



**iWALK** FREE

# Brand Guidelines

Dealers version March 2021



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## Welcome!

This Style guide is designed to be a simple reference for everything you need to know about iWALKFree brand identity.

To keep our brand consistently awesome, follow these guidelines as you create marketing materials, internal and external communications.



IDENTITY

# About Company

iWALKFree was formed in 1999 with the mission of bringing hands free / pain free mobility to the world. More than a decade later, we're still at it, and remain the world leader in hands free crutches.

Today, hundreds of thousands of enthusiastic users have proven that there is a better way. Once again, from a simple idea and an unwillingness to accept the status quo, an industry was changed forever.

**iWALKFree, Inc.**

Lowercase      Uppercase      Lowercase

## COMPANY NAME

Above is the correct way of typing the company name. Please avoid using company's URL name instead.



# Our Logo

Our logo is the most visible element of our identity. Clarity and consistency are very important aspects of building and maintaining our brand.



Symbol

Logotype

Logo

## TECHNICAL DETAILS

Typeface *PEPSI*

Color Primary Red

HEX #EE3A44

C0 M92 Y74 K0

Pantone Coated P 52 - 8 C

# Logo Clear Space

It's important to keep corporate marks clear of any other graphic element. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned.



## TECHNICAL DETAILS

The clear space on all four sides of the logo must be at least  $\frac{1}{4}$  (0.25) of the height of the logo.

# Logo + Tagline Clear Space

Our corporate mark may appear with a tagline. In that case, the exclusion zone will be established around both logo and tagline.



## TECHNICAL DETAILS

The clear space on all four sides of the logo must be at least  $\frac{1}{6}$  of the height of the logo.



# Tagline

# Typeface

To have a smooth visual transition from the logo typeface, to a formal typeface used in heading and body text, it is recommended to use Panton for the logo tagline.

Panton typeface benefits a smooth and modern look without losing its basic geometric form. These unique characteristics makes Panton a perfect typeface to be used as a hybrid between PEPSI and Roboto in order to smoothen the transition.

Designers:

Ivan Petrov, Svetoslav Simov

[Published by Fontfabric](#)

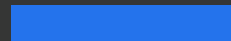
# Hands Free Mobility

# Aa Panton SemiBold

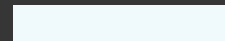
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 XYZabcdefghijklmnopqrstuvw  
 yz1234567890- & \* # @ ? ! ( . , ; )

# Logo on Dark Background Primary

Always use the white version on dark backgrounds.



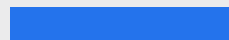
iWALKFree Blue  
HEX# 2473EC  
C100 M63 Y0 K2  
Pantone 2935 C



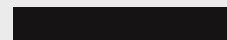
White  
HEX# ffffff  
C0 M0 Y0 K0

# Logo on Bright Background Secondary

Always use the black version on  
bright backgrounds.



iWALKFree Blue  
HEX# 2473EC  
C100 M63 Y0 K2  
Pantone 2935 C



Black  
HEX# 161616  
C0 M0 Y0 K100  
Pantone Black C

# Logo Misuses



1. Do not alter proportions.



2. Do not alter colors.



3. Do not use older versions.



4. Do not add/remove elements.



5. Do not invade clear space.



6. Do not rotate the logo.



7. Do not crop the logo.



8. Do not use the white version on bright backgrounds.



9. Do not add drop shadow.



# TYPOGRAPHY

# Print and Web Typeface

Roboto family is our preferred typeface. Use it for headings and body text.

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. Roboto allows letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

Designer: Christian Roberts

[Apache License, version 2.0](#)

[Download Roboto here](#)

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## Headline

Roboto Regular

**Aa Roboto Regular**

**A B C D E F G H I J K L M N O P Q R S T U V  
W X Y Z a b c d e f g h i j k l m n o p q r s t u v  
w x y z 1 2 3 4 5 6 7 8 9 0 - & \* # @ ? ! ( . , : ; )**

---

## Body Copy

Roboto Light

Aa Roboto Light

A B C D E F G H I J K L M N O P Q R S T U V  
W X Y Z a b c d e f g h i j k l m n o p q r s t u v  
w x y z 1 2 3 4 5 6 7 8 9 0 - & \* # @ ? ! ( . , : ; )

# Typesetting Guide

We use Roboto Regular for headings, and Roboto Light for body text.

See below for typesetting instructions:

Heading size always needs to be 1.75x bigger than the body.

Example:

Body size x 1.75 = Heading size

12 pt x 1.75 = 21 pt

## Roboto Regular

One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin.

---

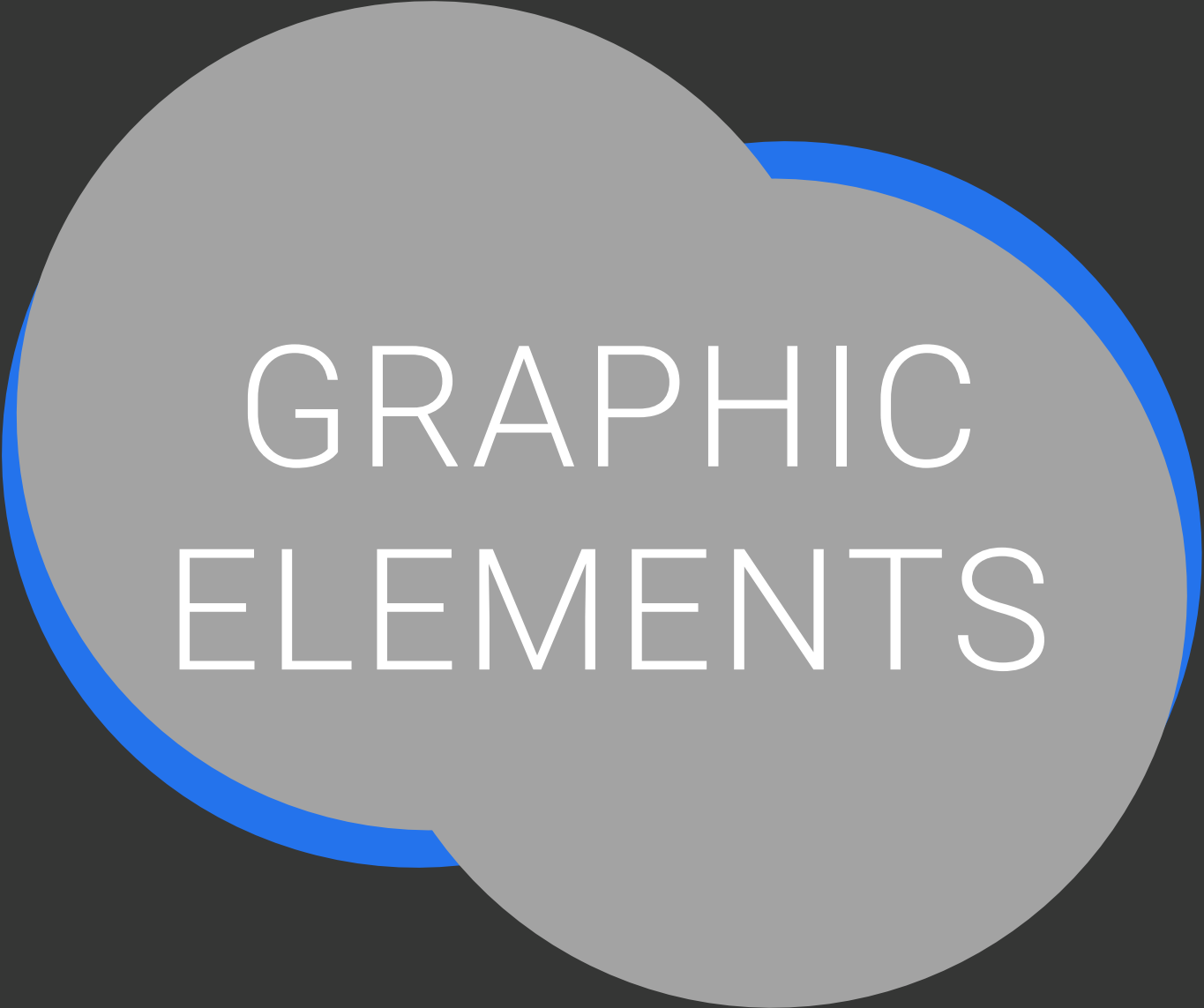
## Roboto Regular

**One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin.**

---

## Roboto Regular

**One morning, when Gregor Samsa woke from troubled dreams, he found himself transformed in his bed into a horrible vermin.**



# GRAPHIC ELEMENTS



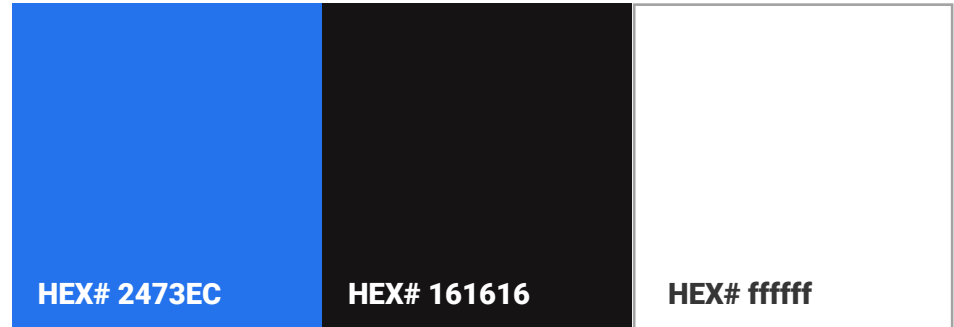
# Primary Color Palette

Our company has three official colors: Blue, Black, and White. These colors have become a recognizable identifier for the company.

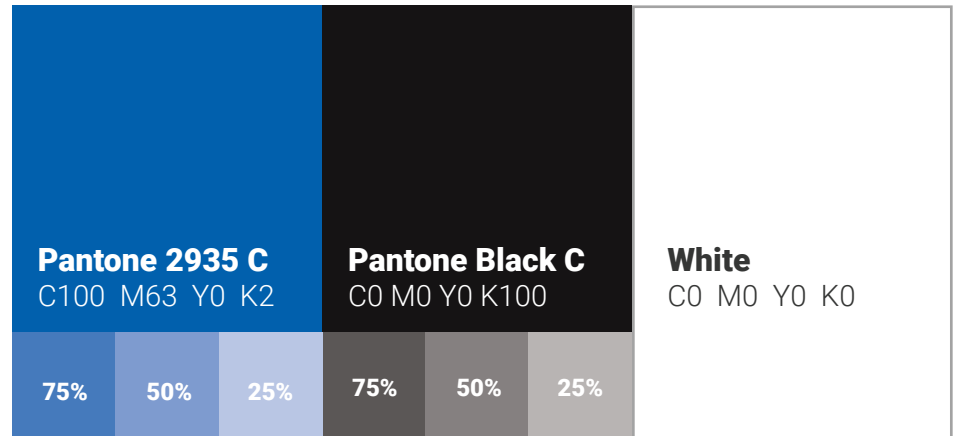
## Usage

Use our color palette on all internal and external visual presentations of the company.

## Digital Presentation



## Print Materials



# Extended Palette

Colors in our extended palette are complimentary to our official colors, but not recognizable identifiers of our company. These colors should be used sparingly.



**Blue E1**

HEX# 2466ed

R36 G102 B237

**Blue E2**

HEX# 248ffb

R36 G143 B251



**Gray E1**

HEX# 525252

R82 G82 B82

**Gray E2**

HEX# cfcece

R207 G206 B206

## Usage

Use them to extend and support the primary color palette.

# Product Photography

## Primary Images

Many people are not aware of our product or how it works. To build immediate understanding the image must show the product being worn by a person. See the examples at right.

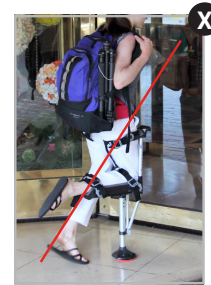
**Use:** Printed material, digital advertising, e-commerce listings, etc.

## Lifestyle Images

Their purpose is to support the primary image allowing the viewer to better understand the product. See examples at right.

**Use:** Online carts, web articles.

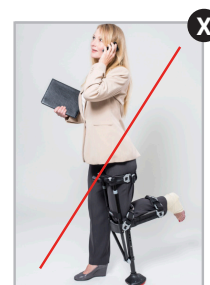
## PRIMARY IMAGE EXAMPLES



Do not use life style images.

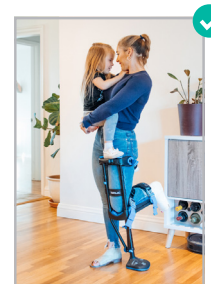


Do not use crutch-only images.



Do not use photos of models wearing iWALK 2.0 on dark clothes.

## SECONDARY IMAGE EXAMPLES



# iWALK 3.0

## Logo Misuses



1. Do not alter proportions.



2. Do not alter colors.



3. Do not use older versions.



4. Do not add/remove elements.



5. Do not invade clear space.



6. Do not rotate the logo.



7. Do not crop the logo.



8. Do not use the white version on bright backgrounds.



9. Do not add drop shadow.

### Acceptable silhouettes:



## Design Matters

Thank you for taking the time to review our design guidelines. Consistent global branding will build brand continuity and clarity of messaging. We appreciate your cooperation in maintaining our branding message.



If you have additional question about our visual identity and its application in design, don't hesitate to contact

[info@iwalk-free.com](mailto:info@iwalk-free.com)

