

Brand Style Guide.

The i2c brand style guide ensures a cohesive and professional presentation across all mediums. It outlines the use of specific colors, typography, and design elements to maintain visual consistency. These guidelines emphasize clarity and simplicity, with detailed instructions for layout, imagery, and logo usage. Adhering to these standards helps reinforce i2c's identity, ensuring all communications effectively convey the brand's values and message.

Name Usage

Our brand name is i2c and is always spelled with lowercase "i", number "2" and lowercase "c".

Correct usage example: i2c is a global provider of highly configurable banking and payments solutions.



Logo



Logo with Descriptor



Reverse and B&W Logos

Primary Color	#F4FAFF	Secondary Color	#FFF7EE	Tertiary Color	#F9FAFA
	#E5F3FF		#FFEE07		#DADCDF
	#C7E2FF		#FFE3BE		#BBBDC4
	#99C6FF		#FFD39E		#9C9FA9
	#6398FF		#FCBE75		#7D818F
HEX #1434CB	#3F71FF	HEX #F97C00	#FBAE58	HEX #000823	#5D6374
RGB 20, 52, 203	#294FFF	RGB 249, 124, 0	#FA9E3A	RGB 0, 8, 35	#3E4559
CMYK 90, 79, 0, 0	#1338EF	CMYK 0, 68, 100, 0	#FA8D1D	CMYK 89, 80, 55, 73	#1F263E
	#1434CB		#F97C00		#000823

Color Palette

Primary Font

Inter

Light | Regular | Medium | Semi Bold | Bold

Secondary Font

Arial

Font

Headline

Reimagine Banking & Payments.

Sub-headline

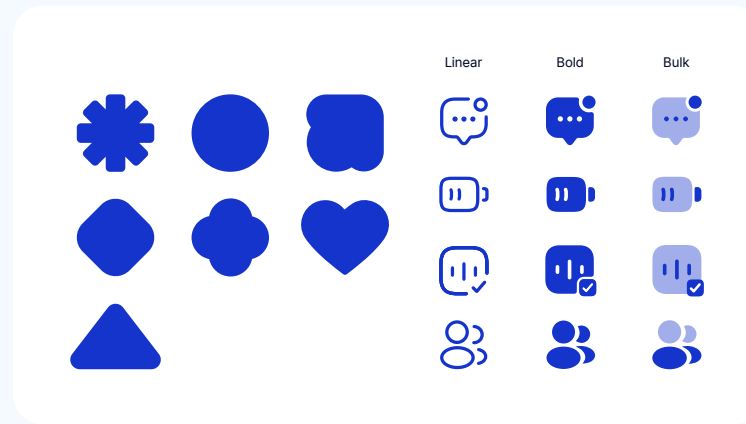
Transform Banking and Payments with Innovative Technology

Body copy:

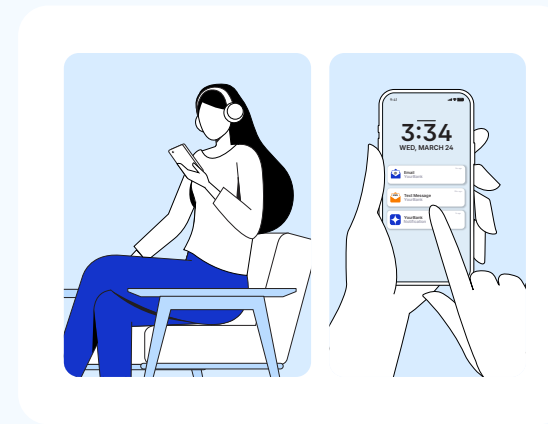
i2c is a global provider of highly configurable banking and payment solutions. Founded in 2001 and headquartered in Silicon Valley, its next-generation technology supports millions of users in more than 200 countries/ territories and across all time zones.

Typesetting

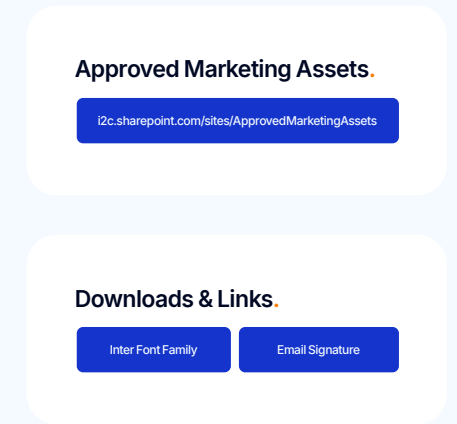
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Design Elements



Illustration



CTA Buttons



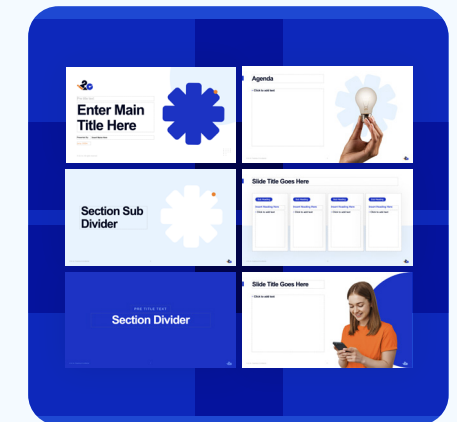
Product and Lifestyle Imagery



Business Card



Stationary



Templates