

KYOTO

# DESIGN MANUAL



# 01

## LOGO

**Our logotype can be used in two colors**

- White or blue I-UPS
- Green or light green ring

### **When to use the different logotypes**

Always use the blue I-UPS logotype on white, light or grey colored background, and the green logotype on green or darker colored backgrounds.



# 02

## PROJECT NAME

To maintain how I-UPS is perceived in the market, our project name should be written in the same manner every time.

How to write our project name:  
**I-UPS**



# 03

## COLORS

Our color palette consist of warm and energetic colors, with an additional blue contrast color.

Always use the primary colors, and the secondary colors wisely. Never mix all secondary colors in at the same time.

For the grey colors we have added a small hint of yellow to blend them into the palette.

### Primary colors

- Blue
- White

### Secondary colors

- Medium blue
- Light blue
- Beige
- Light green
- Green
- Grey
- Dark grey

### Dark blue

**HEX:**  
**#002A6E**

**CMYK:**  
**100/80/4/40**

**PMS:**  
**Pantone 288 C**

### White

**HEX**  
**#FFFFFF**

**CMYK:**  
**0/0/0/0**

**PMS:**  
**N/A**

### Medium blue

**HEX**  
**#014983**

**CMYK:**  
**99/44/0/49**

**PMS:**  
**301 C**

### Light blue

**HEX**  
**#1050A8**

**CMYK:**  
**90/52/0/34**

**PMS:**  
**2945 C**

### Bright orange

**HEX**  
**#FA5F1F**

**CMYK:**  
**0/80/100/0**

**PMS:**  
**165 C**

### Beige

**HEX**  
**#F2F1E6**

**CMYK:**  
**5/3/12/2**

**PMS:**  
**N/A**

### Light green

**HEX**  
**#7EBF41**

**CMYK:**  
**34/0/66/25**

**PMS:**  
**368 C**

### Green

**HEX**  
**#009847**

**CMYK:**  
**100/0/53/40**

**PMS:**  
**347 C**

### Grey

**HEX**  
**#565552**

**CMYK:**  
**0/0/5/75**

**PMS:**  
**418 C**

### Dark Grey

**HEX**  
**#191918**

**CMYK:**  
**0/0/5/95**

**PMS:**  
**Black 6 C**

# 04

## TYPOGRAPHY

### Main font

IBM Plex Sans is a modern, highly readable grotesque font - that works well for both web and print.

The font illustrates the relationship between humans and machine, which coincides with Kyoto's context.

Download the font here:

<https://fonts.google.com/specimen/IBM+Plex+Sans>

# Aa

## IBM PLEX SANS

### LIGHT

abcdefghijklmnopqrstuvwxyzæøå  
ABCDEFGHIJKLMNPQRSTUVWXYZÆØÅ  
1234567890

### REGULAR

abcdefghijklmnopqrstuvwxyzæøå  
ABCDEFGHIJKLMNPQRSTUVWXYZÆØÅ  
1234567890

### MEDIUM

abcdefghijklmnopqrstuvwxyzæøå  
ABCDEFGHIJKLMNPQRSTUVWXYZÆØÅ  
1234567890

### BOLD

abcdefghijklmnopqrstuvwxyzæøå  
ABCDEFGHIJKLMNPQRSTUVWXYZÆØÅ  
1234567890

# Aa

## IBM PLEX SANS

### LIGHT

abcdefghijklmnopqrstuvwxyzæøå  
ABCDEFGHIJKLMNPQRSTUVWXYZÆØÅ  
1234567890

### REGULAR

abcdefghijklmnopqrstuvwxyzæøå  
ABCDEFGHIJKLMNPQRSTUVWXYZÆØÅ  
1234567890

### MEDIUM

abcdefghijklmnopqrstuvwxyzæøå  
ABCDEFGHIJKLMNPQRSTUVWXYZÆØÅ  
1234567890

### BOLD

abcdefghijklmnopqrstuvwxyzæøå  
ABCDEFGHIJKLMNPQRSTUVWXYZÆØÅ  
1234567890

# Innovating high temperature heat for a sustainable Future.

Pioneering seamless renewable energy integration  
with cutting-edge high temperature heat pumps.

## **Example of IBM Plex Sans in use.**

Semi Bold for heading and Regular for the preamble.

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## **Example of IBM Plex Sans in use.**

Semi Bold for heading and Regular for the preamble.

# 04

## TYPOGRAPHY

### Secondary font

Calibri is a modern sans serif family with subtle roundings on stems and corners.

It features real italics, small caps, and multiple numeral sets, and is a standard font in commonly used programs like Word, Powerpoint etc.

### When to use the secondary font?

Alternate option for digital mediums such as emails, ppt and .doc files.

# Aa

## CALIBRI

### REGULAR

abcdefghijklmnopqrstuvwxyzæøå  
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
1234567890

### ITALIC

*abcdefghijklmnopqrstuvwxyzæøå*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ*  
1234567890

### BOLD

abcdefghijklmnopqrstuvwxyzæøå  
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
1234567890

### BOLD ITALIC

***abcdefghijklmnopqrstuvwxyzæøå***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ***  
1234567890

# Aa

## CALIBRI

### REGULAR

abcdefghijklmnopqrstuvwxyzæøå  
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
1234567890

### ITALIC

*abcdefghijklmnopqrstuvwxyzæøå*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ*  
1234567890

### BOLD

abcdefghijklmnopqrstuvwxyzæøå  
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
1234567890

### BOLD ITALIC

***abcdefghijklmnopqrstuvwxyzæøå***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ***  
1234567890

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## **Example of Calibri in use.**

Bold for heading and Regular for the preamble.

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## **Example of Calibri in use.**

Bold for heading and Regular for the preamble.

# 05

## IMAGES

Aim to use images of tech in collaboration with images of people, for a human touch to the techy.

### Blue overlay filter

We have created a blue tinted filter that can be applied on images, to create a nice contrast to the images.

When adding this filter to stock images or images taken different places, it ties them together and helps to maintain the I-UPS "look and feel".

The filter applies best on darker images, or darker parts of images (see examples to the right).

### How to apply this effect?

You'll need Photoshop to add this filter. If you do not have this program, ask someone to help you that have access to this file.





# 06

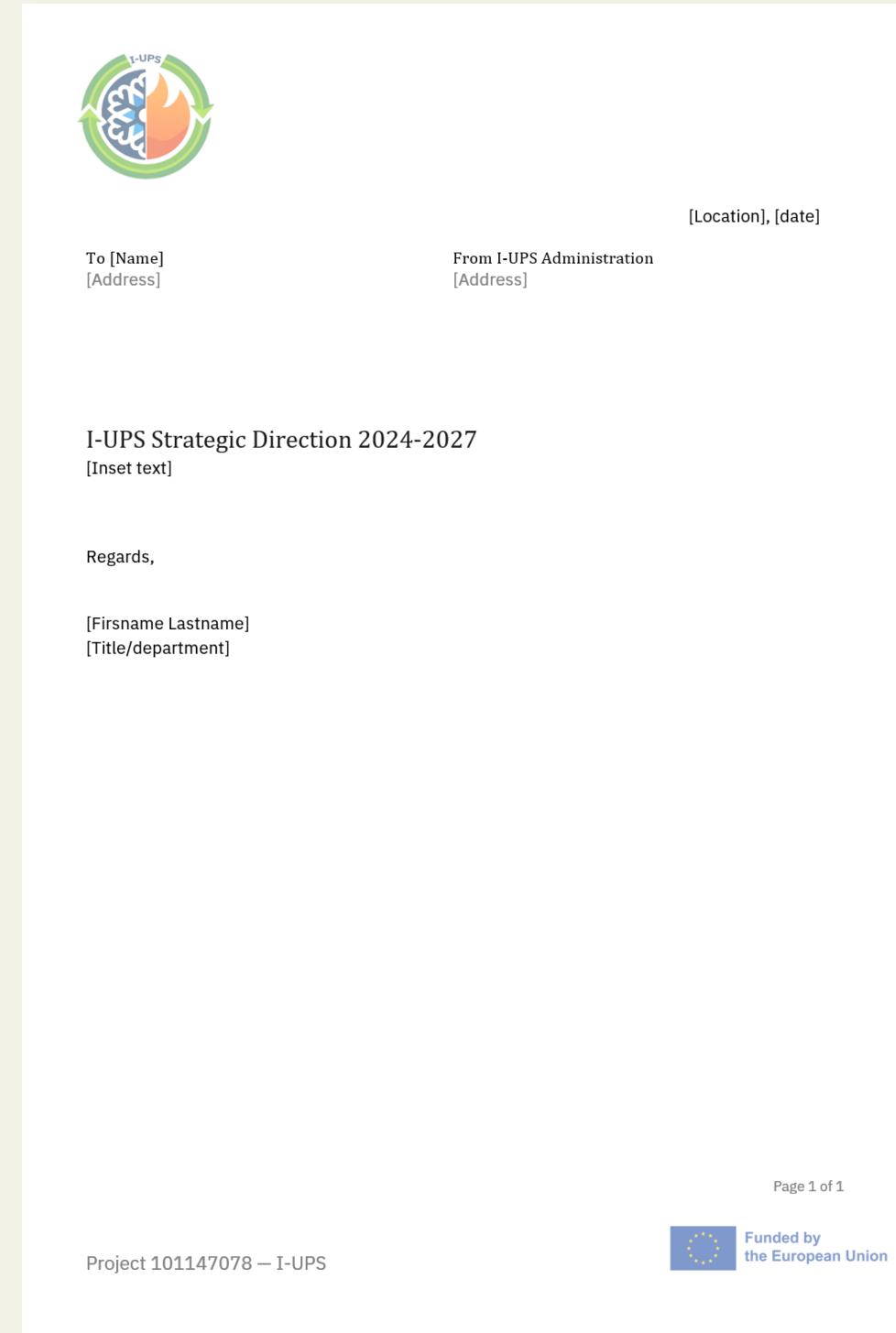
## WORD DOCS

We have created word templates for our most common needs. Please use these templates when creating new Word documents.

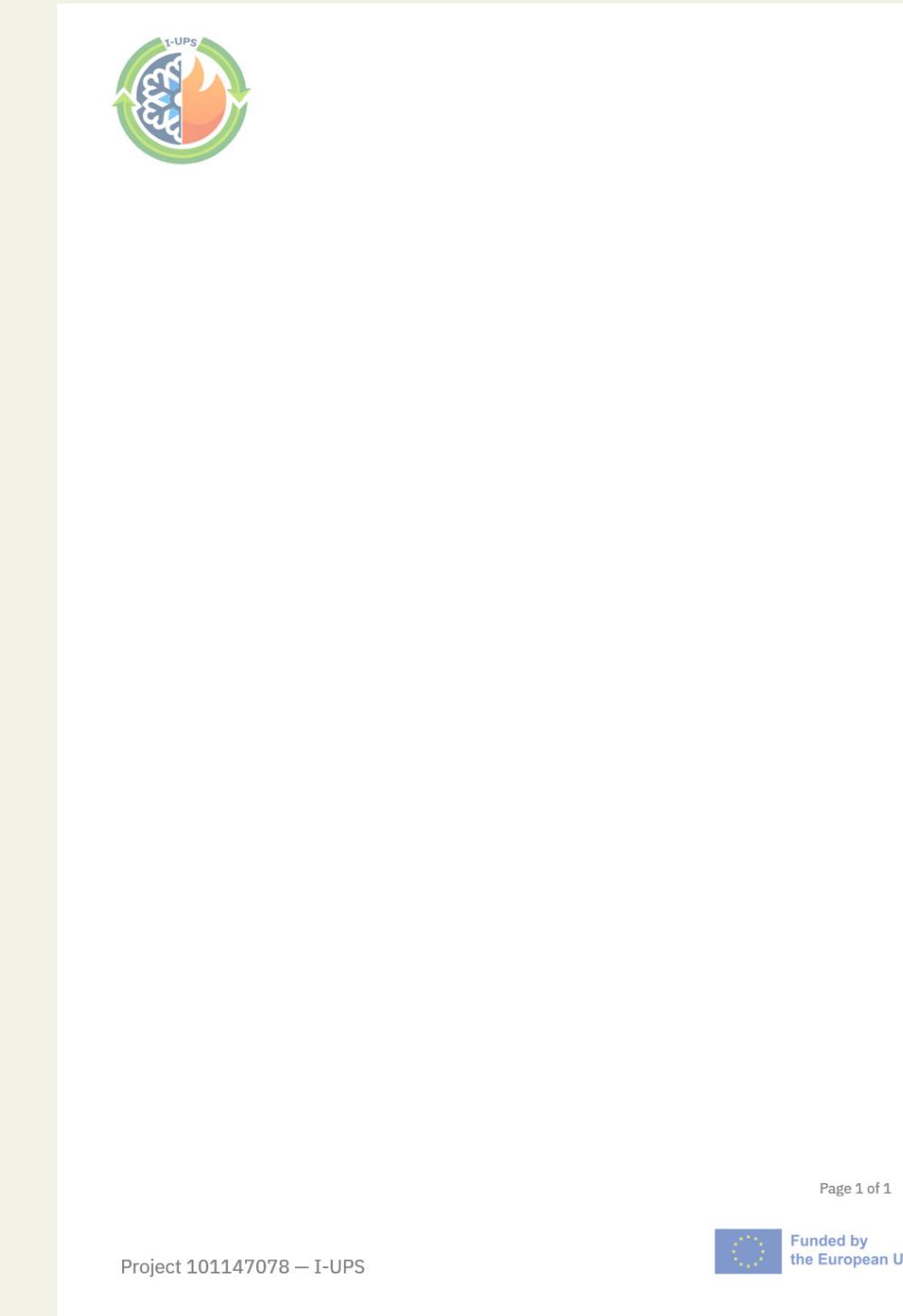
To the right you find examples of:

- Letter
- Letterhead

EXAMPLE: WORD LETTER



EXAMPLE: WORD LETTERHEAD



06

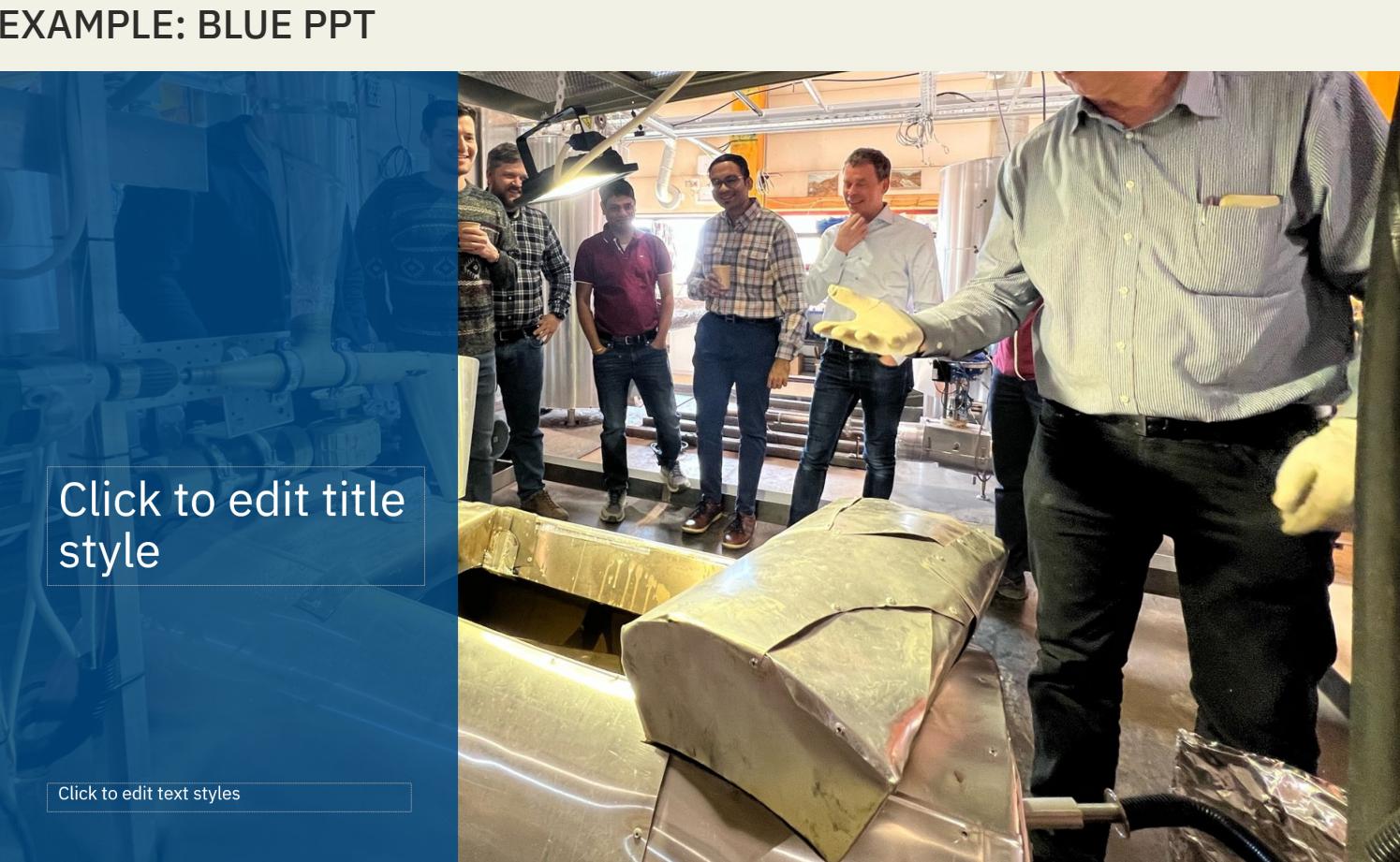
# POWERPOINT

We have created a powerpoint template for use, when creating a new presentation.

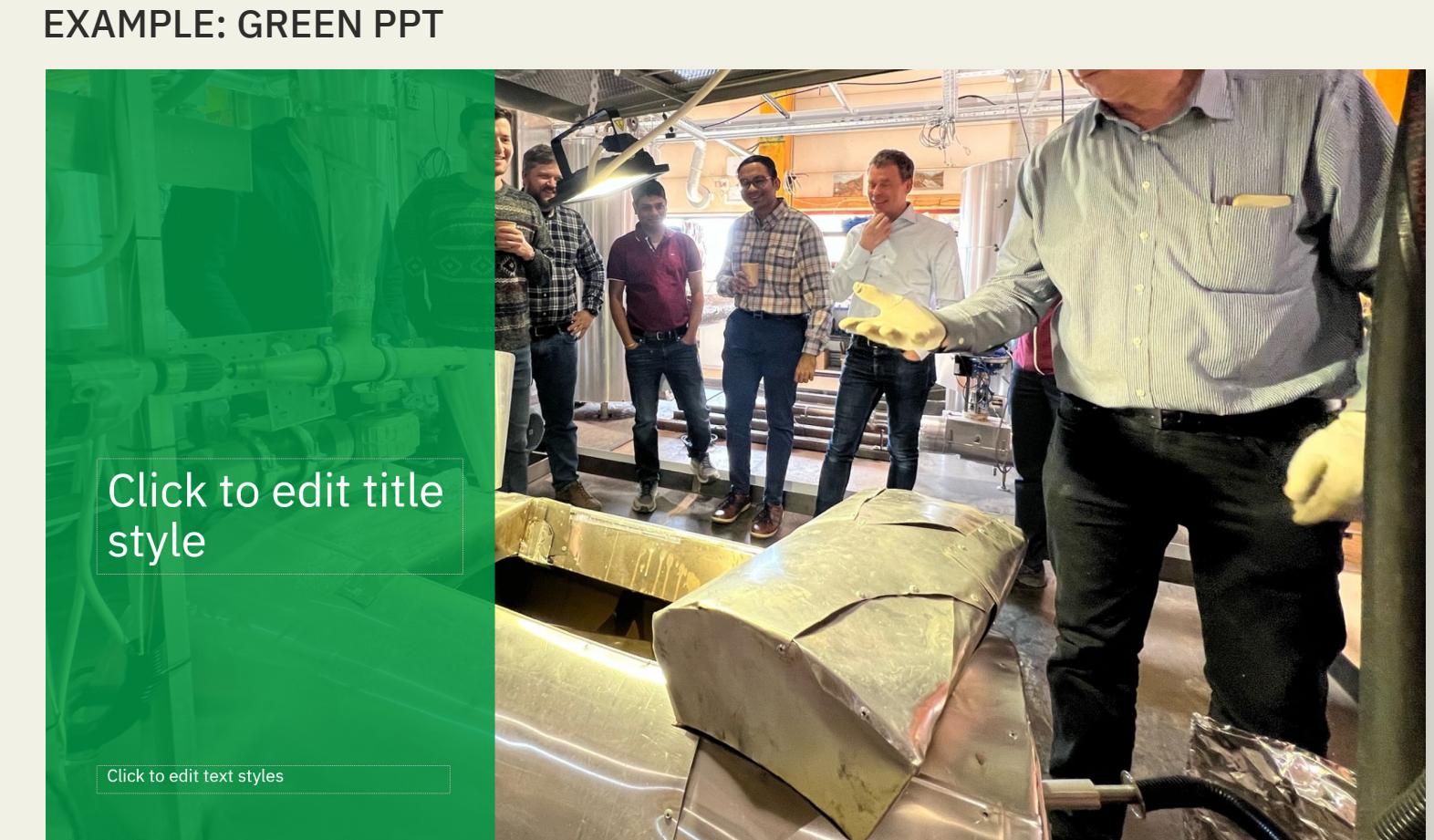
## The powerpoint template has one version:

- Blue

To the right there is an example of the template.



## EXAMPLE: BLUE PPT



## EXAMPLE: GREEN PPT

