IP MARKETING SOLUTIONS / BRAND STANDARDS

Brand Usage Guidelines

A clear reference for using the company name, logo, colors, and visual identity across websites, publications, partner materials, and other media.



A recognizable identity

The essentials

Use approved artwork

Choose the supplied variation designed for the background. Keep every mark intact.

Protect readability

Preserve proportions, clear space, and strong contrast at the final display size.

Represent us accurately

Use the company name and brand in a factual, responsible context.

Use these guidelines to present IP Marketing Solutions consistently across channels.

01 / LOGO SYSTEM

Choose the right logo

Select the official artwork that suits the background and format. The Brand Resources page provides the logo variations below in PNG and SVG.

FULL-COLOR STANDARD LOGO



For white and light backgrounds.

REVERSE-COLOR STANDARD LOGO



For navy and other dark backgrounds.

BLACK STANDARD LOGO



For monochrome use on light backgrounds.

WHITE STANDARD LOGO



For single-color use on dark backgrounds.

FULL-COLOR MONOGRAM



Tall logo for compact placements on light backgrounds.

REVERSE-COLOR MONOGRAM



Tall logo for compact placements on dark backgrounds.

LOGO HANDLING

DO / USE THE ORIGINAL FILE



Full-color art on a light surface

AVOID / DISTORTED ARTWORK



Never stretch or compress the logo

KEEP EVERY APPLICATION CLEAR AND CONSISTENT

Preserve proportions • Leave clear space • Use an approved colorway • Keep the full mark legible • Avoid added effects, rearrangement, or cropping

02 / VISUAL LANGUAGE

Color and typography

The palette pairs deep navy with a bright blue accent and a restrained set of supporting colors. Poppins is the primary typeface.

Deep Navy Blue
#062442

Bright Azure Blue
#069DFB

Slate Blue
#4E6F8A

Dark Royal Blue
#0D3769

Soft Silver
#ECECED

Ice White
#F6F9FC

Midnight Navy
#010F1C

Black
#000000

White
#FFFFFF

PALETTE ROLES

PRIMARY / #062442
Most text and non-light backgrounds use Deep Navy.

ACCENT / #069DFB
Bright Azure highlights details, icons, and eyebrow text.

SUPPORT
Slate, royal blue, and neutrals complement the core palette.

TYPOGRAPHY

Poppins Bold

Brand clarity.

Headings, labels, and short emphasis.

Poppins Regular

Brand clarity.

Paragraphs, descriptions, and supporting text.

03 / EDITORIAL USE

Refer to the company accurately

Use these recommendations when referencing IP Marketing Solutions in publications, directories, partner materials, and other communications.

COMPANY NAME

Use the exact business name: IP Marketing Solutions.

OFFICIAL WEBSITE

Link to www.ipmarketingsolutions.com when referencing the company online.

OFFICIAL LOGOS

Use the original PNG or SVG files from the Brand Resources page. Keep all logo elements intact.

ACCURATE CONTEXT

Describe the company and its services truthfully. Brand use should not suggest an unapproved endorsement, sponsorship, or relationship.

PERMISSION FOR PROMOTIONAL USE

Request permission before using the brand in advertising, co-branding, or endorsement-related materials.

CONTACT

IP Marketing Solutions

PHONE

731-610-2375

EMAIL

info@ipmarketingsolutions.com

WEBSITE

www.ipmarketingsolutions.com

ADDRESS

124 S. Main St. | Humboldt, TN 38343