# IPA™

# CORPORATE BRAND
# IDENTITY STANDARDS

The leading manufacturer of linen and specialty
uniform distribution solutions.

# TABLE OF
# CONTENTS

The IPA® Corporate Brand Identity Standards is an essential tool for establishing a strong brand identity. Our brand identity is both the voice and tone within the content we create and it can be experienced through the work we produce. Color, typography, imagery, tone and voice are pieces of our brand and all brand elements define who we are to our audience.

The IPA architecture consists of the IPA brand and seven product brands. This style guide should act as a key document to help create consistent content for all brands. It includes standards for placement, usage, typography, imagery and appearance of IPA and our brands in all identity applications.

**IPA**™

Our Brands

scrubEx     alEx     scrubBank     clearView     vendEx     coverCare

# OUR DIVERSITY, EQUITY & INCLUSION STATEMENT

Here at IPA, we strive to foster belonging and empowerment throughout the organization. We want all of our employees and customers to feel valued, included, and appreciated. We are committed to an inclusive workforce that fully represents the many different races, ethnicities, genders, ages, religions, disabilities, and sexual orientations as well as those with differences in education, personalities, skill sets, experiences, and worldviews. Diversity, equity, and inclusion are central to our mission, vision, and values. We operate with a unity and inclusion mindset because we are only successful as **ONE IPA**.

**For more information log on to www.thinkipa.com/dei**

*Stephen Lee*

**Stephen Lee**
President

*Valerie Brown*

**Valerie Brown**
Director of Human Resources

*Why we exist…*

To improve quality and efficiency for our customers through our automated linen and specialty uniform distribution solutions, market expertise and dedicated people.

# MISSION

# VISION

# VALUES

*Where we want to go…*

To earn the number one position as the linen and specialty uniform distribution solution in our markets.

*How we behave on the way…*

**Integrity:** We value diversity and treat each other with mutual respect. We trust each other to honor our commitments and choose to do what's right everyday.

**Customer Centricity:** We will view everything we do through the eyes of our internal and external customers.

**Unity:** We operate with a unity and inclusion mindset as we are successful together as ONE IPA.

**Winning Spirit:** We have a compelling desire to win in the marketplace. For this, we give our best at what matters most.

**Safety:** We will not compromise safety. We are each responsible for the safety of ourselves and others.

WINNING    SAFELY

# OUR
# BRANDS

**CORPORATE BRAND**

**SUB BRANDS**

**IPA**™

*scrubEx®*    *vendEx®*    *scrubBank®*

*clearView®*    *coverCare*™    *alEx®*

**COLOR VARIATION**

It is important to have adequate contrast between the mark and the background for optimal visibility.

Variations may be used on photographs and should be in a position where it can be read clearly. Marks may be used with its approved colors (see  Color Palette on page 7).
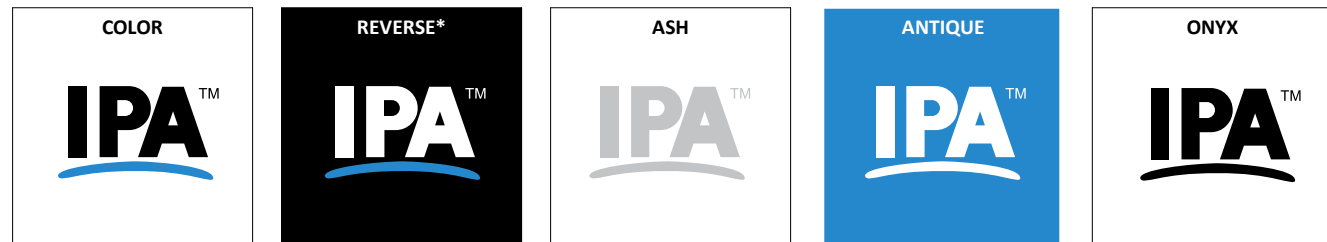
| COLOR | REVERSE* | ASH | ANTIQUE | ONYX |
|---|---|---|---|---|
| IPA™ | IPA™ | IPA™ | IPA™ | IPA™ |

☞ **NOTE**: The IPA mark is depicted for example purposes. This standard is applicable to the IPA logo and its sub-brands.

\* Only the IPA mark is acceptable in the reverse form. Sub-brands should not be presented in reverse.
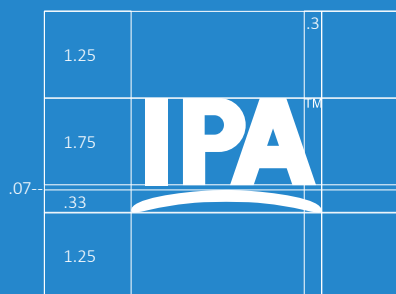
# LOGO
# USAGE

**LOGO**

The strength of a logo depends upon its consistent and appropriate use. Do not recreate artwork. The logo can be scaled proportionally and should never become distorted.

**CLEAR ZONE BOUNDARY**

A clear zone is the logo's breathing space. No other element may enter this area. The IPA logo and its sub-brands should adhere to a 125% clear zone.

👉 **NOTE**: The alEx logo is also acceptable without the model number and WiFi marks.
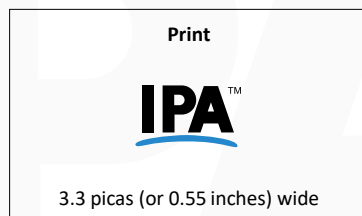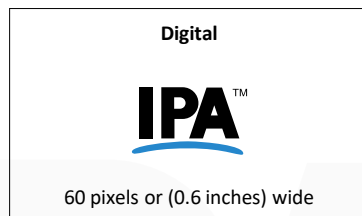
# LOGO
# USAGE

## MINIMUM SIZE

The logo on the screen, such as websites or interactive applications, cannot be smaller than 60 pixels (or 0.60 inches) wide.

Logo use in print, such as brochures or marketing collateral, can be as small as 3.3 picas (or 0.55 inches) wide.

**Digital**

**IPA**™

60 pixels or (0.6 inches) wide

**Print**

**IPA**™

3.3 picas (or 0.55 inches) wide

☞ **NOTE**: The IPA mark is depicted for example purposes. This standard is applicable to the IPA logo and its sub-brands.

coverCare™

| 1.25 | | | .3 |
| 1.75 | | | |
| 1.25 | | | |

scrubEx®

| 1.25 | | | .3 |
| 1.75 | | | |
| 1.25 | | | |

vendEx®

| 1.25 | | | .3 |
| 1.75 | | | |
| 1.25 | | | |

# LOGO
## USAGE

**INCORRECT USAGE**
The IPA logo and its sub-brand logos should never be used with an unapproved color (see Color Palette on page 7), rotated at an angle or have a dropped shadow. Do not attempt to recreate the logo.

☞ **NOTE**: The *scrubEx* mark is depicted for example purposes. This standard is applicable to the IPA logo and its sub-brands. Not every improper way is shown, but the examples should serve as a baseline when considering logo manipulation.

| UNAPPROVED COLOR ⊗ | DISPROPORTIONATE RE-SIZING ⊗ |
|---|---|
| scrubEx® | scrubEx® |

| INVERTED COLOR PLACEMENT ⊗ | STOKES ⊗ |
|---|---|
| scrubEx® | scrubEx® |

| DROPPED SHADOW ⊗ | TILTING OR ROTATING ⊗ |
|---|---|
| scrubEx® | scrubEx® |

# COLOR GUIDELINES

## PRIMARY COLOR PALETTE
Color plays a vital role in communications. IPA and its brands have specific color schemes. The color palette below displays the main color scheme for the IPA brand and its sub-brand marks.
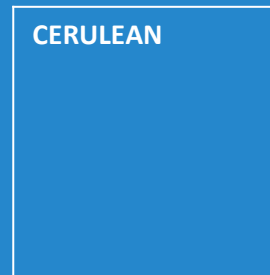
## ACCENT COLOR PALETTE
The accent color palette should be used to compliment the main IPA brand and product brand colors. Use the corresponding values for the most accurate color.

| PANTONE | Color critical projects (i.e. Stationery) |
| CMYK | Full color images (i.e. Photographs) |
| RGB | Digital |
| HEX | Web application |

**PRIMARY**
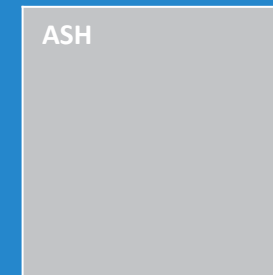
| | CERULEAN | CORAL | ASH |
|---|---|---|---|
| | 150% | 150% | 150% |
| | 125% | 125% | 125% |
| | 60% | 60% | 60% |
| | 40% | 40% | 40% |
| | 20% | 20% | 20% |

| | CERULEAN | CORAL | ASH |
|---|---|---|---|
| PANTONE | 2143 C | 2034 C | Cool Gray 6C |
| CMYK | C 74 | C 3 | C 0 |
| | M 38 | M 91 | M 0 |
| | Y 0 | Y 20 | Y 0 |
| | K 0 | K 0 | K 27 |
| RGB | R 37 | R 231 | R 194 |
| | G 135 | G 60 | G 196 |
| | B 204 | B 62 | B 198 |
| HEX | #2587CC | #E73C3E | #C2C4C6 |

**ACCENT**

| | Antique | Onyx | Slate | Smoke | Canary | Aqua | Teal |
|---|---|---|---|---|---|---|---|
| | 255 | 0 | 43 | 139 | 251 | 119 | 102 |
| | 255 | 0 | 62 | 140 | 206 | 190 | 153 |
| | 255 | 0 | 66 | 140 | 61 | 210 | 153 |

# TYPOGRAPHY & FONT

**PRIMARY FONT**
The official font of IPA and its brands is Calibri. This font should be used in all identity applications such as marketing collateral, documents, presentations, and where the font is available.

## Aa*Bb**Cc*Dd*12**34*

| Calibri Light | Calibri Light Italic | Calibri Light Italic Bold |
|---|---|---|
| ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 | *ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890* | ***ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890*** |

| Calibri | Calibri Italic | Calibri Italic Bold |
|---|---|---|
| ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 | *ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890* | ***ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890*** |

# TYPOGRAPHY & FONT

**ALTERNATIVE FONT**
The alternative font to Calibri is Arial. This font should be used in instances where Calibri is not an option such as HTML, email and web applications.

# AaBbCcDdEe123456

| Arial Narrow |
|---|
| ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 |

| Arial Narrow Italic |
|---|
| ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 |

| Arial Narrow Italic Bold |
|---|
| ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 |

| Arial |
|---|
| ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 |

| Arial Italic |
|---|
| ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 |

| Arial Italic Bold |
|---|
| ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 |

| Arial Black |
|---|
| ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 |

| Arial Black Italic |
|---|
| ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 |

# TYPOGRAPHY & FONT

**HIERARCHY**

Use the type hierarchy to establish an order of importance within the content. This will allow the reader to easily navigate the content. It helps guide the reader's eye to where a section begins and ends, while enabling the user to isolate certain information based on the consistent use of style throughout a body of text.

**PRIMARY FONT**

Calibri Bold 28px →

Calibri Bold 16px →

Calibri Light 11px →

## Solve Your Scrub Management Issues

### *scrubEx® re-engineers surgical scrub distribution.*

*scrubEx* reengineers surgical scrub distribution within your hospital. Our secure machines provide authorized staff with clean scrubs in the right size exactly when they are needed. The linen management department gains real-time insight into inventory and utilization data, which drives proactive service. Scrub purchasing and laundering costs are reduced by eliminating unauthorized scrub access. The program also drives compliance with AORN Guidelines for Perioperative Practice, helping reduce the risk of surgical site infections.

**ALTERNATIVE FONT**

Arial Black 22px →

Arial Bold 14px →

Arial Narrow 11px→

## Solve Your Scrub Management Issues

### *scrubEx® re-engineers surgical scrub distribution.*

*scrubEx* reengineers surgical scrub distribution within your hospital. Our secure machines provide authorized staff with clean scrubs in the right size exactly when they are needed. The linen management department gains real-time insight into inventory and utilization data, which drives proactive service. Scrub purchasing and laundering costs are reduced by eliminating unauthorized scrub access. The program also drives compliance with AORN Guidelines for Perioperative Practice, helping reduce the risk of surgical site infections.

# PROPER TEXT USAGE

| MARK | TEXT | STYLIZE TEXT | TEXT USAGE | INCORRECT USAGE |
|------|------|--------------|------------|-----------------|
| **IPA** | **IPA®** | N/A | It is only necessary to include the ® mark on the first instance or with the most prominent use of the mark. This rule does not apply to the use of the IPA logo. The registered mark is part of the IPA logo. To apply the registered mark, press Alt + 0174. Plurals may be written as IPA's, no ® mark. IPA may also be bolded. | The IPA brand should never be italicized (ex: *IPA*) or written in mixed caps (ex: Ipa). |
| *alEx* | ***alEx®*** | Italicized with the first letter "a" lowercase and the third letter "E" uppercase. | It is only necessary to include the ® mark on the first instance or with the most prominent use of the mark. This rule does not apply to the use of the *alEx* logo. The registered mark is part of the *alEx* logo. To apply the registered mark, press Alt + 0174. *alEx* may also be bolded. | The *alEx* brand should never be written in the following mixed caps: ALEX, Alex, ALex, AlEx, AleX or any other variation. |
| *clearView* | ***clearView®*** | Italicized with the first letter "c" lowercase and the sixth letter "V" uppercase | It is only necessary to include the ® mark on the first instance or with the most prominent use of the mark. This rule does not apply to the use of the *clearView* logo. The registered mark is part of the *clearView* logo. To apply the registered mark, press Alt + 0174. *clearView* may also be bolded. | The *clearView* brand should never be written in the following mixed caps: CLEARVIEW, Clearview ClearView, clearview or any other variation. |
| *coverCare* | ***coverCare™*** | Italicized with the first letter "c" lowercase and the sixth letter "C" uppercase | It is only necessary to include the ™ mark on the first instance or with the most prominent use of the mark. This rule does not apply to the use of the *coverCare* logo. The trade mark is part of the *clearView* logo. To apply the trademark symbol, press Alt + 0153. *coverCare* may also be bolded. | The *coverCare* brand should never be written in the following mixed caps: COVERCARE, Covercare, CoverCare, covercare or any other variation. |

# PROPER TEXT
# USAGE

| MARK | TEXT | STYLIZE TEXT | TEXT USAGE | INCORRECT USAGE |
|------|------|--------------|------------|-----------------|
| *scrubBank* | **scrubBank®** | Italicized with the first letter "s" lowercase and the sixth letter "B" uppercase | It is only necessary to include the ® mark on the first instance or with the most prominent use of the mark. This rule does not apply to the use of the *scrubBank* logo. The registered mark is part of the *scrubBank* logo. To apply the registered mark, press Alt + 0174. *scrubBank* may also be bolded. | The *scrubBank* brand should never be written in the following mixed caps: SCRUBBANK, Scrubbank, ScrubBank, scrubbank or any other variation. |
| *scrubEx* | **scrubEx®** | Italicized with the first letter "s" lowercase and the sixth letter "E" uppercase | It is only necessary to include the ® mark on the first instance or with the most prominent use of the mark. This rule does not apply to the use of the *scrubEx* logo. The registered mark is part of the *scrubEx* logo. To apply the registered mark, press Alt + 0174. *scrubEx* may also be bolded. | The *scrubEx* brand should never be written in the following mixed caps: SCRUBEX, Scrubex, ScrubEx, scrubex or any other variation. |
| *vendEx* | **vendEx®** | Italicized with the first letter "v" lowercase and the fifth letter "E" uppercase | It is only necessary to include the ® mark on the first instance or with the most prominent use of the mark. This rule does not apply to the use of the *vendEx* logo. The registered mark is part of the *vendEx* logo. To apply the registered mark, press Alt + 0174. *vendEx* may also be bolded. | The *vendEx* brand should never be written in the following mixed caps: VENDEX, Vendex, VendEx, vendex or any other variation. |

# IMAGERY
## USAGE

**PHOTOGRAPHY**
Effective images communicate a clear message to the user. Photography and illustration are powerful, engaging elements that add real value when used appropriately and consistently alongside content.

When using photography, try to use images that are property of IPA. Stock imagery is acceptable but be sure to avoid copyright infringement. High resolution (300 DPI) .jpeg and .png images should be used for the best results.
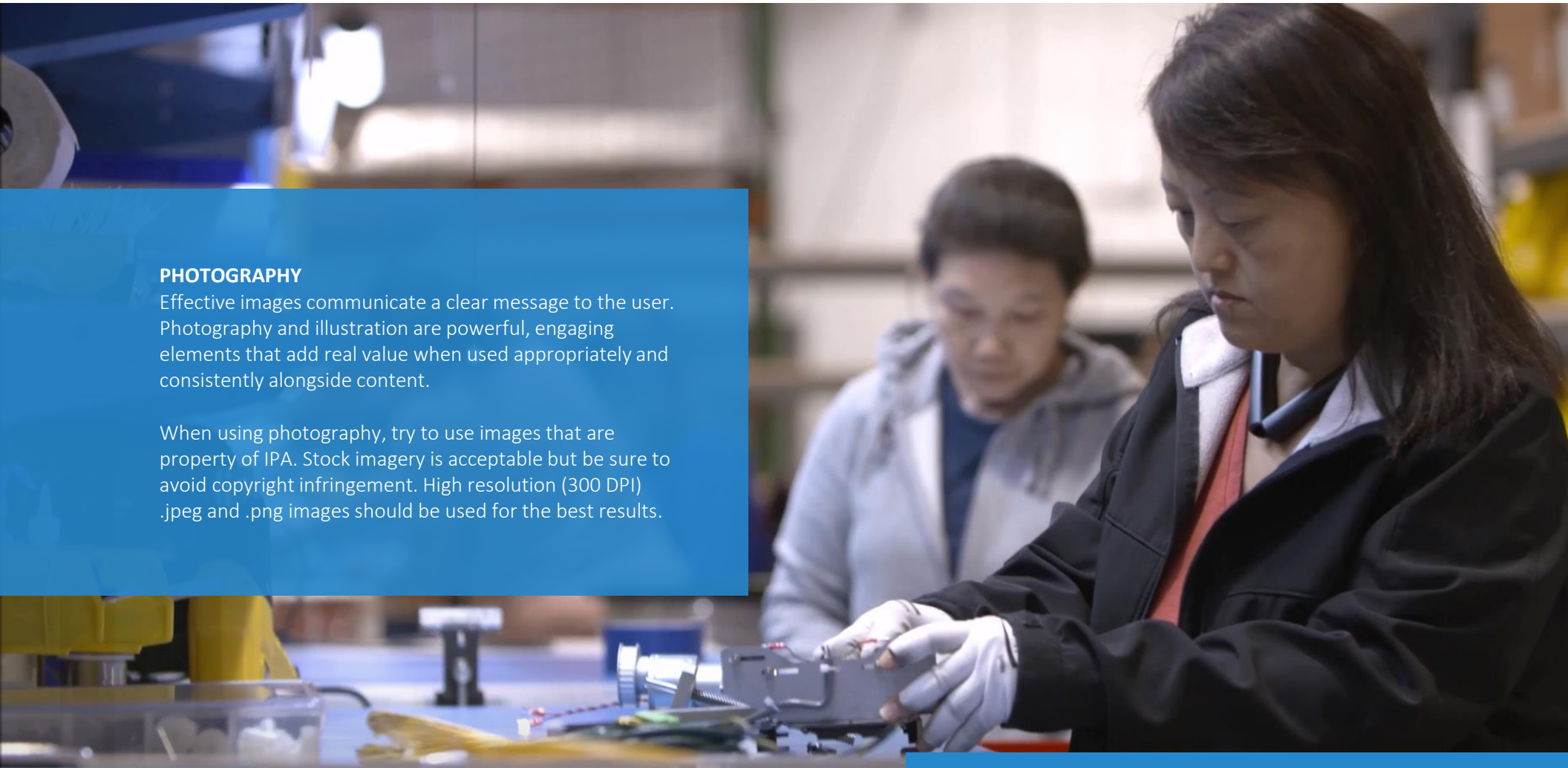
# IMAGERY
## USAGE

**PEOPLE**

Use images of IPA employees when possible when depicting the culture of the company. Images should provoke a feel-good emotion. These images are used for marketing collateral such as brochures, social media and digital applications and generally highlight happy employees.
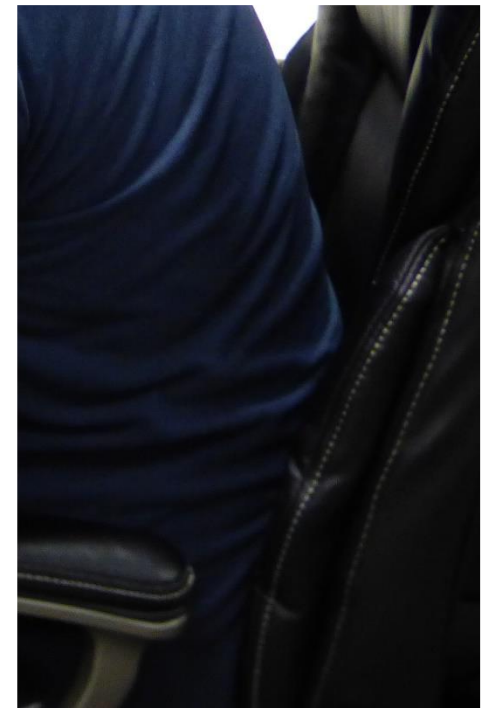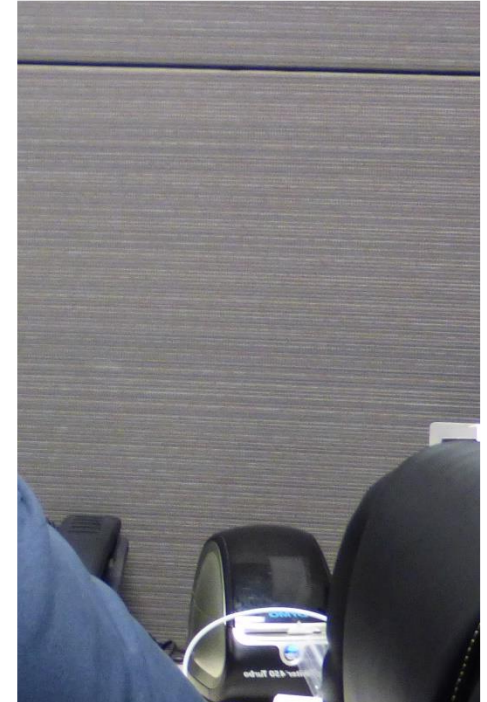
# IMAGERY
# USAGE

**PROMOTIONAL**
Promotional images should provoke a feel-good
emotion. These images are used for marketing
collateral such as brochures, social media and
digital applications and generally highlight
happy users engaging with our products.

# IMAGERY
## USAGE

**PRODUCT**
Product images should be used when highlighting the overall product.

# IMAGERY
# USAGE

**USER**
User images should be used to highlight how the machine is used.

# PRESENTATION
TEMPLATE

**Custom**

IPA Color Palette

**Theme Colors**

**Standard Colors**

**Themes**

Aa

**IPA Presentation**

A

**Fonts**
Calibri
Calibri Light

**Icons**

# PRESENTATION
# TEMPLATE
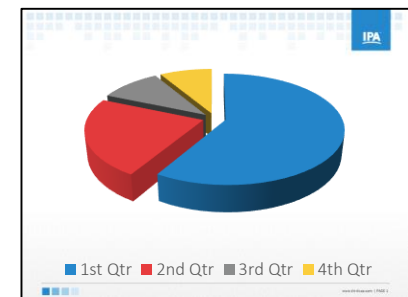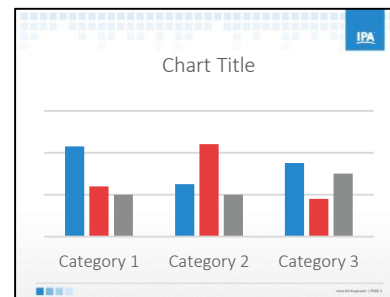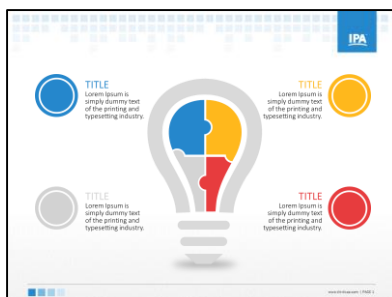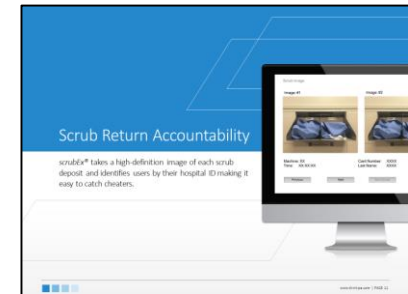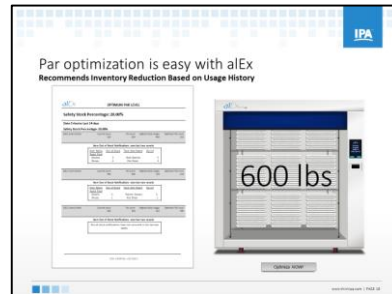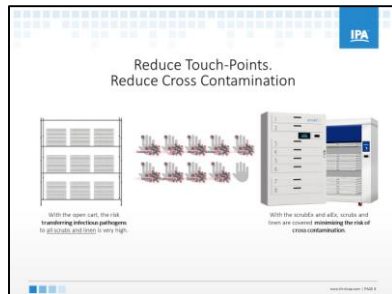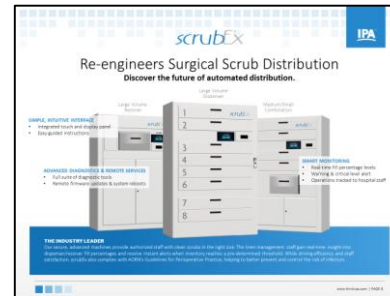
# CORPORATE
# STATIONERY

**WHAT IS STATIONERY?**
Stationery is a primary means of communication and it is essential that every business paper is consistent and adheres to the standards outlined in this brand style guide to maintain the IPA corporate identity.

This section illustrates approved layouts for standard business stationery.

- Business Cards
- Note Cards & Envelopes
- #10 Envelope
- 9" x 12" Envelope
- Standard Letterhead
- Folder

**IPA**™

**JANE DOE**

**Title**

3059 Premiere Parkway, Suite 200
Duluth, Georgia 30097

(555) 555-5555
(555) 555-5555
email@thinkipa.com

(888) 200-4797 **Customer Service**
(770) 814-6060 **Sales**
(770) 814-9699 **Fax**

**IPA**™

Makers of scrubEx®, alEx® and scrubBank®

**BUSINESS CARDS**
Stock: 16 pt.

# CORPORATE
## STATIONERY

IPA

3059 Premiere Parkway Suite 200
Duluth, GA. 30097

IPA

*scrubEx   alEx   clearView   vendEx   coverCare*

**NOTE CARDS & ENVELOPES**
Size: 4" x 6"

# CORPORATE
# STATIONERY

**NO. 10 ENVELOPE**
with and without window



3059 Premiere Parkway Suite 200
Duluth, GA. 30097

**9" x 12" ENVELOPE**



3059 Premiere Parkway Suite 200
Duluth, GA. 30097
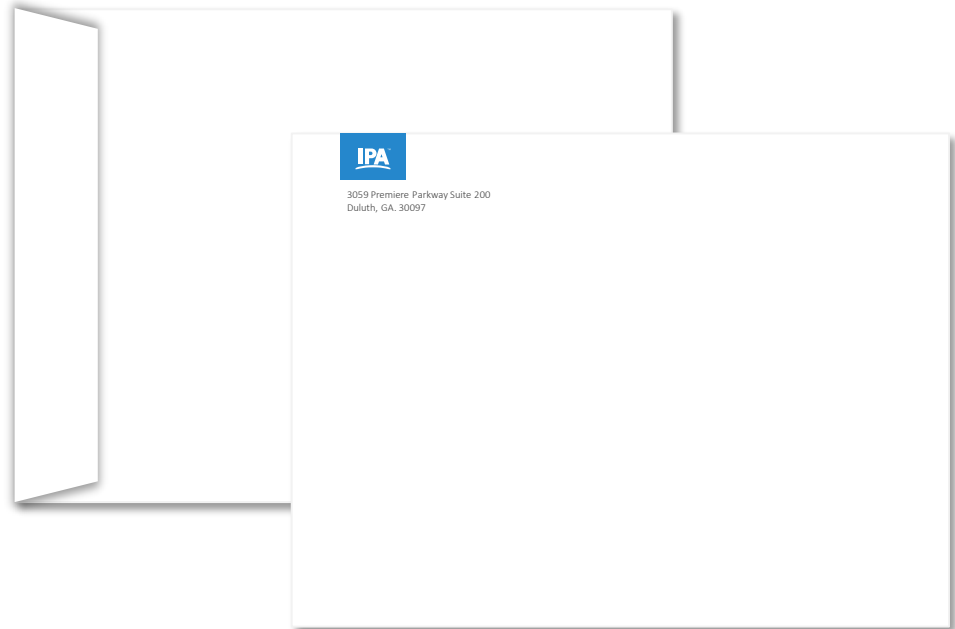
# CORPORATE
# STATIONERY

**LETTERHEAD**

IPA™

3059 Premiere Parkway Suite 200 Duluth, GA. 30097
☎ **Service** 888.200.4797 | ☎ **Tel**. 770.814.6060 | 🖷 **Fax** 770.814.9699
www.thinkipa.com | info@thinkipa.com

**FOLDERS**
Stock: 16 pt.

IPA™

3059 Premiere Parkway Suite 200 Duluth, GA. 30097
☎ **Service** 888.200.4797 | ☎ **Tel**. 770.814.6060 | 🖷 **Fax** 770.814.9699
www.thinkipa.com | info@thinkipa.com

Our Brands

*scrubEx    alEx    clearView    vendEx    coverCare*

# MARKETING
# COLLATERAL



All IPA collateral should follow the standards outlined in this guide to maintain brand consistency.
Collateral includes the collection of media used to support the product suite.

# EMAIL
## SIGNATURE

----------1.5"----------                    ------------------------------------6"------------------------------------

.35"

**Jane Doe**
Title
jdoe@thinkipa.com | (555) 555-5555

3059 Premiere Parkway Suite 200, Duluth, GA 30097
**Main** (555) 555-5555 | **Service** (555) 555-5555 | **www.thinkipa.com**

1.5"

.35"

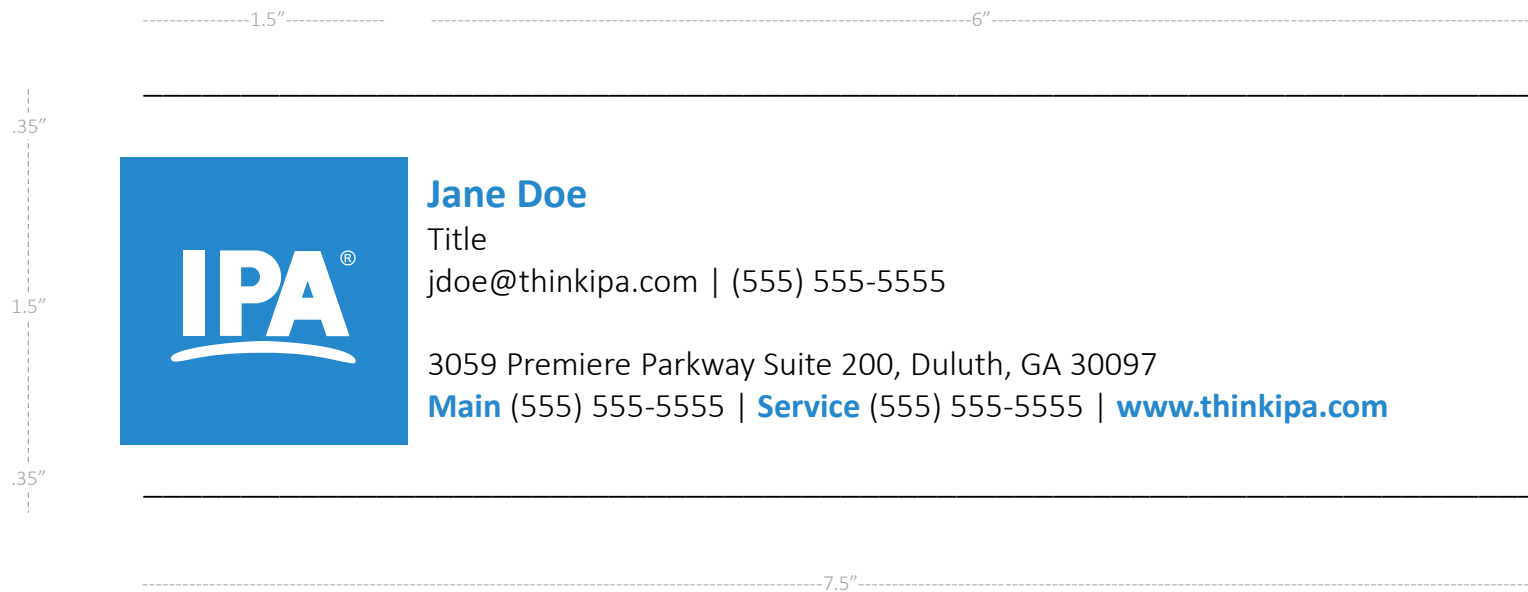----------------------------------7.5"----------------------------------

The email logo enhances the corporate identity and strengthens the association of employees with IPA. The e-mail logo contains the company name, employee name, title, mobile, address, phone numbers and website.

# WEBSITE
## ASSETS

**COLORS**

| Antique | Onyx | Ash | Cerulean | Coral | Smoke |
|---------|------|-----|----------|-------|-------|
| #ffffff | #000000 | #BBBAB8 | #2587CC | #E73C3E | #8B8C8C |

**FONTS & TEXT TREATMENTS**

Heading 1 | 70pt Arial Bold →

# Re-engineer Scrub Distribution

Heading 2 | 26pt Arial Bold →

## Discover the future of automated scrub distribution

Paragraph 1 | 16pt Arial →

Our secure, advanced machines provide authorized staff with clean scrubs in the right size. Now staff have the scrubs they need, when they need them improving staff satisfaction. The linen management staff gain real-time insight into dispenser/receiver fill percentages and receive instant alerts when inventory reaches a pre-determined threshold.

# WEBSITE
## ASSETS

**BUTTONS**

Regular buttons are 50px in height and usually 200px in width but should adjust to fit the text. The text is centered using the Arial bold font, size 16. The following styles are acceptable use for web and other digital platforms:

| Request a Quote | Contact Us | Download |
|---|---|---|
| Request a Quote | Contact Us | Read More → |

**BANNERS & IMAGERY**

40px

100px

**IPA**®

Products & Service    Success Stories    Company

700px

scrubEx®

Discover the future of automated distribution.

# Re-engineer Scrub Distribution

Request a Quote

**Media Contact Information**

Contact: Deon Smith

Phone: (888) 200-4797

Email: communications@thinkipa.com

**General Inquiries**

Service: (888) 200-4797

Sales: (770) 814-9699

Email: info@thinkipa.com

3059 Premiere Parkway, Suite 200

Duluth, GA. 30097

www.thinkipa.com