INTEGRA
Brand Guidelines

A reference for IRC staff on how to use the Integra Brand.

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Brand Overview

What is ERP?

Enterprise Resource Planning, or ERP is a software tool that connects different *resources* of a business or enterprise. An ERP will aid the IRC in the flow and integration of internal business processes and allow for improved communication between departments and internal functions.

Why have a brand?

A brand guide helps content creators communicate a consistent message. The content created in compliance with a brand guide is instantly recognizable by the audience and elicits awareness of the subject matter covered. This is important because it encourages the team, comprised of many, to work together as one towards a singular goal.

Why Integra?

The name Integra speaks to the system's ability to integrate business processes and functions, and it also speaks to the idea of us all joining a common endeavor. It speaks too, to the integrity we have in dealing with our clients, partners, vendors, co-workers, and our donors.

LOGO OPTIONS

for internal use

for external use

FULL COLOR

B&W

**K/O
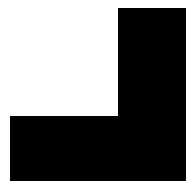FULL COLOR**

K/O

**K/O
ON YELLOW**

STACKED

HORIZONTAL

STACKED
with 'BY THE IRC'

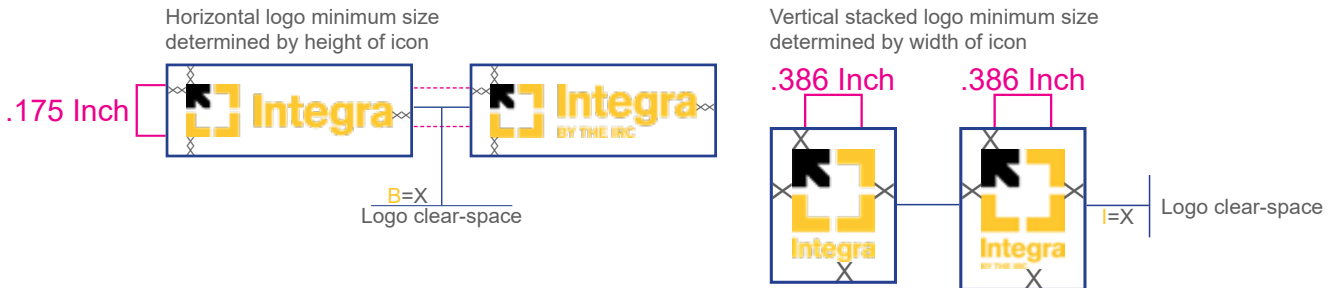HORIZONTAL
with 'BY THE IRC'

'BY THE IRC' usage

The logo locked-up with 'BY THE IRC' is for usage on external communications.
The icon and 'Integra' alone are for internal communications.

LOGO USAGE

CLEAR-SPACE AND USAGE

Horizontal logo minimum size
determined by height of icon

.175 Inch

B=X
Logo clear-space

Vertical stacked logo minimum size
determined by width of icon

.386 Inch   .386 Inch

I=X   Logo clear-space

LOGO MISUSE

DON'T

- Scale any of the logos unproportionately

- Use color combinations other than shown on this page

- Rearrange the icon and typography lock-ups

- Angle or skew the logo

- Use the logo over overtly 'busy' or patterned backgrounds

- Add 'effects' like drop shadows or blurs

FONT AND COLORS

Font

Integra related content and materials feature the Arial font family. This is a sans-serif type-face that is easy to read both digitally and in print.

Use Bold Headlines

Use Integra Grey Subheadline

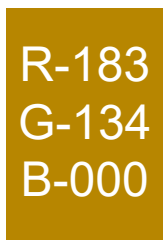Use 12 point font size for body text.

Use italics when needed.

Primary Colors

R-253 G-200 B-047	Spot	Pantone 123
	Process	c0 m21 y81 k1
	HTML	FDC82F

R-000 G-000 B-000	Spot	Process Black
	Process	c0 m0 y0 k100
	HTML	000000

Secondary Colors

R-183 G-134 B-000	Process c0 m27 y100 k28 HTML B78600
R-055 G-048 B-049	Process c0 m13 y11 k78 HTML 373031
R-168 G-084 B-003	Process c0 m50 y98 k34 HTML A85403
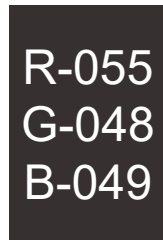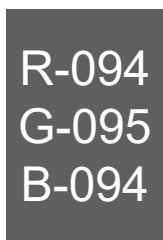
| R-094 G-095 B-094 | Process c1 m0 y1 k63 HTML 5E5F5E |
| R-040 G-058 B-095 | Process c58 m39 y0 k63 HTML 283A5F |
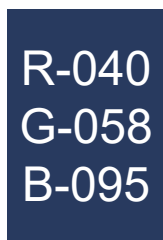
DON'T
- Use fades
- Use Shadows
- Use too many colors at once
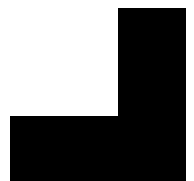
IMAGERY

Key Images and Their Message

Integra related communications consistantly use specific images to convey an action, process, or phase during the change journey.

These unages are sourced from The Noun Project and are available [here](#).

Additionally, some commonly used icons and their meaning are included below for quick use and reference.

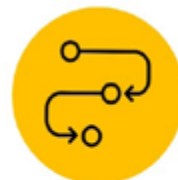|					
Finance	Build	Testing	Hyper Support	Design	Grants Management
Deployment	SuperUser	Supply Chain	Change Ambassador	Training	Operations Support

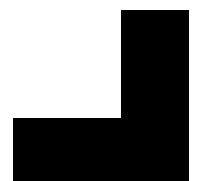Accurate, Real-Time Data — Reduced Paperwork — Standardized Processes — Improved Compliance

Image Colors

Images can be colored in the primary or secondary Integra colors. The Noun Project allows you to recolor an image directly on their website.

TEMPLATES

Integra Template Library

Presentations, guides, one-pagers and more are neccessary during the Integra journey. This content is prepared to illustrate or educate about the transition process or the system's key functions and must follow a template. A library of templates is available in Box. Access the library here.

What's in the Template?

The Integra content templates provide pre-designed slides, color scheme, font and font sizes to help keep content in line with the Integra brand and save valuable time for the content creator during their creative task.

Example:
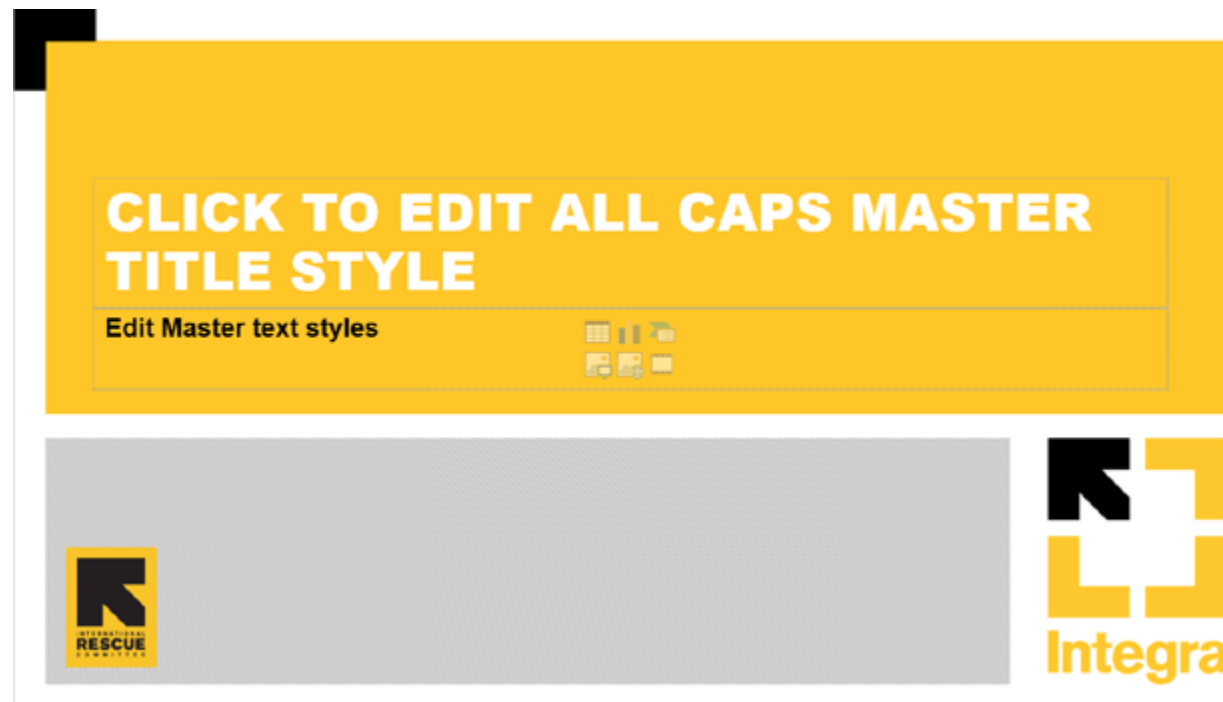
INTEGRA TRANSLATION POLICY

Why Do We Translate?

With such a diverse population of staff and clients, IRC translation needs vary greatly and stretch across a host of different languages and local dialects. GSC has reviewed a number of qualified suppliers and has contracted with two industry leaders in the translation field to fulfill our translation requirements

Translation Services

Please refer to the supplier info below to contact our preferred translation suppliers.

Each of the two suppliers have global capabilities and offer translation in all of the languages and dialects that the IRC requires. Additionally, each have robust desktop publishing, localization, and interpreting capabilities.

Word translations average between $0.15-$0.23 per word depending upon the language and types of translation. However, translation assignments may have multiple components that would affect the cost. Users are encouraged to request a quote from the supplier before proceeding.

Translation Suppliers

Capita Translation and Interpreting

Contact: requests@capita-ti.com
Alicia Von Achten
Email: alicia.vonachten@capita.co.uk
Tel (UK): +44 (0) 7808 012 764

Argos Multilingual

Contact: irc@argosmultilingual.com
Janie Dicioccio
Email: janie.dicioccio@argosmultilingual.com
Office: +1 913-274-2321
Mobile: +1 913-206-8140