

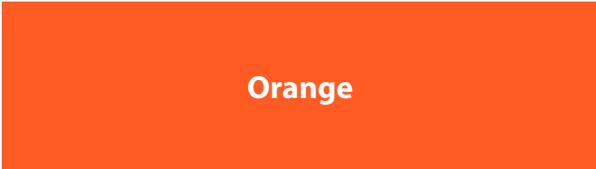


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# Brand Guidelines

Version 2.0 — May 2021

# Colour Palette

	Mono (%)	CMYK (%)	RGB	Hex	Pantone
 <b>Black</b>	100	0, 0, 0, 100	0, 0, 0	000000	
 <b>Orange</b>		0, 79, 93, 0	255, 92, 35	ff5c23	165c
 <b>Grey</b>	56	54, 40, 37, 4	126, 135, 142	7e878e	430c

# Colour Usage

The colours listed above make up the primary palette for use in iFi's media output. However, other colours may be used on an ad-hoc basis where required, according to the product's marketing colour scheme.

Individual product colours will be made available on the relevant Media Portal page.



# Fonts

## Primary font

Myriad Pro - Regular is our primary font, however for main headers and key messages please use **Myriad Pro - Bold**.

Myriad Pro - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Myriad Pro - Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

## Secondary font

If our primary font isn't available on your system, please use the Calibri font family. Calibri Regular and Calibri Bold for main headers and key messages.

Calibri - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Calibri - Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

# Typography

## This is a main heading

Headings / titles should be set in Myriad Pro Bold, as above, and at least / approximately 200% of the size of the body text which should be set in Myriad Pro regular.

There should be approximately 70% of the body copy line height / leading as a gap between headings and body copy, and between paragraphs.

## This is a sub heading

Sub headings should be set in Myriad Pro Bold, as above, and approximately 150% of the size of the body copy.

Text spacing/kerning/tracking should be zero. **D o n o t s p a c e t e x t o u t .**

**DO NOT USE ALL CAPITAL LETTERS FOR TEXT OR HEADINGS ANYWHERE, except when the product name is all capitalised, for example ZEN DAC**

### Hyphenation and justification

#### Yes:

We should always be aiming for left-aligned text with hyphenation switched off.

Exceptions to the left-alignment rule may be made for titles on front covers of documents (such as this style guide PDF) and for notes on diagrams, for example:

#### **USB Port**

Connect your USB cable here

#### No:

Do not justify text — especially like this narrow example because it can lead to uneven and unpredictable gaps. And do not use automatic hyphenation because it makes breaks in words in a manner which doesn't look good.

### Language

Please use British English spellings for all words — eg use colour (not color) and specialise (not specialize).

Do not use any Americanizations