



Purpose

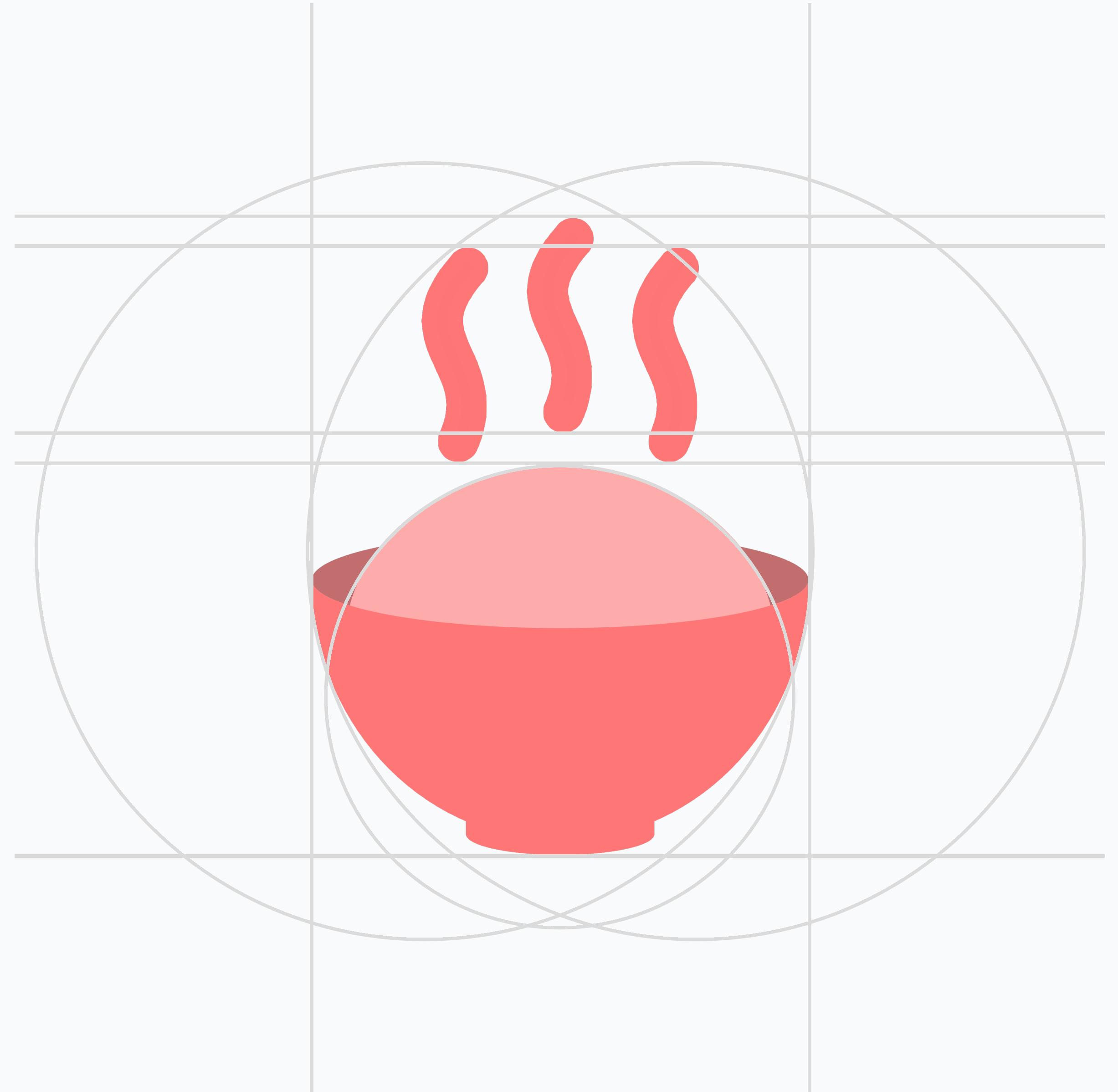
- We created this short guide to aid you in your usage of Invii's branding.
- This guide isn't exhaustive. Please contact us at trademarks@invii.io If you have a question or are looking for something that hasn't been covered here.
- Please read this guide in its entirety before proceeding to use any of Invii's branding.

The Invii Logo

The Basics

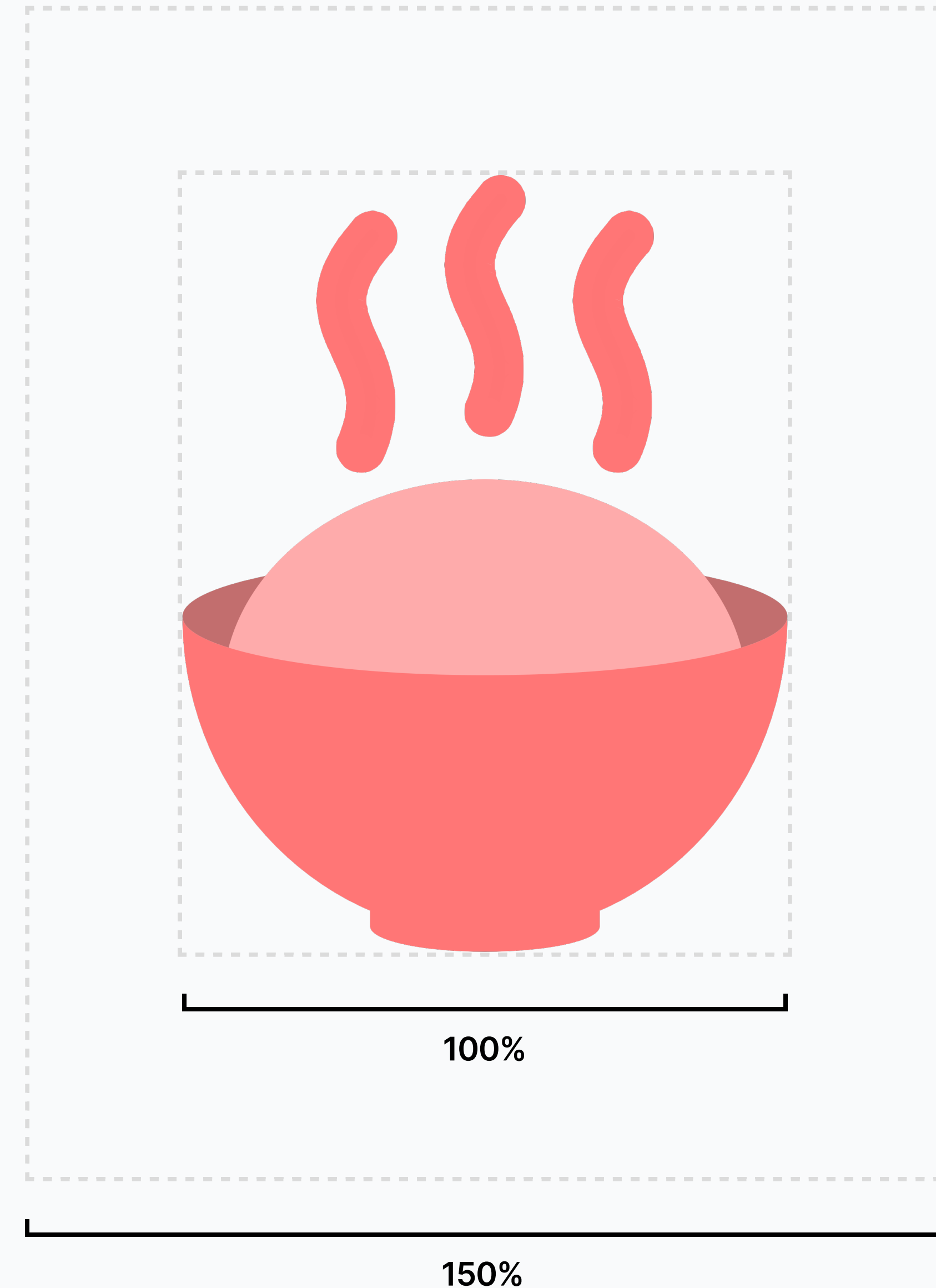
Our logo is the most important visual asset we have. It is the central part of our visual identity and must be used in the correct way, always.

- Only use the Invii logo in the provided white and Invii Red colors.
- Don't alter, skew, distort, rotate, or modify the Invii logo in any way.
- Don't use outdated versions of the Invii logo.



Spacing

- There must be empty space around the Invii logo equal to at least 150% of its width.
- The Invii logo must not be displayed any smaller than 16 pixels wide.

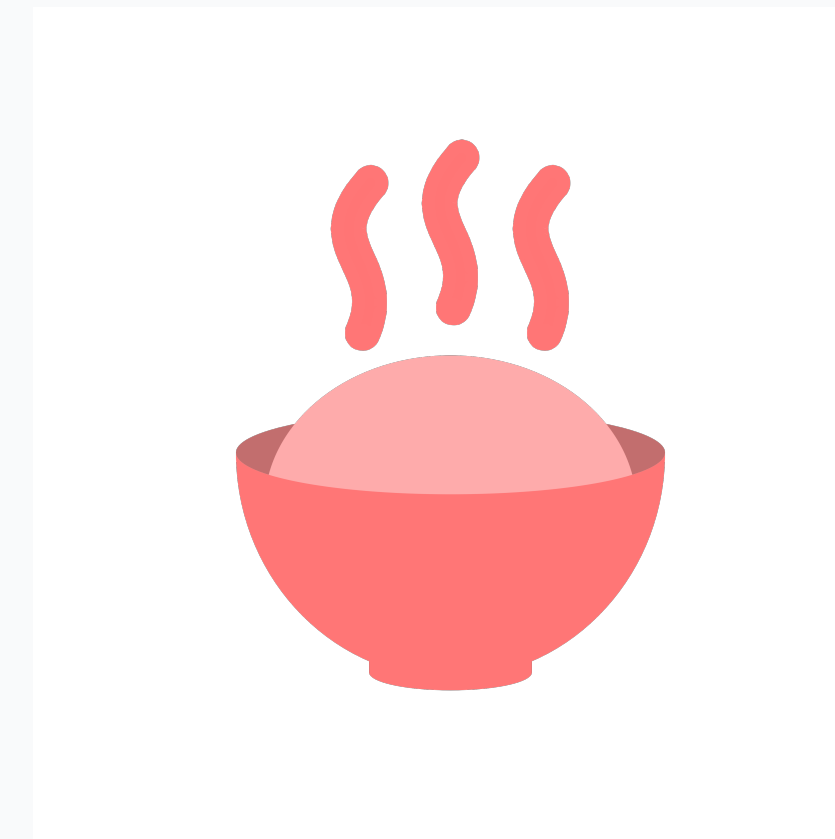


Color

- Proper contrast must always be used when displaying the Invii logo.
- The Invii logo must not be displayed in any other colors or variations other than the white/grayscale and Invii Red versions that are provided.
- If the Invii logo is displayed on an image with a light background, we recommend applying a black tint of 10-20% to ensure legibility.
- There may be exceptions to these rules. When in doubt, please reach out to us!



White/grayscale on dark background/gradient.



Invii Red on white/light background/image.



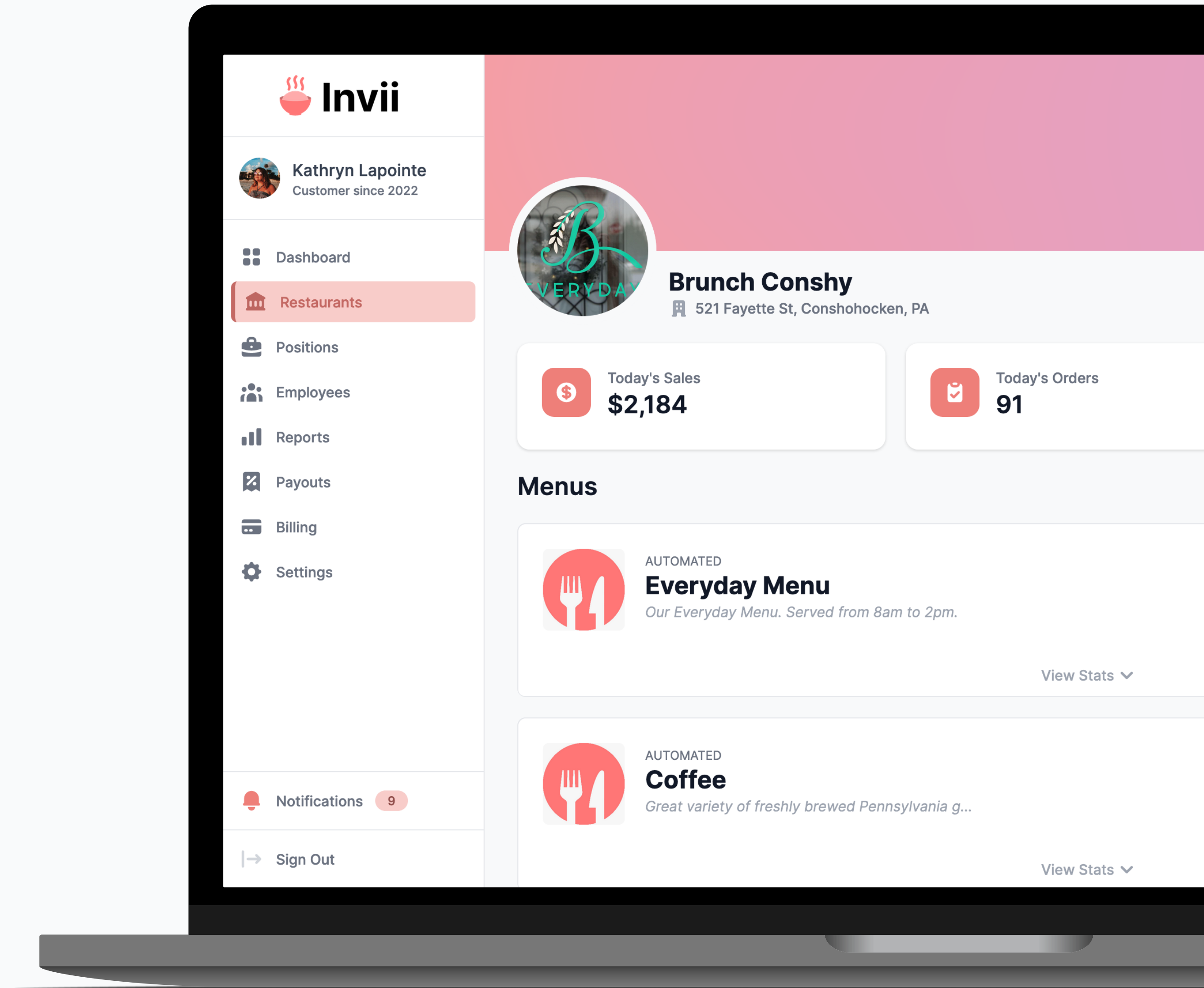
White/grayscale on dark background/image.

Product Images

The Basics

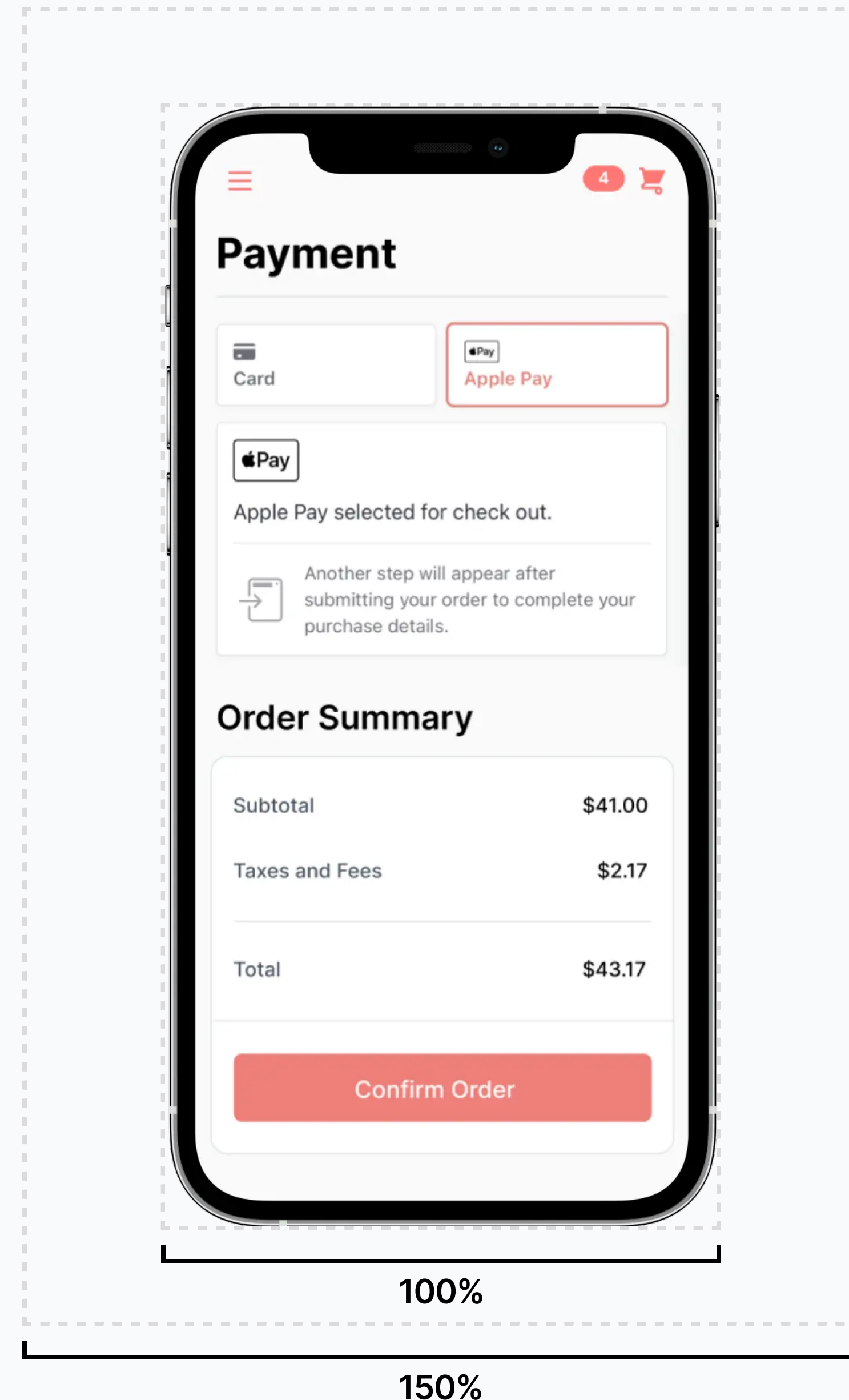
Our product images are used to showcase our products and services on your website or in promotional or media materials. They are not to be manipulated in any way.

- Don't alter, skew, distort, rotate, or modify Invii's product images in any way.
- Don't use outdated versions of Invii's product images.



Spacing

- There must be empty space around Invii's product images equal to at least 150% of its width.
- Invii's product images may be scaled down, but make sure its done in a way that leaves all text and images legible and unskewed, undistorted, or otherwise manipulated.
- When scaling down any product images, keep the image's original aspect ratio by constraining its proportions.



Disclaimers

- This section applies to usage of all Invii branding including both types of graphics specified earlier.
- These rules are not optional and are not up for interpretation. If you have any questions or are requesting an exception to a certain rule, please contact us.
- Use of Invii graphics, logos, wordmarks, or any other form of branding are subject to Invii's Marks Usage Agreement and any other applicable law.