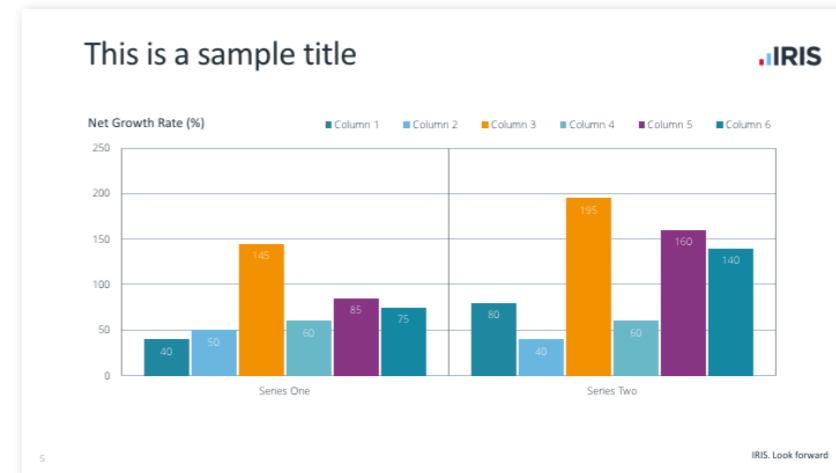
- Icon Style

Applications

- Insight Guide
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PowerPoint

Below is an example of our PowerPoint template. A template is available from marketing@iris.co.uk.



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Email Banner

Below is an example of an our email banner. Templates are available from marketing@iris.co.uk.



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Social Media

Below are examples of our social media banners. Templates are available from marketing@iris.co.uk.

Twitter



YouTube



LinkedIn



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Exhibition Stand

Below is an example of our exhibition stand. A template is available from marketing@iris.co.uk.



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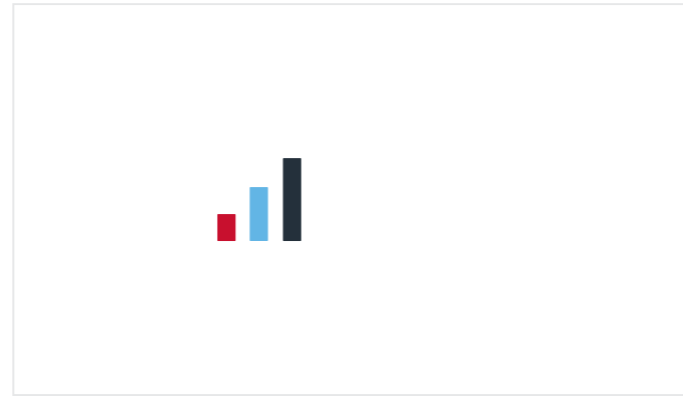
- Insight Guide
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Sting Storyboard – Start of videos

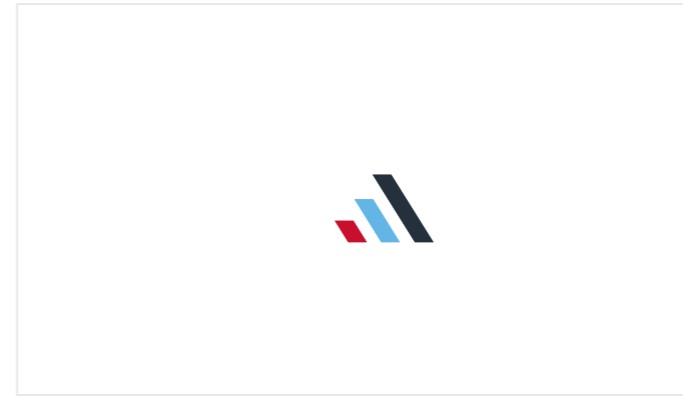
Below is the storyboard for our video sting. This should be used at the beginning of every video produced and should last 3-4 seconds.



Frame 1: The Iris logo is on screen...



Frame 2: ...the 'IRIS' starts to fade out...



Frame 3: ...the remaining logo lines start to grow at an angle...



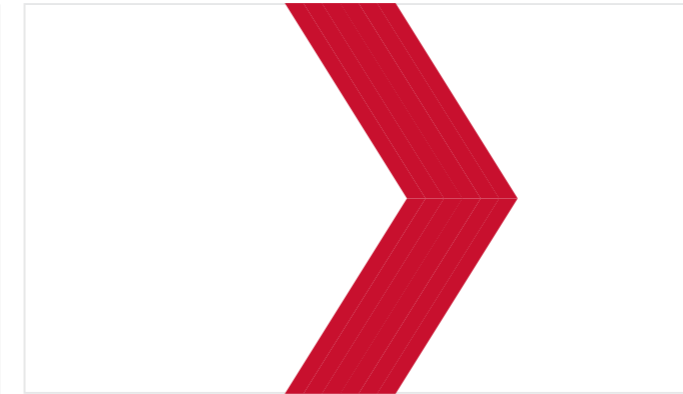
Frame 4: ...they start to grow from the bottom of the logo lines...



Frame 5: ...creating three chevrons...



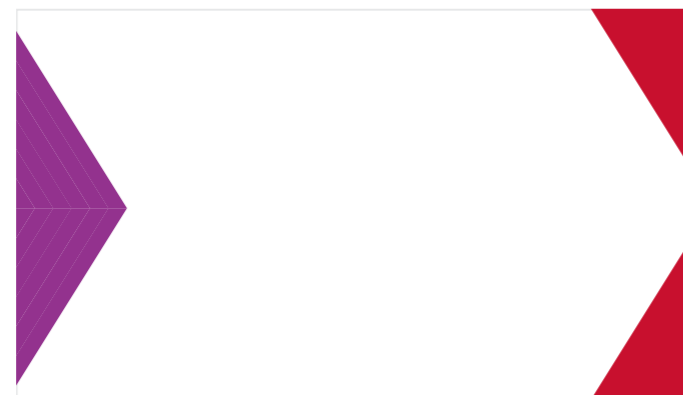
Frame 6: ...the red chevron starts to sweep across the page...



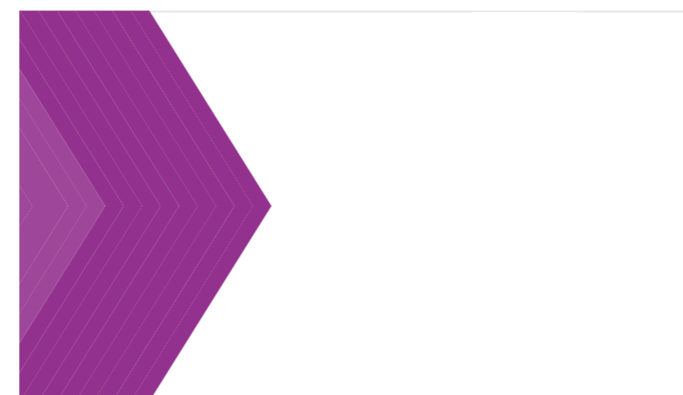
Frame 7: ...wiping over the blue and grey chevron...



Frame 8: ...swooshing across to fill the page with red...



Frame 9: ...a purple chevron starts to move onto the page...



Frame 10: .. followed by decreasing sized and tints chevrons...



Frame 11: ...they move across the screen...



Frame 12: ...revealing the first frame of the video.



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Sting Storyboard – End of videos

Below is the storyboard for our video sting. This should be used at the end of every video produced and should last 2 seconds.



