



# Brand Guidelines

This manual compiles all the basic tools for the proper use and graphic application of Intraway's brand in all its possible expressions. It has been designed taking into consideration the needs of all those responsible for interpreting, articulating, communicating, and applying the brand in different areas.

Its correct and consistent use will contribute to achieve brand identification and reinforcement. It is a team effort that involves all of us to make Intraway an extraordinary brand.

# Corporate Logo

The logo is the brand's commonly-used identifier in all applications.

To assure optimum implementation and perception of the logo in all supporting elements and formats, a safety area has been determined that establishes a minimum distance from text and graphic elements, equal to the symbol of the logo.

 [Download logo](#)

**CORPORATE LOGO**  
Full color



**CORPORATE LOGO**  
Orange



**SAFETY AREA**



**MAXIMUM REDUCTION**



# Corporate Colors

## PRIMARY

Intraway ORANGE



PANTONE 165 C

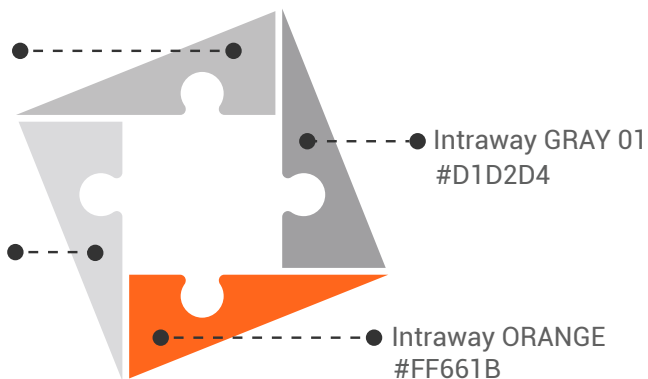
#FF661B

R:255 G:102 B:27

C:0% M:74% Y:94% K:0%

Intraway GRAY 02  
#B5B7B9

Intraway GRAY 03  
#999B9D



## SECONDARY



#544cb9

R:84 G:76 B:185

C:81% M:74% Y:0% K:0%



#426BC6

R:66 G:107 B:198

C:79% M:58% Y:0% K:0%



#606060

R:96 G:96 B:96

C:57% M:47% Y:46% K:36%



#FD6E4B

R:253 G:110 B:65

C:0% M:68% Y:68% K:0%

# Corporate Typography

## MONTERRAT

Font used in titles, highlighted text  
typographic compositions

Aa Bb Cc

 [Download fonts](#)

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## ROBOTO

Font use for text.

Aa Bb Cc

 [Download fonts](#)

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Regular

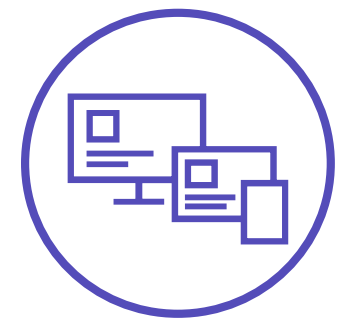
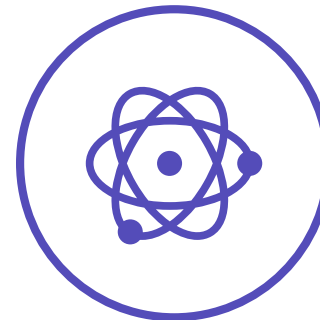
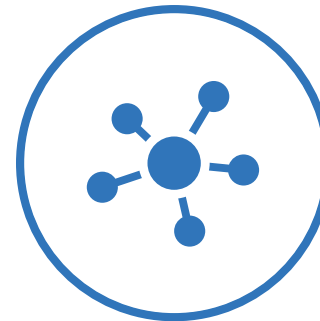
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# Icons

The icons can be used in different situations and new designs can be created for each one, depending on the idea you want to convey. It should be simple, with thin stroke and ideally, with one or two secondary colors.



# Fair Use of the Brand

To avoid undesirable results during brand implementation, a set of generic rules should be followed.

Brand value mostly depends on the discipline of its application.

To prevent weakening the brand's visual message, it is key to avoid counter-productive effects.

A disorderly use of the visual identity creates confusion and has a negative impact on the brand's profile and on the audience's perception of the company's values and services.

Ordering and using the logotype correctly is a guarantee that hierarchy will be perfectly transmitted within the corporate image.

## BRAND: CORRECT VERSIONS

The brand will be applied in its main version whenever possible. If it is not possible due to technical reasons, a black and white version will be used instead.

Full color



One color positive



Full color negative



One color negative



## BRAND: CORRECT APPLICATIONS

Maximum visibility, legibility and contrast should be assured in all uses. If the logotype has to be used on non-corporate or photographic backgrounds, it should be used in black or white, according to the background brightness.

Non-corporate dark background



Non-corporate light background



Dark photographic background



Light photographic background





**SYMPHONICA**



# Symphonica Logo

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Full color

**CORPORATE LOGO**  
Orange



**SAFETY AREA**



**MAXIMUM REDUCTION**



# Corporate Colors

## PRIMARY

Symphonica VIOLET



**#544CB9**

R:84 G:76 B:185

C:81%

M:74%

Y:0%

K:0%



#1976CE

Logo gradient

#8B24A5

## SECONDARY



**#6F37A6**

R:111 G:55 B:166

C:74% M:84% Y:0% K:0%



**#1976CE**

R:25 G:118 B:206

C:83% M:49% Y:0% K:0%



**#606060**

R:96 G:96 B:96

C:57% M:47% Y:46% K:36%

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Full color negative



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Non-corporate light background



Dark photographic background



Light photographic background





**Intraway | SYMPHONICA**

# Intraway + Symphonica Logo

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## INTRAWAY + SYMPHONICA LOGO

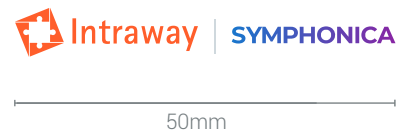
Full color



## SAFETY AREA



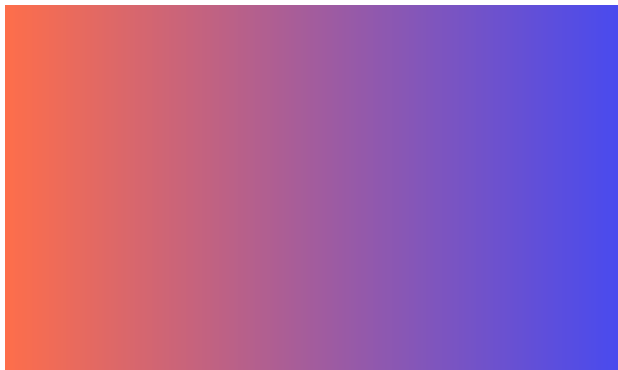
## MAXIMUM REDUCTION



# Background Gradient Colors

These colors can be use as background

GRADIENT 1 - INTRAWAY



#FD6E4B

R:253 G:110 B:65

C:0%

M:68%

Y:68%

K:0%

#484AEF

R:72 G:74 B:239

C:84%

M:7%

Y:0%

K:0%

GRADIENT 2 - SYMPHONICA



#544cb9

R:84 G:76 B:185

C:81%

M:74%

Y:0%

K:0%

#1976CE

R:25 G:118 B:206

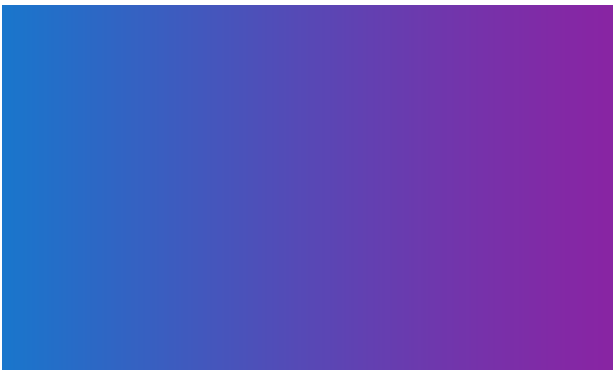
C:83%

M:49%

Y:0%

K:0%

GRADIENT 3 - SYMPHONICA



#1976CE

R:25 G:118 B:206

C:83%

M:49%

Y:0%

K:0%

#8924A3

R:153 G:155 B:157

C:43%

M:34%

Y:33%

K:1%



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Moving the Telecom Industry to the Cloud