

January 2025



isabel

branding guideline

Introducing **isabel**'s new graphic charter

Here we present the basic principles, as well as the graphic rules that will enable anyone involved in the production of communication materials to understand, apply and respect **isabel**'s graphic identity, and thus guarantee its homogeneity.

Without changing fundamentally, this charter incorporates a few new rules, especially in terms of page layout, with the inclusion of a highly recognizable signature, with the aim of reinforcing the overall perception of **isabel**'s communication. We have also modified the fonts, added new secondary colors and defined a note of intent for the visuals.

This is an opportunity to remind you that a graphic charter is above all a working document bringing together all the fundamental rules for using the signs that make up **isabel**'s graphic identity. It is intended for professionals - graphic designers or webmasters - in charge of producing a medium, who will find in it all the recommendations and rules specific to graphic communication: logo, fonts, color codes, prohibitions, layout rules, etc.

In-house, respecting the rules of use of this new charter will enable you to produce, or have produced, media that offer visual coherence and reinforce the effectiveness of your graphic communications.

In the following pages, we will describe in as much detail as possible the principles governing **isabel**'s new visual communication, for the best possible use by all.

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OUR NEW BRAND

Isabel Group becomes **isabel**

isabel
group



OUR NEW BRAND

The “**ikigai**” icon symbolise an ecosystem made from various shapes with transparency.

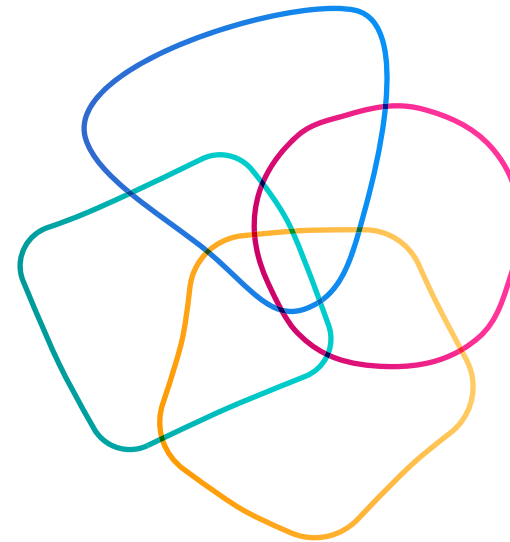
The typeface* used was specially designed for **isabel**. It is therefore unique and original.

This typeface is related to the old one, but its aim is to change the way **isabel** is perceived.



THE SYMBOLISM

Ecosystem + Various shapes + transparency = **isabel**



BRAND ARCHETYPE

A unifying leader that shapes the future possibilities

Turning an idea into action requires a specific attitude from the brand. One needs to imagine the direction and act upon it.

As a unifier, Isabel Group break sylos, and invites institutions to proactively co-work together towards joint future progress, creating a transparent and inclusive ecosystem for all players.

THE UNIFYING LEADER

Unifiers believe in a harmonious world strengthened and united by social ties between people.

- Raise awareness of who we could be if we worked together
- Amplify the things we have in common, connect groups through shared experiences
- Bridge human, social, and structural divides to achieve common goals
- Fortify relationships through inclusivity, acceptance and openness



VALUES



THE HORIZONTAL LOGO



THE SAFE ZONE

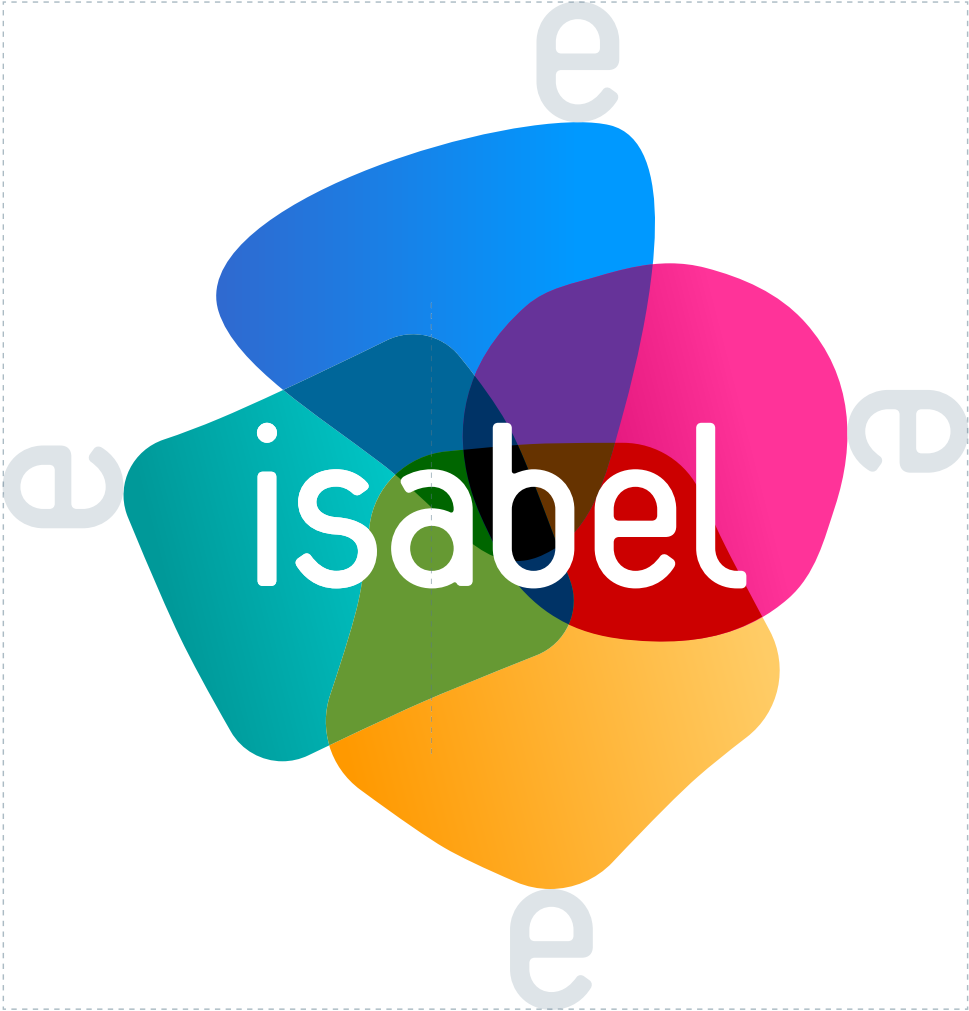


Always maintain minimal free space around the logo following these simple rules.

THE VERTICAL LOGO



THE SAFE ZONE



Always maintain minimal free space around the logo following these simple rules.

THE ICON



isabel



THE FAV ICON

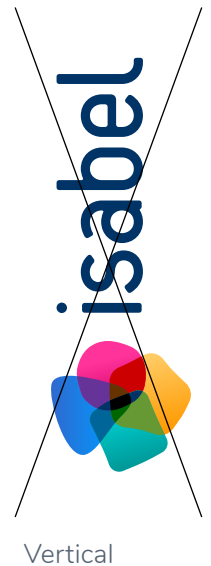
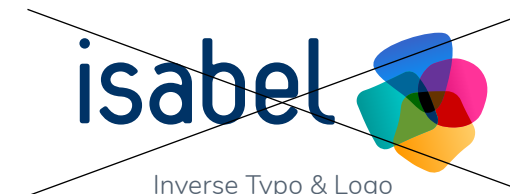
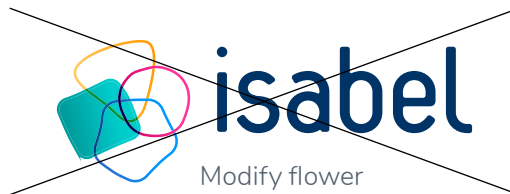
ACCEPTED USAGE OF THE LOGO



ACCEPTED USAGE OF THE LOGO

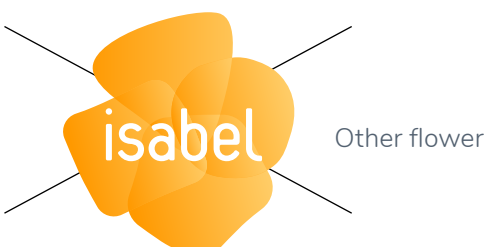
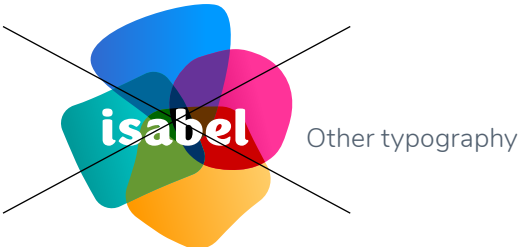
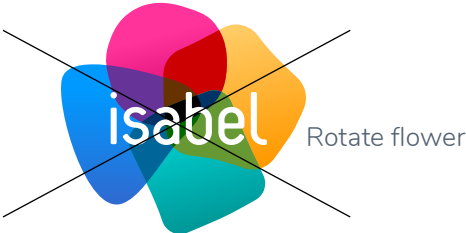
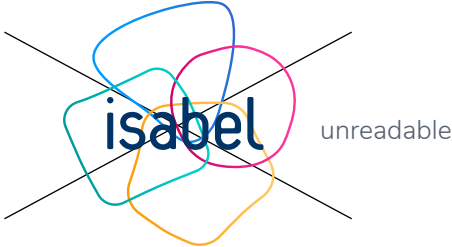
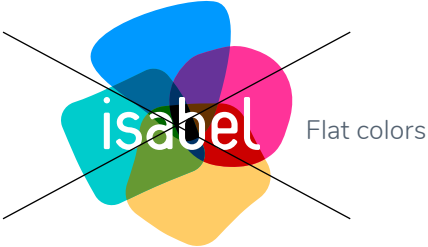
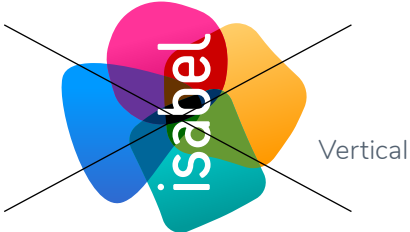
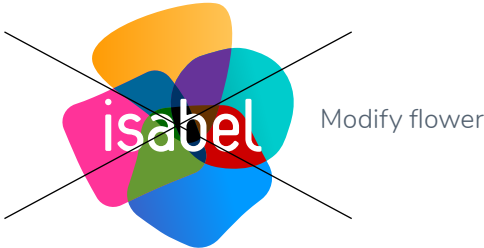
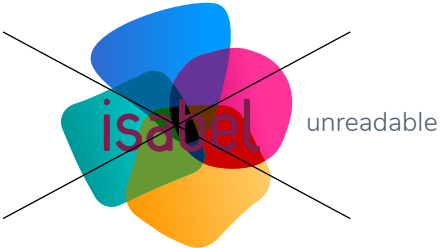


INTERDICTIONS



Logo on complicated background

INTERDICTIONS

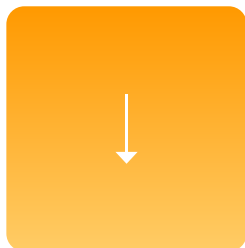


THE COLOR PALETTE

The color palette of Isabel is composed by 4 main colors in gradient and 7 secondary flat colors.

All those colors can be used to animate the communication. They can be used also as backgrounds.

Examples of surfaces or backgrounds used with gradient colors



The gradient direction can be changed as required for backgrounds, but **can never be changed in the logo!**



THE COLOR PALETTE



ff9900

R: 265
G: 153
B: 51

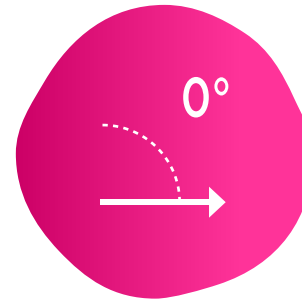
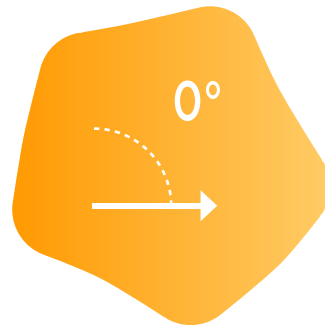
C: 1
M: 49
Y: 83
K: 0



ffcc66

R: 255
G: 209
B: 102

C: 0
M: 23
Y: 67
K: 0



cc0066

R: 204
G: 0
B: 102

C: 14
M: 100
Y: 26
K: 4



ff3399

R: 265
G: 51
B: 153

C: 0
M: 85
Y: 0
K: 0

4 MAIN GRADIENT COLORS



009999

R: 0
G: 153
B: 153

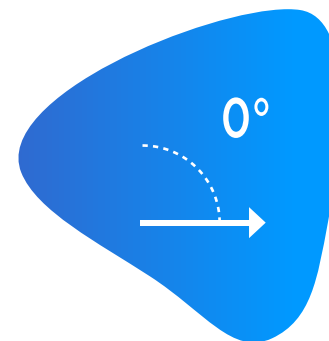
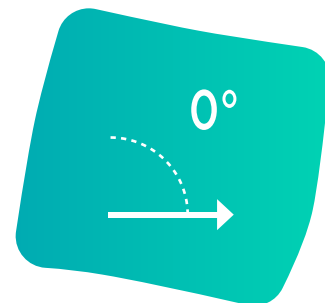
C: 79
M: 17
Y: 42
K: 2



00cccc

R: 0
G: 204
B: 204

C: 67
M: 0
Y: 28
K: 0



3366cc

R: 51
G: 102
B: 204

C: 83
M: 60
Y: 0
K: 0



0099ff

R: 0
G: 153
B: 256

C: 73
M: 35
Y: 0
K: 0

THE COLOR PALETTE



THE SECONDARY COLORS

KAKI



WEB: 669933

R: 102
G: 153
B: 51

C: 61
M: 13
Y: 87
K: 1

GREEN

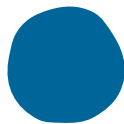


WEB: 006600

R: 0
G: 102
B: 0

C: 89
M: 32
Y: 100
K: 27

DUCK BLUE



WEB:

R: 0
G: 102
B: 153

C: 87
M: 40
Y: 18
K: 4

DARK BLUE



WEB: 003366

R: 0
G: 51
B: 102

C: 99
M: 83
Y: 40
K: 41

VIOLET

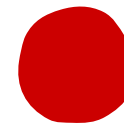


WEB: 663399

R: 102
G: 51
B: 153

C: 66
M: 79
Y: 0
K: 0

RED

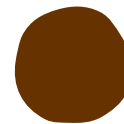


WEB: cc0000

R: 204
G: 0
B: 0

C: 4
M: 95
Y: 100
K: 1

BROWN



WEB: 663300

R: 102
G: 51
B: 0

C: 33
M: 69
Y: 100
K: 42

TYPOGRAPHY

We create an original typeface to dynamise the logo but with an obvious filiation with the old one

isabel



isabel

LOGO TYPEFACE

This font is used only for the logo and some sentences

IKIGAI THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz àâáçèêëéîïíîææöóòôûùú
& (§!) -=+? , ; : ... / . ° @ # £ € \$ * _ ^ ¡ « ¶ · » { } \ ` % %

Piditati atusamus,... sim repe magnis que dis debis aut laborest que apis sa voles aut veliti rem cusdaes dis eum con ne occum qui optat. Uscid quatem alibus ea volorum as sintat emodis nonseque volo delit alit, am exped es volupta doluptatet molore laboreptur alit fugiatqui aliciet iur.

IKIGAI REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz àâáçèêëéîïíîææöóòôûùú
& (§!) -=+? , ; : ... / . ° @ # £ € \$ * _ ^ ¡ « ¶ · » { } \ ` % %

isabel

Piditati atusamus,... sim repe magnis que dis debis aut laborest que apis sa voles aut veliti rem cusdaes dis eum con ne occum qui optat. Uscid quatem alibus ea volorum as sintat emodis nonseque volo delit alit, am exped es volupta doluptatet molore laboreptur alit fugiatqui aliciet iur.

IKIGAI HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz àâáçèêëéîïíîææöóòôûùú
& (§!) -=+? , ; : ... / . ° @ # £ € \$ * _ ^ ¡ « ¶ · » { } \ ` % %

Piditati atusamus,... sim repe magnis que dis debis aut laborest que apis sa voles aut veliti rem cusdaes dis eum con ne occum qui optat. Uscid quatem alibus ea volorum as sintat emodis nonseque volo delit alit, am exped es volupta doluptatet molore laboreptur alit fugiatqui aliciet iur.

HEADLINE FONTS

This font is used only for headlines

CONGENIAL BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz àâáçèêëéíïîíïææöóòôüûùú

&(\$!)-=+?,:;.../°.°@#£€\$*_^¿«»{ }\`%`

Piditati atusamus,... sim repe magnis que dis debis aut laborest que apis sa voles aut veliti rem cusdaes dis eum con ne occum qui optat. Uscid quatem alibus ea volorum as sinctat volo delit alit, am exped es volupta doluptatet.

CONGENIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz àâáçèêëéíïîíïææöóòôüûùú

&(\$!)-=+?,:;.../°.°@#£€\$*_^¿«»{ }\`%`

Piditati atusamus,... sim repe magnis que dis debis aut laborest que apis sa voles aut veliti rem cusdaes dis eum con ne occum qui optat. Uscid quatem alibus ea volorum as sinctat volo delit alit, am exped es volupta doluptatet.

BODYTEXT & WEB FONTS

NUNITO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz àâáçèêëéîïíœæöóòôüûù
&(\$!)-=+?;,;.../°@#£€\$*_^¿«¶·»{|\`%`

Piditati atusamus,... sim repe magnis que dis debis aut laborest que apis sa voles aut veliti rem cusdaes dis eum con ne occum qui optat. Uscid quatem alibus ea volorum as sinctat emodis nonseque volo delit alit, am exped es volupta doluptatet.

NUNITO MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz àâáçèêëéîïííœæöóòôüûù
&(\$!)-=+?;,;.../°@#£€\$*_^¿«¶·»{|\`%`

Piditati atusamus,... sim repe magnis que dis debis aut laborest que apis sa voles aut veliti rem cusdaes dis eum con ne occum qui optat. Uscid quatem alibus ea volorum as sinctat emodis nonseque volo delit alit, am exped es volupta doluptatet.

NUNITO EXTRABOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz àâáçèêëéîïííœæöóòôüûù
&(\$!)-=+?;,;.../°@#£€\$*_^¿«¶·»{|\`%`

Piditati atusamus,... sim repe magnis que dis debis aut laborest que apis sa voles aut veliti rem cusdaes dis eum con ne occum qui optat. Uscid quatem alibus ea volorum as sinctat emodis volo delit alit, am exped es volupta doluptatet.

BODYTEXT & WEB FONTS

NUNITO LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz àâáçèêëéîïíœæöóòôüûùú
&(\$!)-=+?;,;.../°@#£€\$*_^¿«¶·»{|\`%`

Piditati atusamus,... sim repe magnis que dis debis aut laborest que apis sa voles aut veliti rem cusdaes dis eum con ne occum qui optat. Uscid quatem alibus ea volorum as sinctat emodis nonseque volo delit alit, am exped es volupta doluptatet.

NUNITO MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz àâáçèêëéîïíœæöóòôüûùú
&(\$!)-=+?;,;.../°@#£€\$*_^¿«¶·»{|\`%`

Piditati atusamus,... sim repe magnis que dis debis aut laborest que apis sa voles aut veliti rem cusdaes dis eum con ne occum qui optat. Uscid quatem alibus ea volorum as sinctat emodis nonseque volo delit alit, am exped es volupta doluptatet.

NUNITO EXTRABOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz àâáçèêëéîïíœæöóòôüûùú
&(\$!)-=+?;,;.../°@#£€\$*_^¿«¶·»{|\`%`

Piditati atusamus,... sim repe magnis que dis debis aut laborest que apis sa voles aut veliti rem cusdaes dis eum con ne occum qui optat. Uscid quatem alibus ea volorum as sinctat emodis volo delit alit, am exped es volupta doluptatet.

TYPOGRAPHY HIERARCHY

**HEADLINES
AND BIG
TITELS** – CONGENIAL BLACK CAPS



Headline 2 – CONGENIAL BOLD

Sentence in exegesis – IKIGAI REGULAR

Subtitle – NUNITO STD BOLD

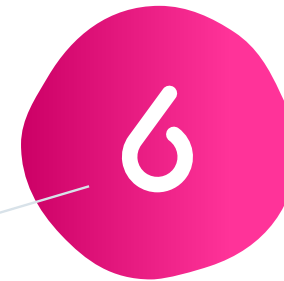
Body text. Pidunti atusamus,... sim repe magnis que dis debis aut laborest que apis sa voles aut veliti rem – NUNITO LIGHT
cusdaes dis eum con ne occum qui optat. Uscid quatem alibus ea volorum as sinctat emodis nonseque
volo delit alit, am exped es volupta doluptatet molore laboreptur alit fugiatqui aliciet iur, sit odi issequi do-
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nim hil ium quunt, officabo.

ISABEL'S 4 MAIN PRODUCTS OF THE ECOSYSTEM

 intellisuite



isabel 



 kube



 ponto



isabel

ICON APP



Isabel 6



Kube



Ponto



Intellisuite