InspireCorps

IGNITING THE NEXT LEVEL NOW

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FULL LOGO + TAGLINE

LOGO USAGE:

The logo may only ever be seen in the primary color palette as shown on this page, or in the reverse color (white), as provided. The logo may not be distorted or revised in any way, and should only be used as exemplified in these guidelines.

All logo files may be found here.

InspireCorps

FULL LOGO

ICON

TYPEFACE 1: POYNTER DISPLAY

Poynter Display is a display font provided by Adobe Typekit, and should only be used for headline treatment.

Download Poynter Display Here

TYPEFACE 2: MONTSERRAT

Montserrat is a sans-serif Google Font is used for body copy and most type treatments. Occasionally, headlines are treated with a brief underline, just as you would proofread text.

Download Montserrat Here

BRAND COLORS

PMS 172
RGB 250 70 22
HEX/HTML FA4616
CMYK 0 80 98 0

PMS 3534
RGB 0 173 159
HEX/HTML 00AD9F
CMYK 88 0 48 0

BACKGROUND COLORS

PMS 3165
RGB 0 79 89
HEX/HTML 004F59
CMYK 100 16 33 66

PMS 9640 (Pastel U)
RGB 213 235 238
HEX/HTML D5EBEE
CMYK TBD

PMS 7506
RGB 239 219 178
HEX/HTML EFDBB2
CMYK 0 7 25 1

ACCENT COLORS

PMS 130 (+10 tint/shade)
RGB 242 169 0
HEX/HTML F2A900
CMYK 0 32 100 0

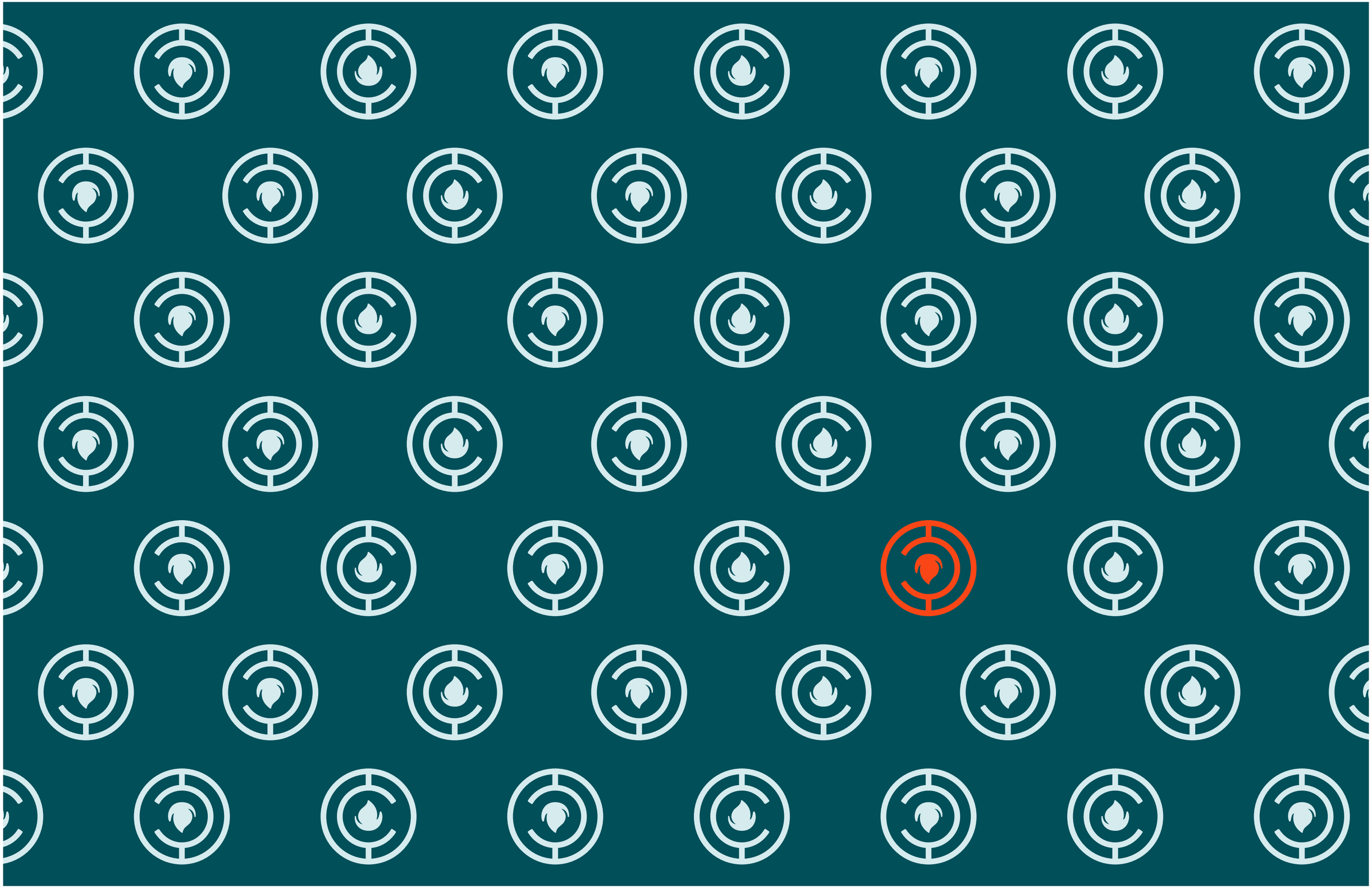
PMS 211 (+10 tint/shade)
RGB 245 126 182
HEX/HTML F57EB6
CMYK 0 61 6 0

PMS 375 (+10 tint/shade)
RGB 151 215 0
HEX/HTML 97D700
CMYK 46 0 90 0

BACKGROUND COLORS

50% BLACK
RGB 116 116 116
HEX/HTML 747474
CMYK 0 0 0 50

5% BLACK
RGB 246 246 246
HEX/HTML F6F6F6
CMYK 0 0 0 50



PHOTOGRAPHY:

When sourcing stock photography, the images should be bright and white with pops of color. Including people, or a hint of a person, is imperative when relevant to the subject matter being described. The people being featured should be diverse in age, race and gender.

Examples of photography can be seen on the following page, as well as in a pre-loaded, unpurchased package via this link.

gettyimages
Westend61

gettyimag
Compassionate

gettyimages
Westend61

gettyimages
Luis Alvarez

gettyimages
Westend61

gettyimages
Westend61

Inspiration, the most powerful renewable and essential resource, is dramatically undervalued and threatened every day.

We exist to ignite change, transforming how people work through next-level inspiration.

COLLATERAL:

The following pages are samples of various branded collateral, and good expressions as to how the InspireCorps identity should be used moving forward.

All final approved assets can be found here.

InspireCorps
We exist to ignite change, transforming how people work through next-level inspiration.
WHITE PAPER COVER SAMPLE
January 2020
nis everuptam, exerum
ist autem es Ni omniet peret
uptatur? Qui odit laut ea conse
tiis plabore doluptaquam res
volorporum explaccus prest,
nobis pre nam alignis is ipsum
fiam am, non et volut dolorum
m rerio eicae velloressint laccus
ue voluptam aliquostrum quid
odis accati accabo. Rumqui
ut aut hilicium qui blabo.
s conectur? Quid ma dolupti
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nis everuptam, exerum
ist autem es Ni omniet peret
cidebis ducitatis unt doluptatur?
odit laut ea conse suntiis plabore
uptaquam res aut volorporum
laccus prest, sit, nobis pre nam
nis is ipsum fugiam am, non
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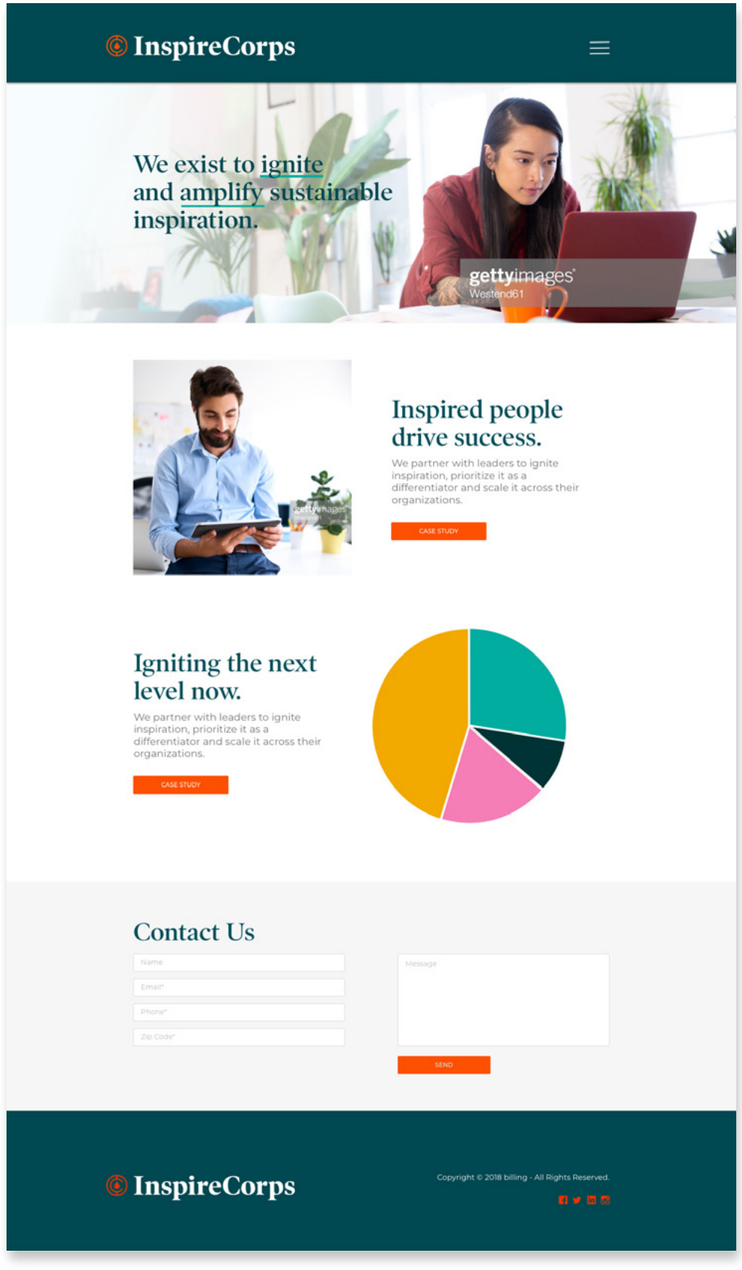
Dare to
Inspire
InspireCorps

InspireCorps
We exist to ignite and amplify sustainable inspiration.
gettyimages
Westend61
Inspired people


InspireCorps
We exist to ignite and amplify sustainable inspiration.
gettyimages
Westend61
Inspired people drive success.
We partner with leaders to ignite inspiration, prioritize it as a differentiator and scale it across their organizations.
CASE STUDY
Igniting the next level now.
We partner with leaders to ignite inspiration, prioritize it as a differentiator and scale it across their organizations.
CASE STUDY
Contact Us
Name
Email*
Phone*
Zip Code*
Message
SEND
InspireCorps
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InspireCorps
"Inspiring for teams of all sizes. An absolute must read for the new year."
- NY Times
LAUNCHING SEPTEMBER 2019
Get regular doses of inspiration straight to your inbox:
Email
SUBSCRIBE
Allison Holzer · Sandra Spataro
Jen Grace Baron
DARE TO
INSPIRE
SUSTAIN THE
FIRE of INSPIRATION
IN WORK and LIFE
InspireCorps