

INNOVOTE GLOBAL



Brand Guidelines

The official Innovote Global logos, colours, type, words and templates – gathered in one place, so anyone can build a document, deck or ad that carries the brand exactly as it should.

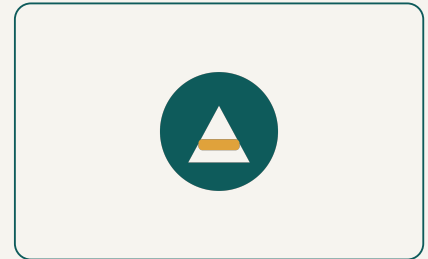
Our wordmark and mark in every approved format and colourway, with the clear space and minimum sizes that keep them sharp on any background.



Primary – teal on light
innovote-logo-primary.svg



Reverse – light on dark
innovote-logo-reverse.svg



Mark – O/A monogram
innovote-mark.svg

- Clear space (recommended): x = height of the "O" ring; keep 1x on all sides (min 0.5x); mark: 25% of its width.
- Min size (recommended): wordmark 120px screen / 25mm print; mark 24px (16px favicons only).

DO

- keep the two brand colours
- primary on light, reverse on dark
- scale proportionally.

DON'T

- recolour / add a third colour
- stretch/skew/rotate
- shadow/glow/gradient/outline
- fill the open "O"
- rebuild the wordmark
- primary (teal) on busy/dark backgrounds.

The exact teal, amber and neutral values that carry the brand across screen and print, and the role each one plays.

	Colour	Role	HEX	RGB	CMYK
	Deep Teal	Primary background / brand field	#0B1F1F	11, 31, 31	65/0/0/88
	Warm Amber	Single signature accent (CTAs, logo bar, page rights)	#F0A33B	224, 162, 59	0/28/74/12
	Cream	Paper base + text on dark	#F6F4EF	246, 244, 239	0/1/3/4
	Graphite / Ink	Body text on light	#232A2A	35, 42, 42	17/0/0/84
	Secondary Teal	Structural mid-teal (logo ring, headers, etc)	#015B5B	14, 91, 91	85/0/0/64

CMYK values converted from sRGB – verify on press.

USAGE RATIO

Usage ratio 60/30/10: ~60% cream+graphite, ~30% teal, ~10% amber. Logo always the two brand colours; accents never recolour it.

Accessibility – WCAG AA

Sample	Foreground	Background	Ratio	Verdict
Aa	Cream #F6F4EF	Deep Teal #0B1F1F	15.53:1	AAA
Aa	Graphite #232A2A	Cream #F6F4EF	13.30:1	AAA
Aa	Amber #E0A23B	Deep Teal #0B1F1F	7.64:1	AAA
Aa	Graphite #232A2A	Amber #E0A23B	6.55:1	AA

READ BEFORE YOU SHIP

NEVER white text on amber (2.23:1). Use graphite on amber. Don't use light teal #16998C for body links on cream (3.20:1). Use dark teal #0A4A47 (~4.6:1), underlined.

The typefaces and the heading-to-caption hierarchy behind every on-brand layout — set once, reused everywhere.

Manrope

800 • display

Manrope

700 • headings

Manrope

600 • subheads/UI

Manrope

500 • labels (spec value — no separate 500 file bundled)

Manrope

400 • body

Fira Code

400

Fira Code

500

mono eyebrows/kickers, data, spec values.

FONT STACKS

'Manrope', system-ui, sans-serif · 'Fira Code', ui-monospace, monospace

GOOGLE FONTS EMBED

```
<link rel="preconnect" href="https://fonts.googleapis.com">
<link rel="preconnect" href="https://fonts.gstatic.com" crossorigin>
<link href="https://fonts.googleapis.com/css2?family=Manrope:wght@400;500;600;700;800&family=Fi
ra+Code:wght@400;500&display=swap" rel="stylesheet">
```

Voice & Messaging

How Innovote Global sounds: the principles, the words we use, and the lines you can drop straight into copy.

1. Precise. Name the grade, the origin, the lead time, the document — specifics over superlatives.
2. Grounded and candid. Say plainly what we do and what we take to our own book; the honesty is the signal.
3. Material-fluent. Speak the language of the R&D bench and the plant floor — the expert in the room.
4. Quietly global. Reach shown through specifics, not volume — calm and confident, never hyped.

USE

own · carry · take to our own book · source · take title
 · importer and supplier of record · commission
 independent inspection · collate the maker's
 documents · in-spec · landed · clear · the outcome

AVOID

synergy · best-in-class · world-leading · innovative
 solutions · leading · trusted · committed to
 excellence · best prices · fastest · #1 · any "not a..."
 line.

We source the solution — and own the outcome.

- Different markets. One capability. We take the hard sourcing problem off your desk — and carry it.
- On the lines we take to our own book, we take title, carry the stock, commission independent inspection, and clear as importer of record.
- We collate the maker's documents — CoA, TDS, SDS, Declaration of Conformity — so the paperwork travels with the product.

Approved company descriptions, ready to paste – short for a bio line, medium for an about section.

SHORT (≤40 WORDS)

Innovote Global is an Egypt-based B2B sourcing, import and distribution house – spanning food flavourings, food additives, food-grade packaging resins, aquascaping, processing and packaging machinery, and weaving accessories. On the lines we take to our own book, we own the outcome.

MEDIUM (≤90 WORDS)

Innovote Global, the brand of Innovote for Import & Export L.L.C., is an Egypt-based B2B sourcing, import and distribution house. We carry the sourcing work across food flavourings, food additives, food-grade packaging resins, aquascaping, processing and packaging machinery, weaving and Jacquard accessories, and bespoke Source-For-Me briefs. On the lines we take to our own book, we stand as principal – taking title, carrying the stock, commissioning independent inspection, and clearing as importer of record. We collate the maker's documents so the paperwork travels with the product.

Imagery & Compliance

The picture rules and honesty rules every asset clears before it goes out.

- Keep imagery culture-neutral. Use representative, properly licensed stock (e.g. Pexels free licence). Leave out flags, landmarks, national signage, readable foreign text, identifiable people shown as our staff, and third-party brand logos.
- Get written permission before using a supplier's product photos or logos — treat them as theirs until we hold that permission.
- State only what we can stand behind. No invented metrics, percentages, years, tonnages, certificate numbers, prices, client names or testimonials.
- Certificates are the maker's; we collate them (CoA, TDS, SDS, Declaration of Conformity) — Innovote issues none of its own.
- Show any brand we distribute only in its proper product context and only as a brand we distribute — never inside the Innovote logo lockup, never presented as our equal.
- Handle regulated lines strictly B2B — they never appear in public, consumer-facing, or promotional material.

USING THESE ASSETS

These assets are for the Innovote Global team. Before you use a supplier's photo, logo or product shot, have written permission in hand. If a claim needs a number, source the document first, then cite it. When unsure whether something is on-brand or clears the honesty rules, ask the brand owner before it ships.