

LOGO

The center of our brand

The Ixia logo represents the confidence and reliability of the company. Friendly and inviting, yet strong. The blue and red dots symbolize the “petals” of Ixia flowers, native to South Africa.

Ways to use our logo:

1. Please use the logo in full color CMYK or PMS for print and RGB for web.

Always apply clear space around the logo of at least the x-height (as shown to the right) on all sides. The x-height is equal to the height of the letter “x” in the logo.

2. If the logo colors are not working with your design, use a monochromatic turquoise, black or gray logo on light backgrounds, or a white logo on dark or high-contrast color. It makes the logo modular, portable, and agile. Use the version of the logo that will create the maximum contrast and legibility.



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Ways to use our logo:

3. Logo size

Web: minimum size 70px wide.

Print: minimum size 1" across.

4. Logo & photography

When applying our logo over a photograph, make sure to apply it over a semi-transparent color filter to maximize legibility and visibility.

5. Rendering & resolution

Always use a vector file format for your source files before exporting the logo.

For print media, place the vector file, like an EPS, into the document. If the logo has to be rendered as a bitmap, always render at the native DPI or PPI for the particular media. For example: 72dpi for older monitors or 300dpi for print.

3 Web



Print



4



5 300 dpi



72 dpi



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Avoid the following:

1. Please do not rotate our logo.
2. Do not embellish our logo with effects like dropshadow, embossing, etc.
3. Placing the logo over cluttered photography is confusing and compromises readability.
4. Please do not change any of the colors of our logo.
5. Please use only approved files provided by Ixia and do not attempt to recreate the logo colors or outlines.
6. Please do not distort the logo and its proportions, change the typeface or alter the logo's colors, shape and spatial relationship.



COLOR

Confident and friendly

Our overall color palette emanates confidence and embodies a company that leads. It communicates that Ixia is a solution for the long term. The colors are smart and modern, and carry a charismatic feeling that is welcoming, friendly, down-to-earth, and approachable.

Use of tints, tones and shades is encouraged to provide a variety of options for any design needs.

Primary colors

The primary color is turquoise, with supporting hues of blue, which convey optimism, clarity, reliability and professionalism.

Accent colors

The secondary palette is to be used sparingly to add visual differentiation in collateral and brand touchpoints.

Primary colors



PMS:
631 C

CMYK:
69 10 18 0

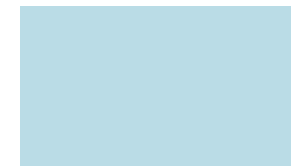
RGB:
55 176 201



PMS:
636 C

CMYK:
43 1 7 0

RGB:
136 210 231



PMS:
7457 C

CMYK:
26 3 7 0

RGB:
186 220 230

Accent colors and grays



Pantones, CMYK, and RGB builds for accent colors on next page.

COLOR

Accent colors

The function of accent colors is to support the Ixia turquoise and infuse other elements of Ixia's personality, such as boldness, into the look and feel of Ixia's visual brand experience.

The use of accent colors should be limited, allowing the Ixia turquoise and blues to take center stage. Common uses for the greens are web, data sheets, infographics, and any materials that display tables, charts and graphs. Red is a powerful accent, and should be used sparingly. Navy is useful for text, particularly in ads with large photos.

Grays

The gray selections are cool colors that provide a neutral background to enhance the vibrancy of the primary and accent colors.

Black type can be overpowering onscreen, as well as in print. Ixia's brand is friendly and welcoming, therefore, type in dark gray, like Pantone Cool Gray 9, is preferred.

Accent colors and grays



PMS:
7489 C

CMYK:
55 15 82 0

RGB:
129 171 93



PMS:
372 C

CMYK:
19 0 56 0

RGB:
211 235 143



PMS:
186 C

CMYK:
0 100 81 4

RGB:
227 24 55



PMS:
7477 C

CMYK:
87 60 48 32

RGB:
36 76 90



PMS:
Pantone Cool Gray 9

CMYK:
30 22 17 57

RGB:
95 99 105

Hex:
#5f6369



CMYK:
0 0 0 44

RGB:
159 161 164

Hex:
#9FA1A4

COLOR

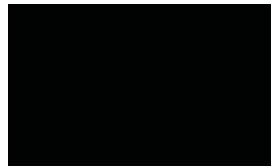
Black and white

The use of true black should be limited. The overall look and feel of the Ixia brand is light, bright, airy, and optimistic.

In instances when the Pantone Cool Gray 9 does not provide enough contrast with its background to be easily legible, try a soft black for type.

Generous amounts of white space is key to designs that align with Ixia's brand promise to provide companies trusted environments in which to develop, deploy and operate free of hindrance.

Black and white



True black

CMYK:

75 68 67 90

RGB:

0 0 0

Hex:

#000000



Soft black

CMYK:

0 0 0 91

RGB:

23 23 23

Hex:

#171717



White

CMYK:

0 0 0 0

RGB:

255 255 255

Hex:

#FFFFFF

TYPE

Modern *and* classic

Gotham

Gotham is modern and friendly. It is practical, yet elegant, and mirrors Ixia's longevity and staying power.

It is a versatile family of geometric sans-serif digital typefaces that work well in web and print. Gotham is a large typeface family. The main weights that should be used for designs are Book, Medium, and Bold.

Left-aligned typography is preferred. There are instances when centered text can be used. For headlines, use title case or all caps. Use your judgment for which options look best in a design.

Arial is a Windows and Macintosh system typeface. Arial should be used whenever the use of Gotham is not available.



Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & ***

Medium

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & ***

Book

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & ***