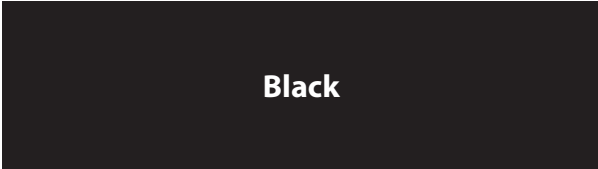
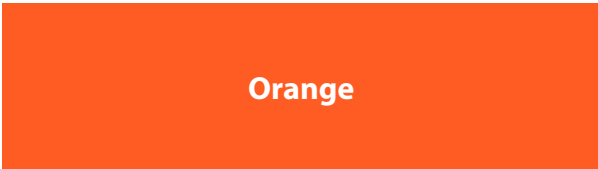





Brand Guidelines

Version 2.0 — May 2021

Colour Palette

| | Mono (%) | CMYK (%) | RGB | Hex | Pantone |
|--|----------|---------------|---------------|--------|---------|
|  | 100 | 0, 0, 0, 100 | 0, 0, 0 | 000000 | |
|  | | 0, 79, 93, 0 | 255, 92, 35 | ff5c23 | 165c |
|  | 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