

INNOVATflex  
FOUNDRY



# BRAND GUIDELINES

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## WHAT IS A BRAND?

Our brand is much more than a logo, font, or set of colors. The InnovaFlex brand represents the essence of who we are, what we say, and how we act. It is the sum of the experiences individuals have with us, both internally and externally, and it drives what people think and say about our organization. A brand is expressed in many ways: visually, verbally, and experientially. Brand elements represent the visual part of the brand. This includes the logo, fonts, and colors. They act together to give visual cues to help people better connect with and understand our brand.

## HOW TO USE THIS GUIDE

These brand guidelines are the rulebook that governs usage of the brand's logo, colors, typefaces, and design elements. When followed, these guidelines create consistency that enables our audience to easily identify our official communications. All team members communicating on behalf of InnovaFlex should use this document to guide all messages, publications, and correspondence. Applied thoughtfully and consistently, these guidelines will help our brand speak with a unified voice.

# BRAND FOUNDATION

## WHAT WE STAND FOR

We are the **PREMIER U.S. FOUNDRY** for A-Si Gen 4.5 semiconductor technology.

We are **INSIGHTFUL, KNOWLEDGEABLE EXPERTS** that have an unrelenting thirst for excellence in our field.

We firmly embrace the **POWER OF COLLABORATION** with our team members, clients, and partners.

We create technology that **TRANSFORMS LIVES** within our own community and throughout the world at large.

We believe that **HOW** we do things is just as important as **WHAT** we do.

## We are InnovaFlex.

## MISSION

Making a positive impact through collaboration, innovation, and technology.

## VISION

At InnovaFlex, we are passionate about positively impacting our world by improving lives through high-quality products and services. We achieve greatness through fostering an empowering environment with inclusion and collaboration where teammates thrive. We are engaged with our teammates, our customers, our community, and our world.

# BRAND ATTRIBUTES

## BRAND VALUES

The InnovaFlex brand encompasses five core values. These create the foundation on which our brand is perceived. Our overarching voice and image stem from these values.

▶ **Innovative**

As the first part of our name, it is no surprise that InnovaFlex is at the cutting edge of technological advancement. We love to break new ground by thinking outside the box and taking calculated risks that push the envelope of innovation.

▶ **Flexible**

As the second part of our name, we pride ourselves on our agility and responsiveness. Through our collaborative work with each other, our clients, and our partners, we approach projects with an open mind and tackle each challenge with an individualized approach.

▶ **Passionate**

At our core, we love what we do. To produce semiconductor technologies at such a high level, we simply cannot just “go through the motions.” We must approach our projects with the fervor and desire to continually improve ourselves, and to truly create a better world.

▶ **Exceptional**

We hold ourselves to an incredibly high standard of excellence. We are the only foundry in the United States that manufactures these products, and we execute our work with a rigorous attention to detail and uncompromising quality control.

▶ **Inclusive**

Our company culture celebrates inclusion. We foster a sense of belonging among our employees and encourage them to be engaged members of the community. We're proud that many of our team members have been here for years and have built their careers here.

## PRIMARY BRAND ARCHETYPE: THE SAGE

With **The Sage** as our primary brand archetype, InnovaFlex seeks the truth and wants to find the good and the wisdom in all situations. The InnovaFlex brand promises learning and teaching, and therefore we often make use of our higher levels of vocabulary or technological prowess. Guided by truth-seeking, our brand is most fulfilled by finding answers to the most challenging questions. Our customers believe that knowledge and information come from growth and are constantly looking for new sources of information. Our core motivation is to use intelligence and analysis to understand the world and make it a better place for all.

**Sage brands promise wisdom.**

## SECONDARY BRAND ARCHETYPE: THE CREATOR

With **The Creator** as our secondary brand archetype, InnovaFlex is visionary, non-conformist, and authentic. We desire to craft something meaningful and special. We love new ideas and making things happen. We get deep satisfaction from both the process and the outcome of creating something that did not previously exist, and are driven by our core desire to produce exceptional and enduring inventions.

**Creator brands promise authenticity.**

# OUR LOGO

The visual identity for InnovaFlex evokes the feelings and experience we want to provide within the brand. These are the discernible aspects that work together to communicate our voice, tone, and vision, alongside the supporting elements of our content. The visual identity of InnovaFlex goes beyond the logo. It includes all aspects of the brand experienced by the community and communicates our message, values, and promise. Our brand conveys the same voice from our written words to our visual elements.

## THE MARK

The main mark of the InnovaFlex brand portrays a flexible array bisected by a glass array—two literal representations of our semiconductor products. The flexible array showcases our agile approach to our technology solutions, as well as our responsive and adaptable relationship with our customers and partners. The glass array depicts precision, our rigorous attention to detail, and our cutting-edge advancements in the field of semiconductor technology.

The segmented pixel forms speak to the iterative method in which we approach new technology solutions. They also represent a diverse group of minds working together to accomplish a common goal. At InnovaFlex, we collaborate as a cohesive unit, and our whole is certainly greater than the sum of our parts. Additionally, the pixels serve as an accurate depiction of the multiple sectors within our arrays.

In instances where the full logo has already been established (for example, on the front page of this document) the mark can be used independently from the word mark (for example, to complement the page numbers on the bottom right hand corners, seen at the bottom of each page).



# OUR LOGO

## THE FULL LOGO

The color gradation in both the logomark and the wordmark evoke the nuance and refinement required to manufacture products of our caliber. The colors also accurately represent the complex and unique beauty that is witnessed when looking at one of our arrays.

The modified typeface speaks to our custom approach to each project and how we never offer one-size-fits-all solutions. The connection between the N-N letterform, as well as the f-l letterforms, shows our spirit of teamwork and alliance with our partners.

The wordmark is set in all capital letters for “INNOVA” and all lowercase letters for “flex.” This gives the brand a fresh and modern stylization, and also introduces a visual rhythm that clearly delineates the correct pronunciation of our name. The name is a juxtaposition of the words “innovate,” which connotes our creativity and inventiveness, and “flexible,” which connotes our agility and responsiveness.

The subhead “FOUNDRY” is included in the full brand name to position us firmly as a manufacturing facility. We are not just an idea factory—we definitely *make things* that advance our world. While we believe in a healthy work-life balance for the humans at InnovaFlex, our machines never sleep.

**This page shows the approved variations of the full-color “gradient” logo. Discretion of when each variation is used should be up to the design and space available.**

FULL COLOR / GRADIENT



HORIZONTAL LOGO



STACKED LOGO



BADGE LOGO

# OUR LOGO

## LOGO VARIATIONS

In addition to the full-color version, black and white gradient versions of the logo are included. The white gradient logo is used effectively when the logo needs to be placed on a dark background. These logo versions should be used whenever the logo is needed in grayscale and not able to be produced in color.

### BLACK / GRADIENT



STACKED



HORIZONTAL



BADGE

### WHITE / GRADIENT



STACKED



HORIZONTAL



BADGE

# OUR LOGO

## LOGO VARIATIONS

In addition to the standard “gradient” versions of the logo, “flat” versions are also provided. These logo versions should be used whenever the logo is not able to be produced with the color gradation, such as embroidery or engraving.

### COLOR / FLAT



STACKED



HORIZONTAL



BADGE

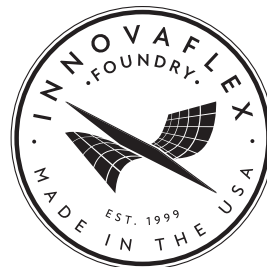
### BLACK / FLAT



STACKED



HORIZONTAL



BADGE

### WHITE / FLAT



STACKED



HORIZONTAL



BADGE



# OUR LOGO

## LOGO FILE TYPES

The brand kit includes a folder with all the brand assets discussed in this guide. We understand that the logo files may feel confusing or overwhelming. This page explains what each of those file types are for. There are provided raster-based files and vector-based files for the logos.

[Access all of the InnovaFlex logos here.](#)



A **raster graphic** is an image made of hundreds, thousands, and even millions of tiny squares of color information commonly referred to as pixels (color blocks viewed on an electric monitor). Raster graphics should be used for digital platforms only.



A **vector graphic** uses formulas and equations to draw shapes using points, lines, and curves. These equations allow for the image to be blown up or shrunk down to any size without any loss in quality. Vector graphics should be used for print purposes.

### RASTER FILES

**JPEG (Jay • Peg)** *Joint Photographic Experts Group* - This is the most versatile and common image format. Allows for 16 million colors and has lossy compression, meaning it loses quality when resized. No transparency available. Used mostly for digital purposes.



**PNG (P • En • G)** *Portable Network Graphic* - PNGs were created as a workaround from the GIF patent. This format, like the JPEG, allows for 16 million colors and allows for transparency for digital projects.



### VECTOR FILES

**EPS (E • P • Es)** *Encapsulated Post Script* - EPS is a native postscript for printers. It is the most widely accepted vector format. Allows transparency. Used for print uses, specifically for scalable projects like signs.



**PDF (P • D • Ef)** *Portable Document File* - This is a very shareable document format that can contain both rasterized images and vector graphics. PDFs are primarily meant to retain a read-only and open consistently all computers. Allows transparency. Used mostly for print executions.



**AI (Ay • Eye)** *Adobe Illustrator* - This is a native design file format used for Adobe Illustrator. It's typically used for logo design and complex vector illustrations.



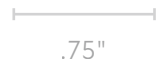
# OUR LOGO

## CLEAR SIZE & SPACE

Any version of the logo should always allow a minimum amount of free space around it in which no other graphic element may intrude. Clear space protects the strength and integrity of the logo by maintaining an area without any competing visual elements.

The logo should never be presented smaller than its minimum size, so that legibility is optimal at all times. The logo should always be scaled proportionally in its environment and remain comprehensible at a glance. Ideally, the logo should be displayed larger than the minimum acceptable size shown below.

### STACKED



The stacked logo should never be sized smaller than .75" wide.

### HORIZONTAL



The horizontal logo should never be sized smaller than .5" tall.

### BADGE



The badge logo should never be sized smaller than 1" wide.

*On all sides of the stacked and horizontal logo, there should be enough clear space to fit the word mark "Innova" at 100% of the size of the mark that is in use.*

*On all sides of the badge logo, there should be 1/8" of clear space separating the logo from any additional elements.*

### ICON



.25"

The InnovaFlex icon can be used for social media avatars or other instances where less size is available.

The icon should never be sized smaller than .25" wide.

# OUR LOGO

## LOGO MISUSE

To keep the integrity of our logo, do not ever give any approved logomark any of the following treatments.



Do not change the colors of the logo.



Do not display on a pattern or texture that does not provide adequate contrast.



Do not rotate the logo.



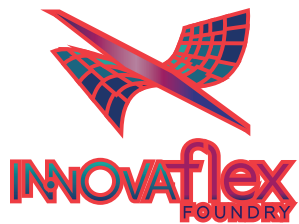
Do not change the proportions of the logo.



Do not add special effects such as drop shadows or glows to the logo.



Do not add other icons, badges, logos, or graphic elements to the logo.



Do not outline the logo.



Do not crop the logo.



Do not alter or rearrange elements of the logo.

# COLOR PALETTE

## PRIMARY COLORS

Beyond the logo mark, color is the most recognizable aspect of the brand identity. It defines mood and gives a sense of character. The InnovaFlex color palette represents the brand's personality—it is vibrant, academic, and natural. Using color appropriately is one of the most effective ways to make sure every visual material from Eagleview tells a cohesive story. Each of the colors listed below can be presented in waning tints, as appropriate, within design materials. The opacities below represent 100%, 80%, 60%, 40%, and 20%, from left to right.

### INNOVA MAGENTA

C=36 M=100 Y=35 K=9  
R=158 G=32 B=100  
Hex: 9e2064



### ROYAL PURPLE

C=100 M=100 Y=30 K=21  
R=41 G=37 B=98  
Hex: 292562



### DEEP BLUE

C=99 M=89 Y=30 K=19  
R=35 G=53 B=105  
Hex: 233569



### SLATE TEAL

C=89 M=52 Y=35 K=11  
R=29 G=102 B=129  
Hex: 1d6681



### BRIGHT TURQUOISE

C=79 M=13 Y=44 K=0  
R=6 G=154 B=167  
Hex: 06a49d



# COLOR PALETTE

## GRADIENTS

The InnovaFlex color palette also incorporates color gradations as part of the visual brand identity. The gradients are inspired by the wide range of colors that can be witnessed by looking at our flexible and glass substrates. This page shows approved gradient formulas to use with the InnovaFlex brand.

Hex: 9e2064

Hex: 292562



Hex: 06a49d

Hex: 233569



Hex: 06a49d

Hex: 1d6681

Hex: 233569

Hex: 292562

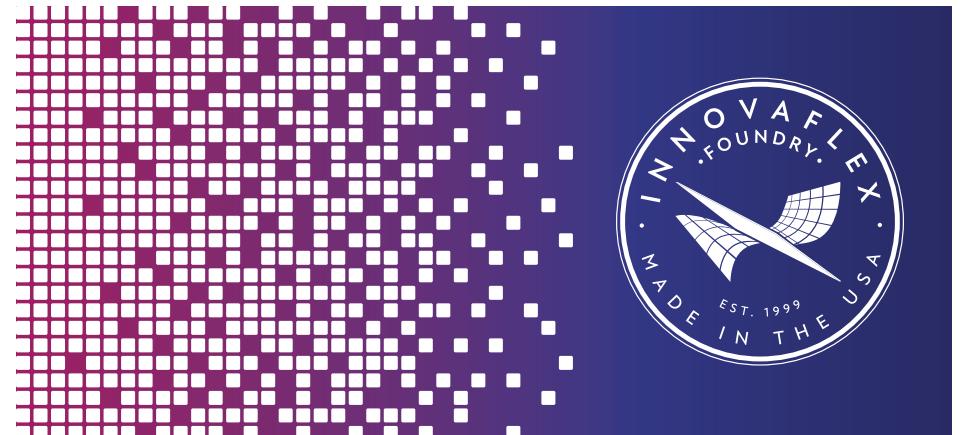
Hex: 9e2064



# PATTERNS & TEXTURES

Patterns and textures can be used in dynamic ways to enhance the InnovaFlex brand. One example of appropriate imagery is a pixelated grid pattern that echos the flexible grid in the logo. Another appropriate design motif is a curved shape with a gradient color application. Colors that are analogous to the brand color palette and provide sufficient contrast are appropriate for use.

If you are unsure if a logo provides sufficient contrast when used with a pattern or texture, we recommend testing your imagery using the web-based tool [webaim.org/resources/contrastchecker/](http://webaim.org/resources/contrastchecker/)



# TYPOGRAPHY

## TYPE STYLES

Typography is an essential part of the InnovaFlex brand. It helps unify messaging and create familiarity. A consistent typographic style is essential for a distinctive identity. The displayed font family on this page, New Atten, should be used throughout the InnovaFlex brand whenever possible. Refer to the sample paragraph with recommended hierarchy and proportions when setting text for collateral materials.

The New Atten font family is available through the Adobe Creative Suite: [fonts.adobe.com](https://fonts.adobe.com)

### New Atten Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 / 0123456789

### New Atten Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 / 0123456789

### New Atten Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 / 0123456789

**THIS IS A  
HEADLINE**

### New Atten Extra Bold

SIZE: 24 / LEADING: 24 / TRACKING: 50

**THIS IS A SUBHEADLINE**

### New Atten Bold

SIZE: 12 / LEADING: 16 / TRACKING: 150

This is a sample paragraph of body copy. It is a very prestigious paragraph, so the rest will be written in Latin: *Ectias quoditiam aut alic tem aut optat as auda aut plabor aut volesci licime Met. audio-ribusidessit, qui tem ex dolorehenim ini officidus. Volesci licime Met, ini officidus.*

### New Atten Book, New Atten Book Italic

SIZE: 10 / LEADING: 16 / TRACKING: 25

## ALTERNATE TYPEFACE

If you don't have access to the Adobe Creative Suite, the alternate font family, Josefin Sans, can be used.

Josefin Sans can be downloaded for free at [fonts.google.com](https://fonts.google.com)

# DESIGN EXAMPLES

This page shows appropriate design applications for stationery materials, signage, badges, and apparel.





# CAN'T FIND WHAT YOU'RE LOOKING FOR?

For inquiries regarding your brand guidelines, please contact InnovaFlex or the brand agency, Neon Pig Creative, at the information below:

## **InnovaFlex**

1635 Aeroplaza Drive  
Colorado Springs, CO 80916  
719.457.7700

## **Neon Pig Creative**

76 S Sierra Madre St., Unit F  
Colorado Springs, CO 80903  
719.301.0253  
[oink@neonpigcreative.com](mailto:oink@neonpigcreative.com)

