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Brand identity at a glance

The Convergint logo

In keeping with our focus on **simplifying complex problems for our customers**, our Convergint logo has too been simplified, and it no longer contains the word "Technologies." "Convergint" is how we will now refer to ourselves.

The logo may appear in our Convergint blue or white with the signature red Convergint *i*.

Logo usage

Examples of our flat logo family on solid backgrounds within our color palette

Examples of the logo on solid Convergint colors

Convergint's **design philosophy**

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Clarity
Minimalism
Balance

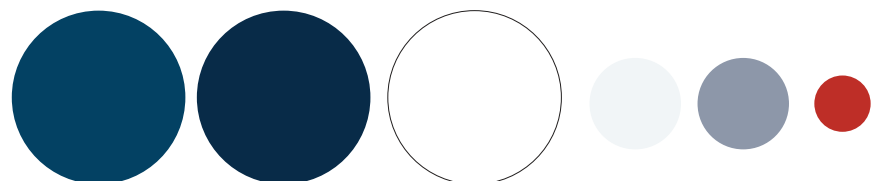## Color breakdown

Primary

Neutral

Secondary

Color values

RGB : 194, 9, 14
CMYK: 18, 96, 94, 7
HEX: C2090e

RGB : 5, 65, 99
CMYK: 100, 75, 38, 26
HEX: 054163

RGB : 14, 44, 73
CMYK: 98, 81, 44, 44
HEX: 0E2C49

RGB : 238, 242, 244
CMYK: 5, 2, 2, 0
HEX: EEF2F4

RGB : 141, 152, 172
CMYK: 47, 35, 22, 0
HEX: 8D98AC

Color proportion

Although individual pieces may vary, notice that the cumulative effect keeps the overall brand color balance.

Typography

Typography is presented in the **Convergint brand** as its own design element.
Blue font is primary, and strategically placed **color and bolding** within typography helps to **strengthen** our message.

Convergint fonts

Name and use:
Helvetica Neue is the main Convergint font.
Arial should be used if Helvetica Neue is unavailable.

Font weight:
Regular or bold font are both acceptable for heads and subheads.
Regular font is used for body copy.
Bold or light can be used sparingly for emphasis.
Italic font should not be used.

Cases:
All titles and headlines should use sentence case, not title case.
The "C" in Convergint is always uppercase, with the exception of the logo.

Helvectica Neue

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&{}_

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&{}_

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&{}_

Arial

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&{}_

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&{}_

Light

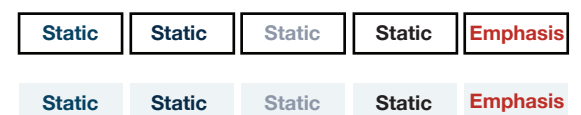ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&{}_

Rules and Guidelines

Text on **HEX 054163, HEX 0E2C49,** or **HEX 8D98AC** should be white.

Text	Text	Text

When text appears on white or **HEX EEF2F4**:
- **HEX 054163, HEX 0E2C49, HEX 8D98AC** or black for static.
- **HEX C2090e** for emphasis, if needed

Static	Static	Static	Static	Emphasis
Static	Static	Static	Static	Emphasis

Text on Hex **C2090e** should be white.

Text

Note: Text should apperar sparingly on **HEX C9090e** as it should not apprear as a background color but as a call-to-action highlighted.

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For any questions or additional needs, please reach out to
brand@convergint.com.