



Section 01

Introduction

pg. 1

- 1 Welcome
- 2 Why INOVATIV

Section 02

Logos

pg. 4

- 5 Icon
- 6 Icon Usage
- 7 Wordmark
- 8 Horizontal Lockup
- 9 Stacked Lockup
- 10 Small Use Cases
- 11 Grayscale & Monochrome
- 12 Usage on Backgrounds
- 13 Usage on Products
- 14 Usage on Social Media
- 15 Usage on Video Intro/ Outro
- 16 Logo Misuse

Section 03

Colors

pg. 17

- 18 INOVATIV Orange
- 19 Brand Colors
- 20 Color Toolkit
- 21 Accessible Color

Section 04

Typography

pg. 22

- 23 Typeface: Montserrat
- 24 Montserrat Usage
- 25 Typeface: Roboto
- 26 Roboto Usage
- 27 Typeface: Helvetica

Section 05

Photography

pg. 28

- 29 Photo Style
- 30 Photo Treatment
- 31 Photo Texture

Section 06

In-Use

pg. 32

- 33 In-Use Social Media
- 34 In-Use Emails
- 35 In-Use Website
- 36 In-Use Printed Brochure

Section 01

Introduction



Workflow Designed For you.

INOVATIV aims to set the standard for workflow efficiency through innovative designs, premium quality products, and excellent customer service.

These branding guidelines provide everything you need to maintain the INOVATIV standard. You'll find rules, guidelines, and answers for INOVATIV's logos, colors, fonts, and examples of how elements are used.

Who We Are

INOVATIV designs and manufactures premium mobile workstations for improving *workflow efficiency*.

What We Make

We design and manufacture solutions for on production *workflows*. Our products range from workstation carts to accessory mounting solutions and everything in between.

Why INOVATIV

We are a company founded on the ethos of *rethinking your workflow* with products. Our products allow you to express yourself and transform your workflow no matter who you are or what you do.



Section 02

Logos

Icon

The INOVATIV icon is the primary symbol of the brand.

The icon is made up of four identical geometric shapes, embodying the ethos of innovation, strength, and efficiency. Each shape represents an aspect of our aim to excellence, seamlessly coming together to symbolize the effortless precision of our tool-less designed products.

The rightmost shape, shown in our primary brand color, signifies the standard we set, that we are always moving forward like a wheel in constant motion. This captures our brand's drive to always be *rethinking your workflow*, improving on workplace efficiency.

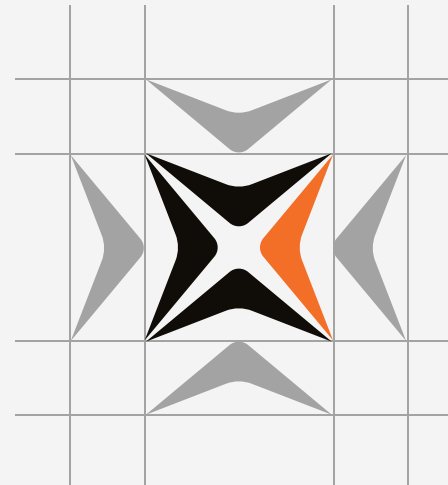


Icon Usage

The icon can be used to represent the INOVATIV brand, but in cases where the logo is shown amongst other brand logos one of the lockups should be used (see page 8 & 9).

Safe Space

To avoid illegibility of the icon always keep a minimum clear space around the icon. The space is determined by the width/ height of one of the geometric shapes.



Wordmark

The INOVATIV wordmark is reserved for small applications. For normal use cases, one of the lockups should be used (see page 8 & 9).

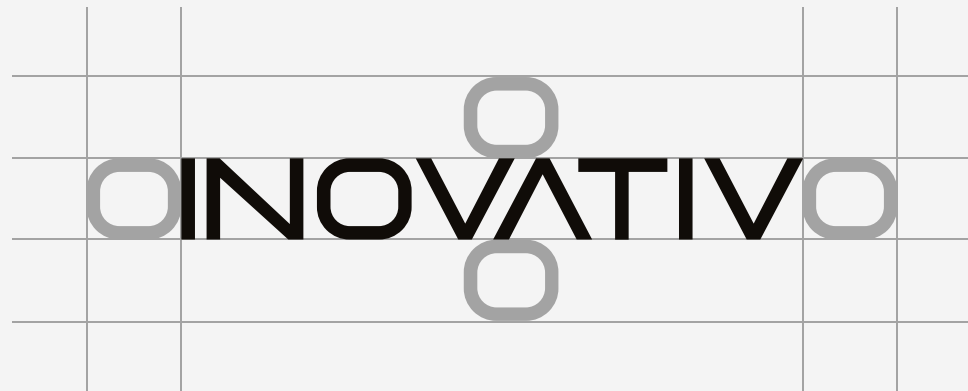
Safe Space

To avoid illegibility of the wordmark always keep a minimum clear space around the wordmark. The space is determined by the width/ height of the "O" from the wordmark.

Always use provided files.

Do not re-create.

INOVATIV



Horizontal Lockup

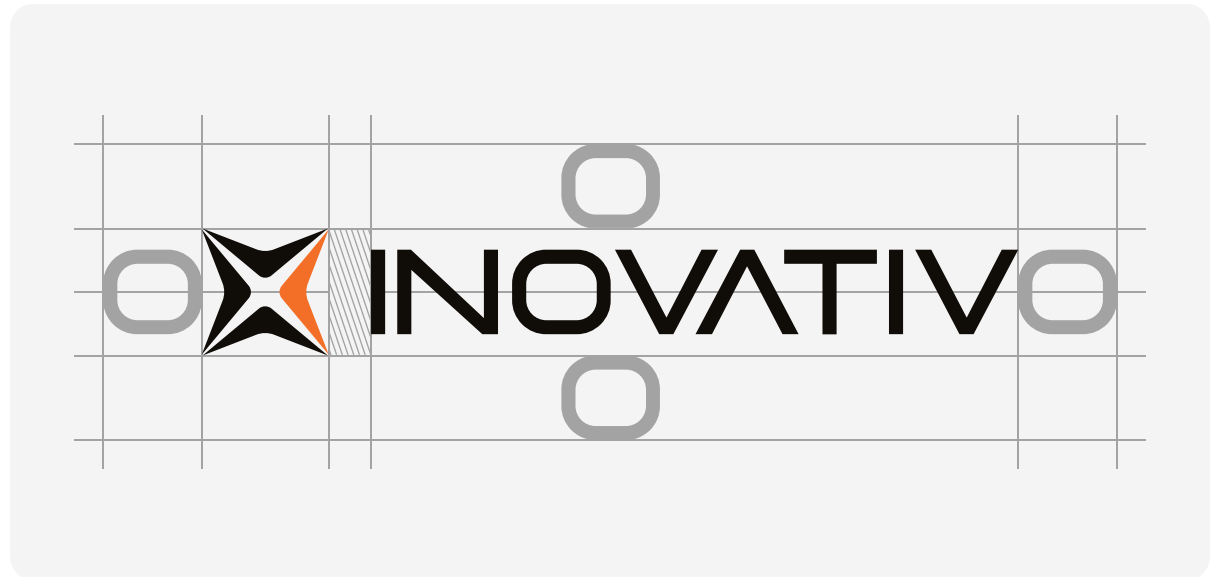
The INOVATIV horizontal lockup is the primary logo. It consists of the icon and wordmark. A stacked lockup is available for use (see page 9) when the horizontal lockup will not work in its application.

The spacing between the icon and wordmark is the icon's width divided by 3. The icon's height is a 50% increase in size from the wordmark size. For example if the wordmark has a 50px height the icon will have a 75px height.

Safe Space

To avoid illegibility of the lockup always keep a minimum clear space around the lockup. The space is determined by the width/ height of the "O" from the wordmark.

Always use provided files.
Do not re-create.



Stacked Lockup

The INOVATIV stacked lockup is the secondary logo. It consists of the icon and wordmark. The horizontal lockup (see page 8) should be used as the primary lockup.

The spacing between the elements is determined by the height of one of the icon's shapes. The icon's height is a 50% increase in size from the word mark size. For example if the wordmark has a 50px height the icon have a 75px height.

Safe Space

To avoid illegibility of the lockup always keep a minimum clear space around the lockup. The space is determined by the width/ height of the "O" from the wordmark.

Always use provided files.
Do not re-create.



INOVATIV



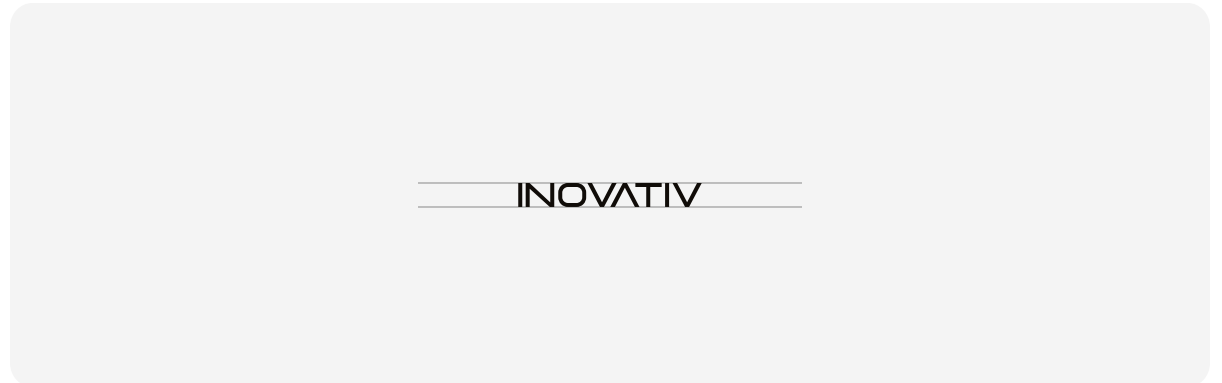
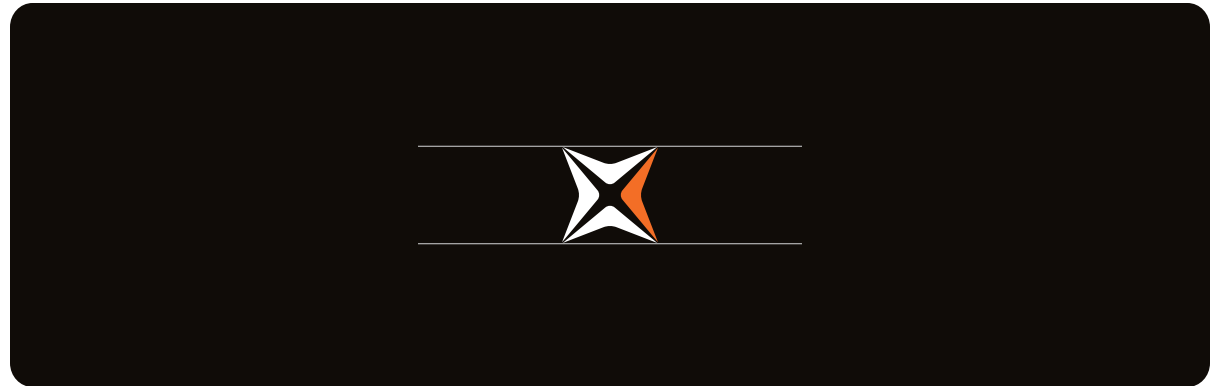
Small Use Cases

Small Icon Usage

For small use cases the Icon can be used by itself to represent the brand. Primarily when the space is restricted to allow one of the two lockups to be used.

Small Logo Usage

When a space is restricted vertically the lockups or Icon should not be used. If a logo is needed for a small application it's best practice to use our wordmark.



Grayscale & Monochrome

Grayscale

Shown here in the black box is a grayscale version of the logo. It's preferred to use color printing for the logo, but in cases where it's applicable the logo should appear as close as possible to what's shown in the black box. Reverse the white elements when using a white background.

Monochrome

Shown here in the light gray box is a monochrome version of the logo. It's preferred to use color printing for the logo, but in cases where it's applicable the logo should appear as close as possible to what's shown in the light gray. Reverse the logo to white when using a black background.



Usage on Backgrounds

All INOVATIV logos can be placed on white or black backgrounds, and the correct color version should be used as shown. The orange should never be removed from any logo. When placed on a black background the black elements are reversed to white.

Avoid placing any INOVATIV logo on an orange background, or any image unless our the logo is placed in a light or dark area of the image to allow enough contrast of the logo.

Always use provided files. Do not reverse or change colors manually.



Usage on Products

The standard logos for usage on products are the INOVATIV icon and the horizontal lockup, shown here. The logos should be used in a monochromatic color state.

Shown are two examples of logo usage on products. The most commonly used logo is the horizontal lockup. The lockup should be orientated correctly for the products intended use and positioning. The INOVATIV icon can be used in prominent places as a brand identifier or in small places where a logo lockup would be hard to fit or read.



Usage on Social Media

Shown here are two mock-up examples of a INOVATIV social media profile page.

Profile Photos

Social media profile photos should strictly show the INOVATIV icon and be sized correctly to coordinate with the size provided on the specific platform. The background color of the icon should be INOVATIV Black, or match a dark black color of the social platforms UI. In the examples shown the profile photo's background matches the UI color.

Banners

The INOVATIV wordmark should be used on top of any imagery or graphic as shown. Avoid repeating the icon by using it on the banner along with the profile image.

The banner imagery should show an active workstation or workflow with a human element. The style of the photo should always be lifestyle and hint at an aspirational theme. The photo can either show a large setting, such as a cityscape or nature, or a close up of the chosen workflow.



Usage on Video Intro/ Outro

All videos created by or for INOVATIV need to start and/or end with a INOVATIV logo, following the requirements below.

Intro/ Outro

Videos can use the INOVATIV icon or the horizontal lockup. Any logo animation needs approval before using.

The shown logo colors are the only approved versions for video intros/ outros.



Logo Misuse

Shown here are a few examples of logo misuse. All INOVATIV logos should never be altered in any way.



Do not
Change colors



Do not
Change the transparency



Do not
Apply dropshadows or other effects



Do not
Skew, stretch, or distort



Do not
Change position of elements



Do not
Use Outlines



Do not
Rotate any element



Do not
Adapt or scale any element



Do not
Place in a Shape



Do not
Change orientation



Do not
Re-create with other typefaces



Do not
Crop any element

Section 03

Colors

INOVATIV Orange

The primary brand color is the INOVATIV Orange. It should always appear when possible to represent the brand. The orange is meant to be the key identifier of the products and brand.

INOVATIV Orange

HEX	#F56F22
RGB	245-111-34
CMYK	0-70-97-0
PMS	165 C



Brand Colors

Shown are the main brand colors used to represent the brand. They revolve around the INOVATIV Orange. Usage of the shown colors starts with the INOVATIV Orange and INOVATIV Black.

Secondary Orange, Yellow, and Blue are referred to as supporting colors. The supporting colors are meant to provide a balanced color toolkit and to help promote the primary orange.

INOVATIV Orange

HEX #f56f22
 RGB 245-111-34
 CMYK 0-70-97-0
 PMS 165 C

INOVATIV Black

HEX #100c08
 RGB 16-12-8
 CMYK 71-67-68-84
 PMS Black C

Secondary Orange

HEX #c24908
 RGB 194-73-8
 CMYK 17-83-100-7
 PMS 173 C

Secondary Orange can be used to provide contrast alongside the primary orange. It does meet accessibility requirements for use with lighter colors, since the primary orange does not.

INOVATIV Yellow

HEX #f5b022
 RGB 245-176-34
 CMYK 3-33-98-0
 PMS 7409 C

INOVATIV Yellow shouldn't be used without the INOVATIV Orange. It can help provide contrast for our primary orange.

INOVATIV Blue

HEX #2f4858
 RGB 47-72-88
 CMYK 84-63-47-33
 PMS 2378 C

INOVATIV Blue shouldn't be used without the INOVATIV Orange. It can help provide contrast for our primary orange.

Color Toolkit

The color toolkit provides set colors for various usage for any medium. The shown colors are not meant to represent the brand, the colors help create the setting that the logos, brand assets, and brand colors live in.

Accent Black

HEX #1f1f1f
RGB 31-31-31
CMYK 0-0-0-88

Gray

HEX #6e6e6e
RGB 110-110-110
CMYK 0-0-0-57

Light Gray

HEX #a3a3a3
RGB 163-163-163
CMYK 0-0-0-36

Silver

HEX #f4f4f4
RGB 244-244-244
CMYK 0-0-0-4

Off-White

HEX #fafafa
RGB 250-250-250
CMYK 0-0-0-2

White

HEX #ffffff
RGB 255-255-255
CMYK 0-0-0-0

Accessible Color

Shown here are tested, and approved contrast relationships between text color and background colors.

All of the shown examples can be inverted.

Black Text / INOVATIV Orange

Black Text / INOVATIV Yellow

Black Text / White

Black Text / Off-White

Black Text / Silver

Black Text / Light Gray

White Text / INOVATIV Black

White Text / Secondary Orange

White Text / INOVATIV Blue

White Text / Accent Black

White Text / Gray

Section 04

Typography

Typeface: **Montserrat**

Montserrat is the primary font for the brand. Bold weight is the standard weight for most use cases, but other weights can be used for minimization or emphasizing.

Shown are approved weights.

ABCD 0123

Montserrat Regular

Montserrat Italic

Montserrat Bold

Montserrat Bold Italic

Montserrat Black

Montserrat Black Italic

Montserrat Usage

Montserrat is the primary font for headlines, titles, or small captions. The headline treatment should only be applied to the first or biggest title on an asset, all further titles should be considered subheads. This font should not be used for lengthy copy beyond one sentence. Montserrat can also be used for small captions in unique cases where the text is isolated. Can be used in all caps.

Headline

Type Spacing

Leading: 90%
Kerning: Set to Optical
Tracking: -25 ems (-3%)
Weight: Bold (preferred) or Black

SubHead or Small Headline

Type Spacing

Leading: 110%
Kerning: Set to Optical
Tracking: -15 ems (-2%)
Weight: Bold (preferred) or Regular

SMALL CAPTION

Type Spacing

Leading: Auto
Kerning: Set to Optical
Tracking: 25 ems (3%)
Weight: Bold only

Typeface: **Roboto**

Roboto is the secondary font. Regular weight is the standard weight for most use cases, but other weights can be used for minimization or emphasizing.

Shown are approved weights.

A B C D 0 1 2 3

Roboto Light

Roboto Light Italic

Roboto Regular

Roboto Italic

Roboto Bold

Roboto Bold Italic

Roboto Usage

Roboto is the primary font for body copy, CTAs, and subheads or section headers when used with our primary font.

Subhead or Section Header

Type Spacing

Leading: 90%
Tracking: 25 ems (3%)
Weight: Regular (preferred) or Bold

Body

Type Spacing

Leading: 140%
Tracking: 10 ems (1%)
Weight: Regular (preferred) or Light

Button CTA

Type Spacing

Leading: Auto
Kerning: Set to Optical
Tracking: 25 ems (3%)
Weight: Bold only

Typeface: **Helvetica**

Helvetica is our web safe font, to be used on emails, website, presentations, or any applications where computer stored fonts are not available for use.

Shown are approved weights.

ABCD 0123

Helvetica Light

Helvetica Light Oblique

Helvetica Regular

Helvetica Oblique

Helvetica Bold

Helvetica Bold Oblique

Section 05

Photography

Photo Lifestyle

When capturing the INOVATIV brand photographically it should convey the brand's purpose and value. Displaying a reason why INOVATIV exists, what sets us apart, or a value proposition.

Movement and people are two important elements of any branded lifestyle photo. They should capture action, movement, or motion. INOVATIV products facilitate your *workflow*, so the photos should be active. The human element is important for brand photography because INOVATIV products are *designed for you*, so imagery needs to show that purpose.

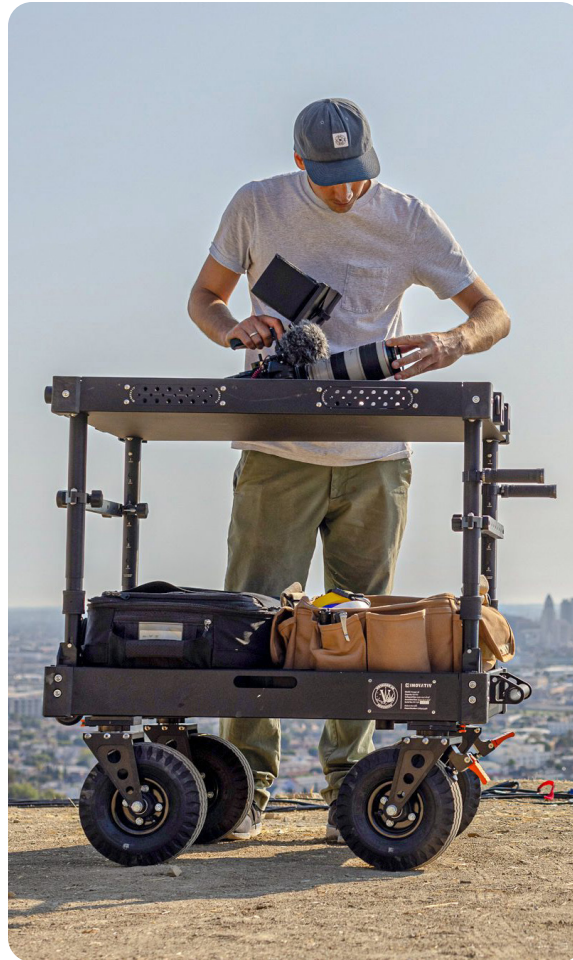


Photo Treatment

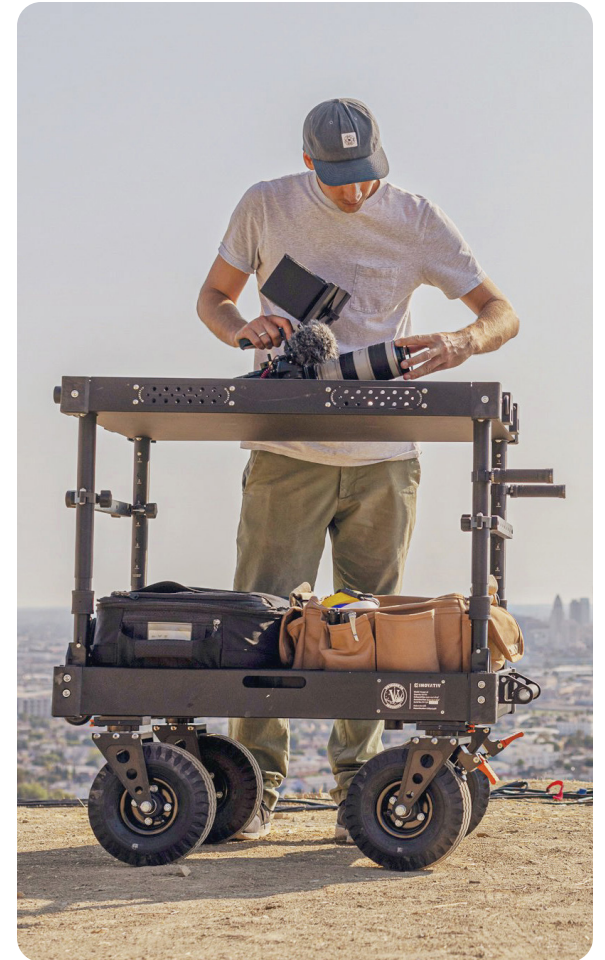
As needed non product photos can receive color treatment. The main goal is to apply a combination of our accent black, brand blue, brown, and slight adjustments to create a coordinated look without destroying the identity of the original photo.

The treatment can be adjusted depending on the beginning state of the photo, either being edited or a RAW photo.

A sample PSD file can be provided.



Without Photo Treatment



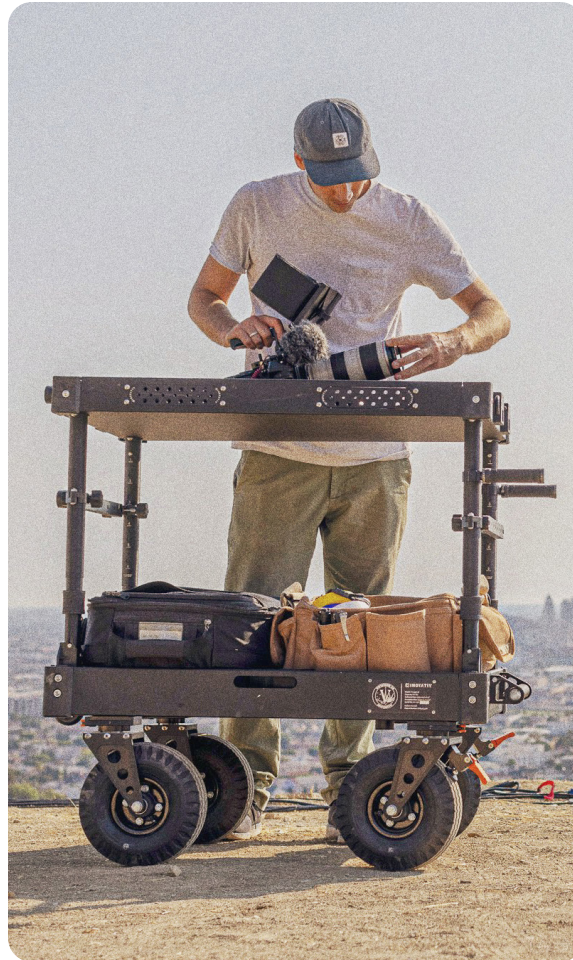
With Photo Treatment

Photo Texture

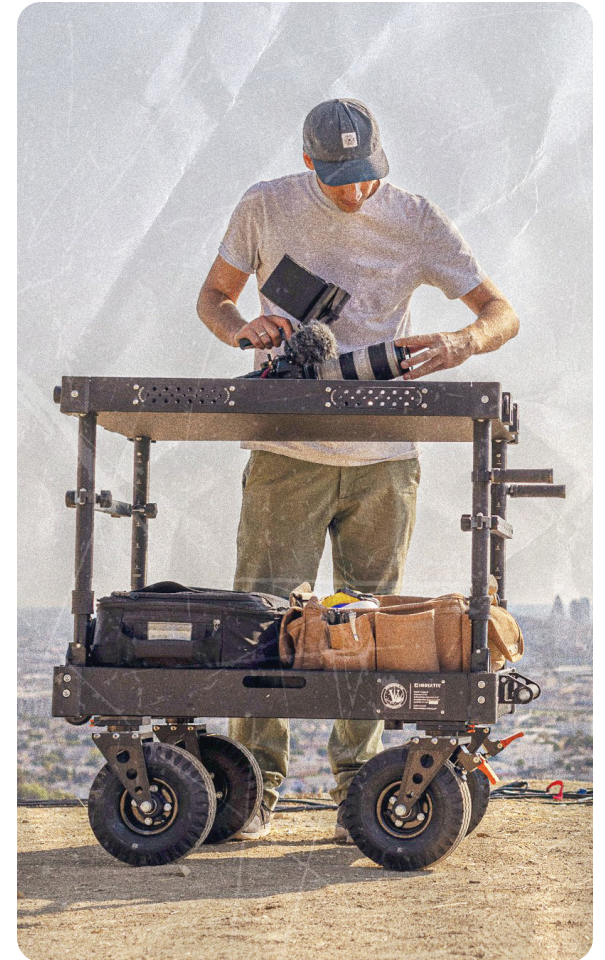
When using photos for brand elements or specific purposes they can have a noise effect applied. To mimic a slight film grain over the image. The noise should never be too heavy or strong that it would make product visibility harder for the viewer.

Various textural effects can be utilized on top of the noise layer. Texture is helpful when a image is used as a background or when multiple images should have a similar feeling. One texture shouldn't be repeated too often, and multiple types can be utilized. When choosing textures they should be inspired by materials or patterns found on products.

A sample PSD file can be provided.



Noise Applied



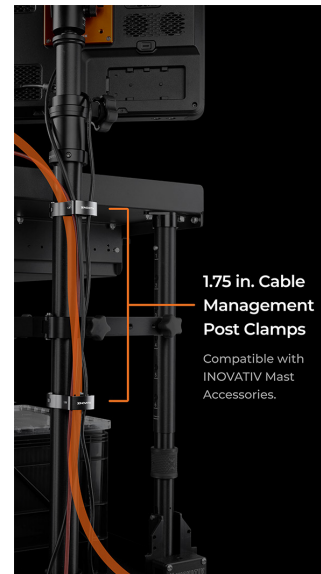
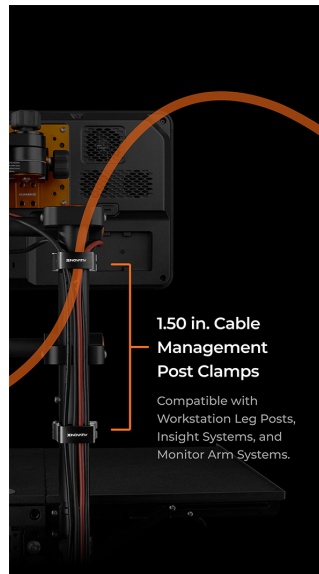
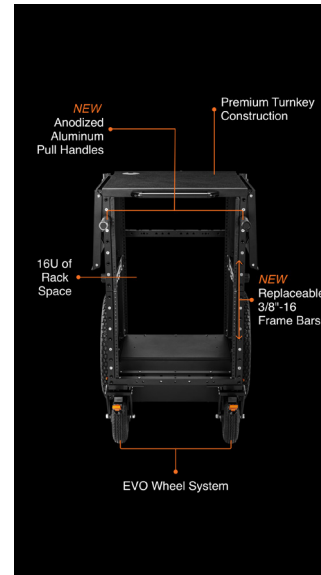
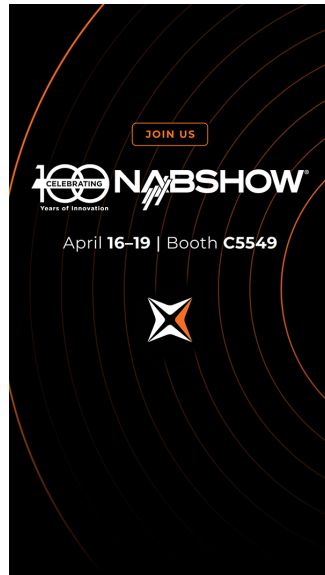
Texture Applied

Section 06

In-Use


In-Use Social Media

Examples of
social graphics.



In-Use Emails

Examples of emails.




INOVATIV

Welcome to INOVATIV
Get Ready to Rethink Your Workflow

By signing up for our newsletter, you'll be the first to receive all the latest news such as new products, special events, exclusive sales, and more.


Workflow designed for you.
Founded in 2010, INOVATIV originated from the need for a portable DIT workstation and has since expanded to offer a range of high-quality mobile workstations and accessories created to improve workflow efficiency. Our products are designed, manufactured, and shipped from our headquarters in California and we are proudly ISO 9001 certified for quality and reliability.



The INOVATIV Standard

Innovation
We value innovation as the foundation of our mission, consistently delivering high-quality mobile workstations and solutions for efficient workflows through the use of cutting-edge designs and construction.

Integrity
We strive to demonstrate integrity in every interaction, ensuring that our customers and partners are always treated with fairness and honesty.



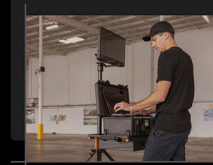
INOVATIV

ENDS TODAY


Cyber Monday Sale

Shop Bundles


Today is the last chance to save on ambassador inspired bundles. Whether you're a seasoned pro or just starting out, a bundle is a great place to start when building a new kit.



Director Bundle
Featuring The **AXIS Base Station**



Travel Photography Bundle
Featuring The **DigiSystem 1535 Pro Ultra Kit**






INOVATIV

INDUSTRY DAY SALE UP TO 25% OFF

October 10-11

Sale Starts Now
The wait is over! Our biggest sale of the year is now live. Shop workflow essentials at unbeatable prices and start taking advantage of the benefits that INOVATIV equipment can bring to your production.

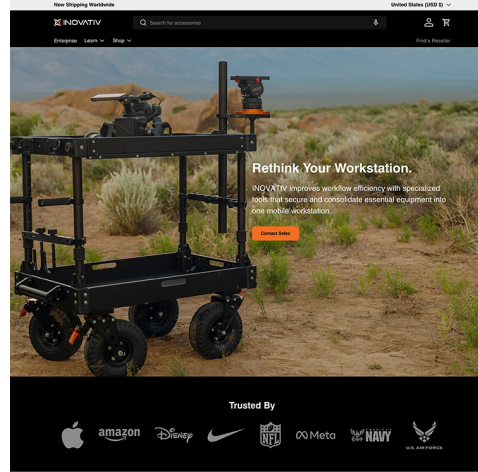
 <p>\$1,174 OFF</p> <p>Apoilo 52 \$4,699 \$3,524.25</p>	 <p>\$1,149 OFF</p> <p>Deploy \$4,599 \$3,449.25</p>	 <p>\$372 OFF</p> <p>DigiSystem 1535 Pro Ultra Kit \$1,489 \$1,116.75</p>
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Shop Now

Find a Local Reseller

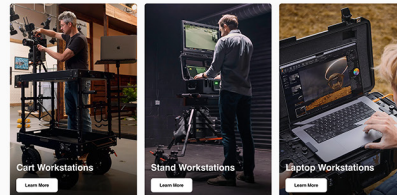
In-Use Website

Example of home web page broken into two previews.



Workflow designed for you.

INOVATIV workstations are more than just a cart - they're a home base for your workflow, no matter where the job takes you. Our products are designed with premium materials and engineered to meet the demands of any location and the rigorous demands of your profession. Customized to your personal specifications with adjustable settings and modular accessories.



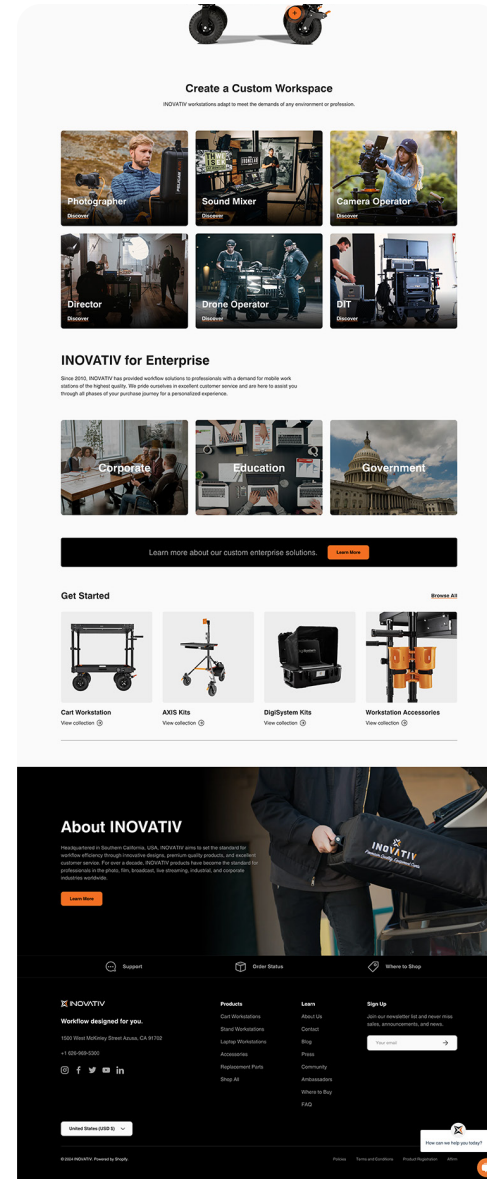
Crafted for Success, Designed for You

Discover what sets INOVATIV above the rest.



Create a Custom Workspace

INOVATIV workstations adapt to meet the demands of any environment or profession.



In-Use Printed

Example of a printed gate-fold brochure.



Rethink Your Workstation

This ethos is at the heart of what continues to fuel our passion and drive, always pushing us forward. We are creators and design is in our DNA. It fuels us to build solutions that not only improve efficiency, but improve confidence.

From mobile workstations to accessory mounting solutions, our products allow you to express yourself and transform your workflow, no matter who you are or what you do. After a decade-long journey, INOVATIV's premium products continue to set the standard for professional workflows in photo, film, broadcast, live streaming, industrial, and corporate industries worldwide.

Headquartered in Southern California, USA, INOVATIV is an ISO 9001 Certified company and is dedicated to producing products and services that consistently exceed customer expectations through the use of certified quality management.

Customers can shop at INOVATIV with our sales team, through our international network of resellers, or at inovativ.com.

<h3>Apollo</h3> <p>A heavy-duty, fully collapsible mobile workstation with our largest work surface and premium EVO wheel system. The reinforced mainframe can handle the heaviest of payloads, while a hinged X-Top Shelf and corner accessory mounts provide comfort and versatility.</p> <p>Apollo 42: AE 0040 Apollo 52: AE 0092</p>	<p>@chrissyfilms</p>	<h3>Voyager NXT</h3> <p>A fully collapsible mobile workstation that comes equipped with removable 10 in. wheels. The 4-sided Top Shelf features integrated threaded accessory rail plates throughout, providing a secure, versatile, and convenient work surface.</p> <p>Voyager 36 NXT: VN 0036 Voyager 42 NXT: VN 0042</p>		<h3>DigiSystem</h3> <p>The DigiSystem is a rugged and portable solution that consolidates laptop workflows into a single, user-customizable system through a variety of mounting points and accessories, offering a streamlined and more personalized workflow.</p> <p>Pro DigiTech Kit: PDK 001 Pro Kit with DigiBase: PK 003 Pro Kit with DigiBase Kit Tripod Mount: PE 002 1535 Pro Ultra Kit with DigiBase Pro: PUK-1535-01</p>	<p>@albrechtvoss</p>	<h3>AXIS</h3> <p>A modular workstation designed around our 2-Stage AXIS Stand. Choose from a wide variety of quick release cove clamp components featuring our patented VDrop design.</p> <p>AXIS Base Station: AXB 0001 AXIS Control Station: AXC 0001 AXIS Command Station: AXCS 0001 AXIS Digi Station: AXD 0001 AXIS Stabilizer Station: AXS 0001</p>	<p>@cavcam</p>
<h3>Echo</h3> <p>A semi-collapsible mobile workstation with a reinforced mainframe, permanent EVO wheels, and hydraulic brakes designed to securely transport sensitive equipment. The 3-sided Ergonomic Keyboard Top Shelf is height adjustable for maximum comfort.</p> <p>Echo 36: E 0036 Echo 26 + Hydraulic Brake System: E 0026-HYD Echo 48: E 0048 Echo 48 + Hydraulic Brake System: E 0048-HYD</p>		<h3>Voyager EVO X</h3> <p>A lightweight and fully collapsible mobile workstation featuring our premium EVO Wheel System. With a height adjustable working surface and X-Top Shelf with removable closeout, the Voyager EVO X is customizable for any environment.</p> <p>Voyager 36 EVO X: VEX 0036 Voyager 26 EVO X: VEX 0026-AN100 Voyager 42 EVO X: VEX 0042</p>	<p>@motionclubhouse</p>	<h3>Deploy</h3> <p>A mobile workstation with up to 16U of vertical rack-mount space and multiple integrated accessory mounting systems. Featuring our swiveling EVO Wheel System on the front and 20 in. traction wheels in the rear for easy navigation.</p> <p>Deploy: DEP 0005</p>		<h3>Accessories</h3> <p>Explore our wide range of accessories designed to enhance and personalize the functionality of your workstation.</p> <div style="display: flex; justify-content: space-around;"> <div data-bbox="1659 1291 1774 1388"> <p>Monitor Mounts</p> </div> <div data-bbox="1774 1291 1890 1388"> <p>Equipment Mounts</p> </div> <div data-bbox="1890 1291 1984 1388"> <p>Storage</p> </div> </div>	

