



# Brand Manual

Immuta's brand identity standards

SEPTEMBER 2019

## Our Identity



Primary Logo



Brandmark

# Logo Usage

Below primary logo for Immuta. Whenever possible the Immuta logo should be set in "Immuta Gray" on white or light backgrounds.



## Usage Examples



# Logo Clear Space & Logo Sizing

## Logo Clear Space

The Immuta logo should always be surrounded by a minimum amount of negative space. This clear space should be equivalent to the height and width of the Immuta logo mark.



## Minimum Size

Digital: 150px width

Print: 1 inch width



1"

# Logo Don'ts



⊗ DO NOT rotate the logo for any reason.



⊗ DO NOT apply any shadows or any effects.



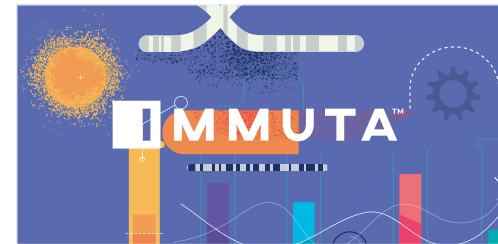
⊗ DO NOT stretch the logo in any way.



⊗ DO NOT use fill the logo with any gradient colors.



⊗ DO NOT outline the logo for any reason.



⊗ DO NOT use on busy backgrounds.

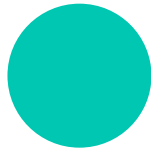
## Color Palette: RGB



**Immuta Gray**  
#1C2029  
28, 32, 41

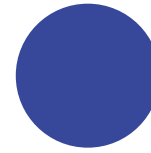


**Immuta Blue**  
#4C4FFF  
76, 79, 255



**Immuta Seafoam**  
#00C7B1  
0, 199, 177

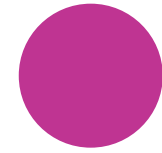
## Color Palette: CMYK



**Immuta Blue**  
92, 85, 2, 0



**Immuta Seafoam**  
66, 0, 39, 0  
PMS 3265 C



**Immuta Fuchsia**  
20, 89, 0, 0  
PMS 240 C

## Secondary



**Light Blue**  
#00A3FF  
0, 163, 255



**Immuta Blue 2**  
#4648e6  
70, 72, 230



**Immuta Blue 3**  
#3638B5  
54, 56, 181



**Dark Blue**  
#1F1F5A  
31, 31, 90



**Light Gray**  
#CDD0D6  
205, 208, 214



**Violet**  
#A60ECB  
166, 14, 203



**Immuta Fuchsia**  
#C5299B  
197, 41, 155



**Red**  
#F83131  
248, 49, 49



**Orange**  
#FA8231  
250, 130, 49



**Green**  
#37BF55  
55, 191, 85



**Yellow**  
#F7D300  
247, 211, 0

# Typography

## Marketing Purposes

Headers

**Futura PT - Heavy**

**AaBbCc0123**

**AaBbCcDdEdFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWxYyZz 1234567890**

Body

Runda

AaBbCc0123

AaBbCcDdEdFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWxYyZz 1234567890

## Product UI

Roboto

AaBbCc0123

AaBbCcDdEdFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWxYyZz 1234567890

BRAND INQUIRIES

**John Carlson**

VP, Design  
jcarlson@immuta.com

MARKETING INQUIRIES

**Hadley Weinzierl**

Senior Director, Corporate Marketing  
hweinzierl@immuta.com