THE INTERNET OF AIR

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Primary Logomark

The primary logomark is what defines the very first impression of all 75F materials, from our website to our printed materials and products. It's the most recognizable and unique piece of our entire brand. As such, it should be utilized consistently and respectfully in order to maintain the positive image our brand builds in the community.

Logo variations as shown on the left are ordered in priority of use. Should the Full Color Logo not be usable in a given circumstance or isn't ideal, use the One Color or White Logo as deemed fit.

Use the registered logo (see ®) when the logo is in prominent display and/or is the first instance of the logo and company name being shown in a given document. While there is no legal requirement to use the registered logo, it lends the brand legitimacy to competitors and clients.


Full Color Logo

One Color Logo

White Logo

Secondary Logomark

In certain contexts, particularly at the beginning of documents, a version of the primary logomark that includes the phrase "The Internet of Air" is usable.

Proportions between the logomark and the text should be as shown. Best practice is to pull a vector of the image, or insert a PNG of the image to preserve fidelity and proportions.

When utilizing this logomark and building from scratch, always be sure to use the "Calibri Bold" font as shown here. As a main cover image or other statement piece, set the font size to 28. As a subheader or secondary image, set the font size to 18.

x

75F

1/2x

THE INTERNET OF AIR

x

1/4x

THE INTERNET OF AIR
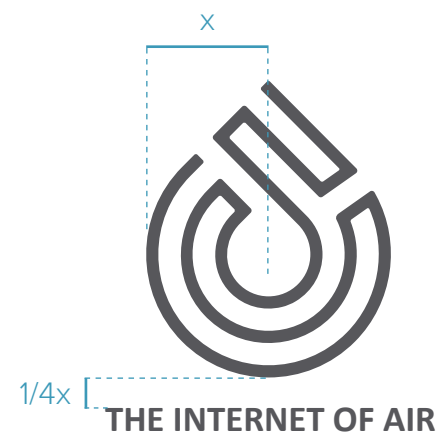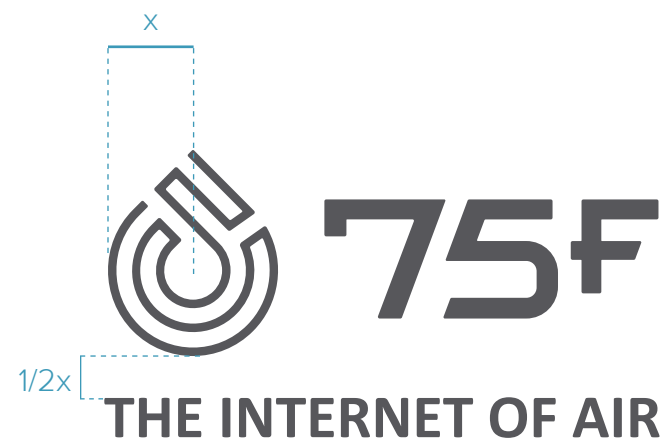
Logomark Do's and Don'ts

Since the logomark in all its forms can manifest itself in many ways and stay in brand, it is important to ensure that any execution of the logo does not degrade the overall brand image. Examples of do's and don'ts are as follows, though not an exclusive list.

When utilizing a portion of the logo, ensure that enough of the logo is visible that it is recognizable, though not so much to make the cutoff look like a mistake

Standalone Microzone

The "Logomark" should only be accompanied by "The Internet of Air" or "75F" and should not be altered from its original form, orientation, or relationship between elements.

When using the logo in white, never place over a busy background. Instead, place them over an easily legible image or color that won't crowd or confuse the logo.

Font Heirarchy

Our written messaging is just as important as our visual, but to convey that consistently, we need to ensure that the fonts we use stay consistent.

When documents are opened by end users that don't have the fonts used in the document, formatting changes often occur as the opening program compensates for needing to substitute fonts as best it can. This results in a loss of quality and reduces the credibility of our overall brand.

For formal marketing materials, Proxima Nova will be used as the header font family of choice. Main headers are set at 18pt, with subheaders set at 13pt.

Calibri is used both for any body text across all materials, as well as the header font when creating documents in programs like Microsoft Word, Excel, or PowerPoint where there is potential for the end user to open it in the program it was made in. Headers are set at 13pt, with all body text set at 11pt.

Proxima Nova Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Proxima Nova Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Proxima Nova Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
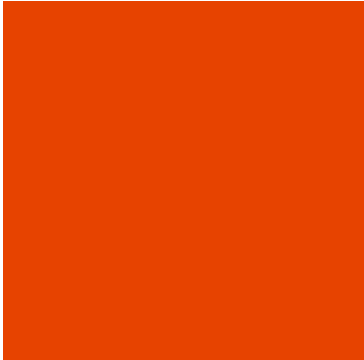abcdefghijklmnopqrstuvwxyz
0123456789

Calibri Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
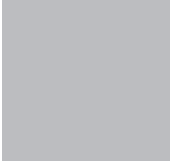**abcdefghijklmnopqrstuvwxyz**
0123456789

Calibri Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Color Heirarchy

It's important that when bringing color into any materials that they read as consistently as the rest of the brand. Overall, it should always read as sophisticated, upscale, and confident. Existing color heirarchy is as follows.

Whenever possible, use only the 75F Orange and 75F Charcoal. If the given document needs additional colors beyond that for clarity purposes, utilize one of the secondary colors on the far right.

75F Orange

PANTONE SOLID COATED 1665 C
HEX: #e24301
RGB: 226 / 67 / 1
CMYK: 6 / 88 / 100 / 1

75F Charcoal

PANTONE COOL GRAY 11 C
HEX: # 55565a
RGB: 86 / 86 / 90
CMYK: 76 / 57 / 52 / 29

75F Blue

RGB: 63 / 153 / 184
CMYK: 73 / 26 / 19 / 0

75F Beige

RGB: 255 / 192 / 111
CMYK: 0 / 28 / 64 / 0

75F Green

RGB: 143 / 201 / 92
CMYK: 48 / 0 / 84 / 0

75F Light Gray

RGB: 188 / 190 / 192
CMYK: 0 / 0 / 0 / 30