



LOGO GUIDELINES

THE REFRESH

THE CHALLENGE: Inland Imaging owns and operates a number of different companies under the Inland Imaging name. Some of these companies are involved with services directly associated with clinical imaging. Other companies provide services in a variety of fields including human resources, accounting and finance.

How can we create a single brand that encapsulates a number of different companies all pointing to the same core value: “Answers you can trust and care you can count on.”

THE GOAL

SIMPLICITY + CONSISTENCY = BRAND RECOGNITION.

As companies grow their business portfolio, two opportunities present themselves. They can create a House of Brands or a Branded House. The House of Brands is the Proctor & Gamble approach with many distinct brands under one, less visible, parent company. The Branded House is the Virgin approach with all the various companies sharing an obvious corporate lineage (Virgin Atlantic, Virgin Mobile, etc).

Inland Imaging has the regional credibility to wrap all of their business lines under the Inland Imaging umbrella—thus committing to the Branded House approach. The Branded House allows us to leverage the Inland Imaging name to give instant validity to newer, lesser-known enterprises. Plus, the added volume will serve to enhance the more prominent business lines.

REBRAND VS REFRESH

The key areas we look at when evaluating whether to rebrand or refresh are strength and trajectory. For strength we evaluate the brand’s recognition, position in the marketplace and core values. For trajectory we look and listen to the direction of the company—is there a shift in direction, a change in the primary services or a significant change in the markets the brand does business in?

A LITTLE SHIFT GOES A LONG WAY

In looking at Inland Imaging, we see a well-known local brand and a familiar brand identity. We see an expansion of the very service lines that traditionally built the brand. But we don’t see a significant shift to national or international markets. For those reasons, we would not recommend a rebrand. However, since the naming structure is both expanding and changing, we believe we should revisit the brand identity and update the look and feel. A refresh gives us the opportunity to clarify the lines, refine, design and contemporize the color palette and typography—not simply for the sake of doing something—but for the critical shift to better position the brand for the next decade of growth.

THE REFRESH

LANGUAGE AND NAMING

We've taken a look at the names of your respective companies and would welcome the opportunity to create a guide to hone in on the brand's voice to assure the language used in print, digital and other media is consistent. We want the names of your companies to be both descriptive -- to provide a clear understanding of what each company does -- and memorable. Again, it's all about building the core brand of Inland Imaging. Much like the look and feel of the brand has to be consistent, the language we use to describe ourselves, and the way we talk to our clients and customers, should be as well.

REFRESHING THE BRAND. NOT JUST THE LOGO.

Refreshing the brand is about more than updating the logo. After all, the logo isn't the identity. It's the signature. The brand's true identity evolves over a period of time. It's derived from the cumulative effect of updating all of the content our audience interacts with, whatever the medium. Print campaigns. Radio. The website. Social media. The new mobile app. Nametags! Each represents an opportunity to present the newly refreshed Inland Imaging brand. An opportunity we'd welcome the chance to help you develop.

LOGO

The Inland Imaging logo should always be surrounded by a specific field of clear space to ensure legibility and make the highest visual impact. This protects the logo from competing visual elements such as text and other graphics. As shown here, the absolute minimum amount of clear space that must surround the logo in any application is equal to the height of the “n” in the Inland Imaging logo.



LOGOS

The blue logo should be used whenever possible. It is crucial to use the logo correctly and consistently to ensure visual impact and overall integrity.

Reproduce the logo only from files obtained from the Inland Imaging Marketing Department. Any variation from the design is unauthorized and unacceptable.



BLUE PMS 300 LOGO



BLUE LOGO + GRAY TAGLINE



BLACK LOGO



BLACK LOGO + TAGLINE



WHITE LOGO



WHITE LOGO + TAGLINE

COLORS

The proper use of color in conjunction with the Inland Imaging logo is essential to maintaining a recognizable brand identity. Use these approved logo colors consistently across brand communications to maintain a unified look and feel.



**PANTONE®
300 C**

RGB 0 94 184
CMYK 100 57 0 12
HTML 005EB8



**PANTONE®
Cool Gray 8**

RGB 143 146 148
CMYK 22 15 12 42
HTML 8F9294