

BRAND GUIDELINES



Logo Usage



The Inteliala logo should be used in color for light backgrounds, and in white for dark backgrounds.

The Inteliala logo should always be used transparently, i.e. never in a color other than the image it is placed on.



Logo with Photography



When used in a photograph, the Inteliala logo should always appear in an area that has the least detail and produces the greatest contrast. In some cases, the colored logo and the reversed logo can be used. Avoid placing the logo on people or patterns that limit the logo's visibility. For color photos, a monochrome (black or white) logo should be used.



Fonts



The INTER font should be used for all official materials such as PDFs, non-modifiable documents, websites, and images. INTER can be used in any font-weight, including italics.

Inter Bold Inter Regular Inter Light

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOo PpQqRrSsTtUuVvWwXxYyZz
0123456789

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOo PpQqRrSsTtUuVvWwXxYyZz
0123456789

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOo PpQqRrSsTtUuVvWwXxYyZz
0123456789

The ARIAL font should be used for all modifiable documents, such as Word, PowerPoint or Excel files. ARIAL can be used in any font-weight, including italics.

Arial Bold Arial Regular *Arial Italic*

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOo PpQqRrSsTtUuVvWwXxYyZz
0123456789

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOo PpQqRrSsTtUuVvWwXxYyZz
0123456789

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOo PpQqRrSsTtUuVvWwXxYyZz
0123456789

Color Palette



Intelialia Official Blue
HEX #447fc1
CMYK 75 45 0 0
RGB 68 127 193

HEX #214080
CMYK 100 87 20 6
RGB 33 64 128

HEX #f47722
CMYK 0 66 99 0
RGB 244 119 34

*Use as accent
color only*

HEX #1870b8
CMYK 87 54 0 0
RGB 24 112 184

HEX #64bf79
CMYK 62 0 71 0
RGB 100 191 121

*Use as accent
color only*

HEX #7eb0de
CMYK 49 20 0 0
RGB 126 176 222

HEX #fff273
CMYK 12 0 68 0
RGB 255 242 115

*Use as accent
color only*

Black

Photography



Photographs should always be consistent with Inteliala's colors. For this reason, we recommend using most photos in Black & White, with a full blue overlay, or with a partial blue overlay.

BLACK & WHITE

A layout with many colors should give preference to a black and white photo for a harmonious design.

FULL OVERLAY

A neutral layout without color or only text should prefer the blue overlay.

PARTIAL OVERLAY

If you want to draw attention to a specific element, or for photos showing the technical tools Inteliala uses for data collection, you should use a partial overlay.

COLOR PHOTO

If you must use a color photo, as is the case with team member photos, be sure to use it in a neutral, low-color design.



PARTIAL OVERLAY



FULL OVERLAY



BLACK & WHITE

Tone and Voice



Our promotional materials and copywriting should always support our goal of establishing ourselves as industry experts. Our language is informative and educational and may include technical terms. The tone should establish trust and credibility by providing valuable information while remaining accessible.

Our approach is based on integrity and respect. Use clear and concise language. Avoid sounding overly formal. Provide explanations and examples.



Inteliala Inc.

1 649 abonnés

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Join us for the second segment of our webinar on the Challenges of Digitization in Poultry Production! Hosted by Casper Tribler on April 13 at 11:30 AM EST | 5:30 PM GST. Discover the hurdles and learn how to overcome them!

Register now: <http://bitly.ws/Chep>

*Follow [Casper Tribler](#) on LinkedIn!

Educational.



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Happy Easter! As you enjoy your chocolate eggs and chickens this weekend, take time to appreciate poultry's extraordinary role in the world's food supply. At Inteliala, we're happy to work with poultry producers all over the world, helping them feed more people, more efficiently. Here's to a healthy and prosperous spring season!



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1 sem. •

With disruptions in supply chains, labor forces and [#highlypathogenic](#) diseases in birds, [#digitalfarming](#) solutions can help bring back some predictability to poultry production through [#machinelearning](#) and [#ai](#) tools. It's more accessible than you think!

Knowledgeable.

...yet Accessible!