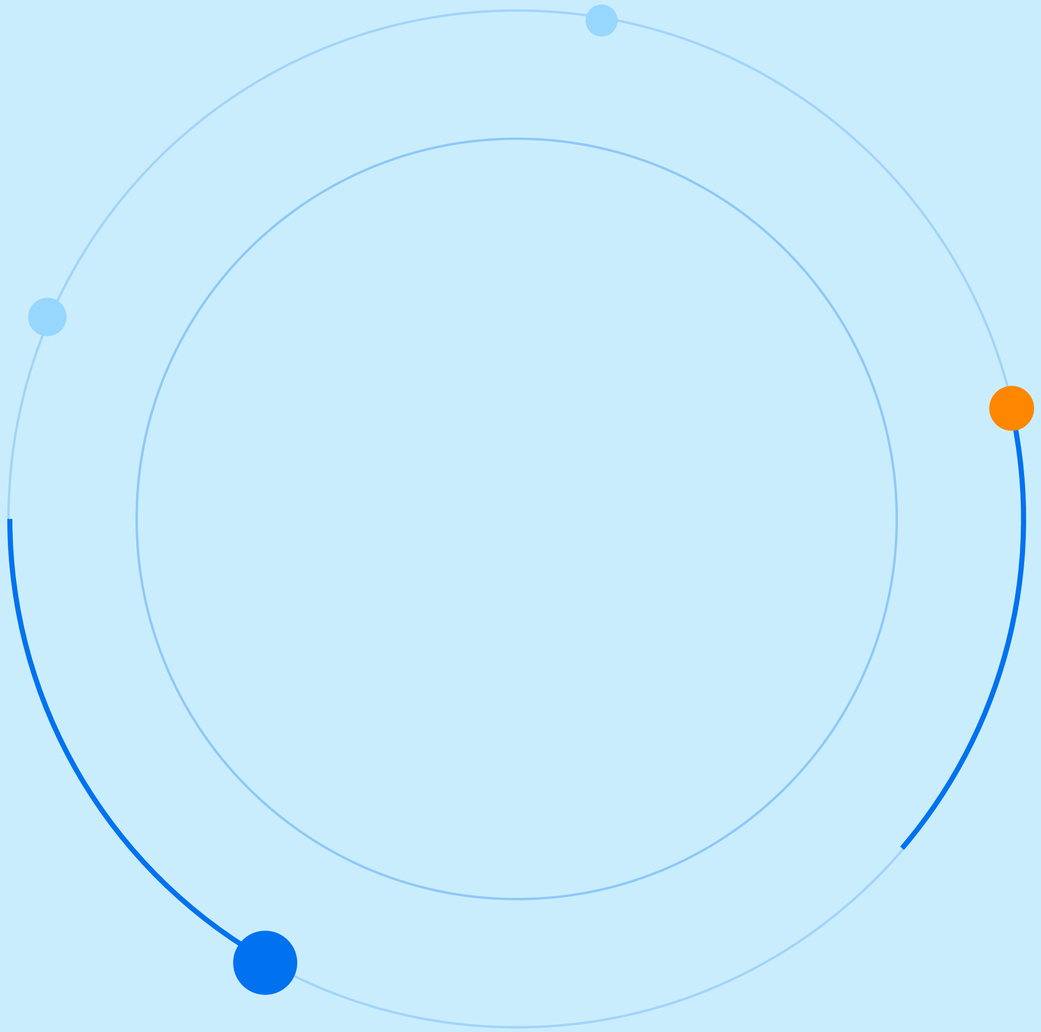
InStream
GROUP

BrandBook



2025

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Logo

The InStream logo consists of a symbol and a wordmark. The full-color version is the primary logo and should be used in most applications.



Clear Space

The logo minimum clear space zone is equal to 1/2 of the total logo height (marked as x).



Alternate Color Versions

If the full-color version of the logo cannot be used, the logo should appear in either white or InStream Graphite, based on background contrast.

A pure black version (#000000) is also acceptable, but only when no other brand-approved options are available.





Usage on backgrounds

Use the full-color version of the logo only on white, light, black, or very dark backgrounds. In all other situations, apply the full white or full black version of the logo to ensure optimal contrast and clarity. Avoid placing the logo over any backgrounds with patterns, textures, or elements that might interfere with its legibility. When placing the logo over images, add a dark overlay layer to improve visibility.













Incorrect Usage



Distort the size of the logo



Use other colors in the logo



Using the logo on non-contrast backgrounds



Modify elements of the logo



Use outline



Employ effects

Brand Icon

The brand icon can be used in places where the full logo does not fit - such as social media avatars or small interface elements.







If this is not possible to use versions listed below due to background or technical limitations, a solid single-color version may be used (the same usage rules apply as for the full logo - see page 04).







Primary Colors

Only official brand colors should be used in all internal and external communications to ensure visual consistency and brand recognition.

#CBEDFE	#98D6FD	#64B9FA	#3E9DF6	#0172F0 100%, 53%, 0%, 6% 0, 113, 240	#0058CE	#0041AC	#002E8B	#002B5B

Greyscale

#F3F4F6	#E2E3E4	#D1D6DB	#9CA5AF	#6B7280 16%, 11%, 0%, 50% 107, 113, 128	#687086	#374451	#1F2B37	#000E1D

Secondary Colors

Additional colors for backgrounds and graphic elements

#FFF0CC	#FFDD99	#FFC566	#FFAE3F	#FF8800 0%, 47%, 100%, 0% 255, 135, 0
#FEDECB	#FDB598	#FA8364	#F5533E	#EF0901 0%, 96%, 100%, 6% 240, 10, 0

Colors for illustration and small elements only

#EDFECB	#9DF53E	#2fdf65	#80592d	#B75000

Background colors for photo circles



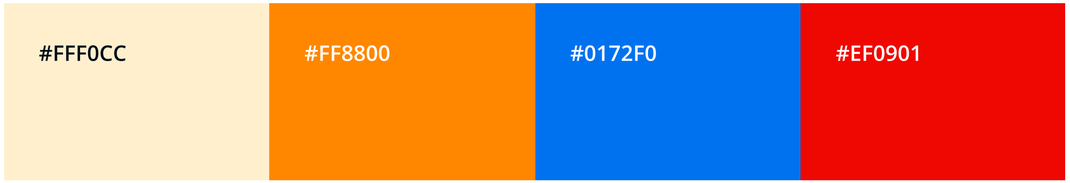
#48C86F #C95BB5 #753EF5 #FFB124 #FF6624 #C8484A

Color combinations - examples

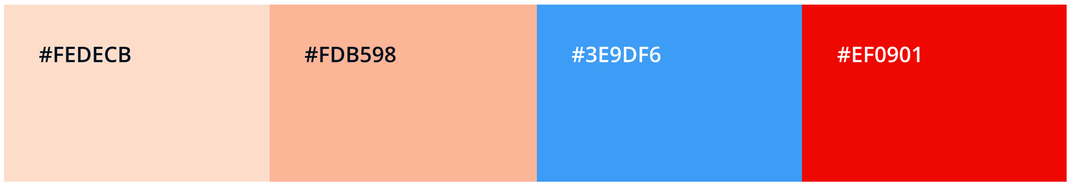
Variant number 01



Variant number 02



Variant number 03



Variant number 04



Variant number 05



Variant number 06



Typography

The primary font of the InStream brand is Open Sans and should be used across all communication materials to ensure consistency and a cohesive visual identity. Open Sans is an open-source typeface and can be downloaded for free from Google Fonts:

fonts.google.com/specimen/Open+Sans

If Open Sans is not available or cannot be installed, the recommended fallback font is Calibri, which is widely available in Microsoft Office applications by default.

Aa

Open Sans Light

Open Sans Regular

Open Sans Semi Bold

Open Sans Bold

Open Sans ExtraBold

Icons

All icons are designed within a square frame and use only brand colors. They feature rounded corners and filled shapes.

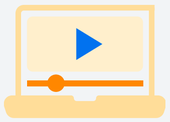














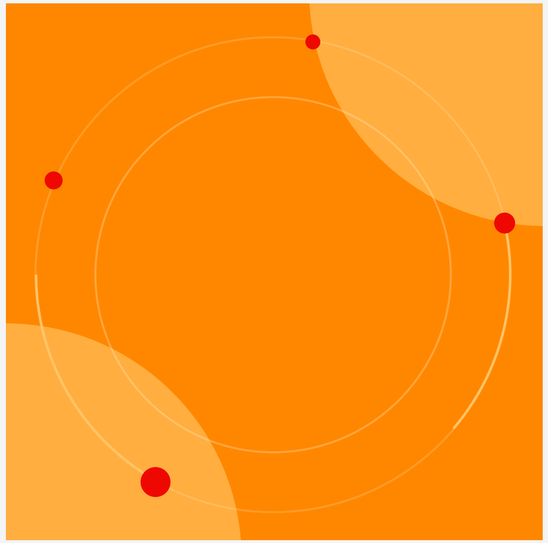
Geometric shapes

InStream’s visual language is based on simple geometric forms derived from the circle.

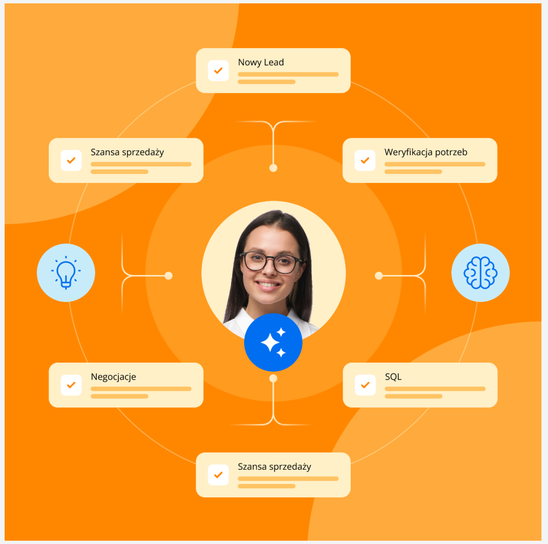


Geometric shapes - usage



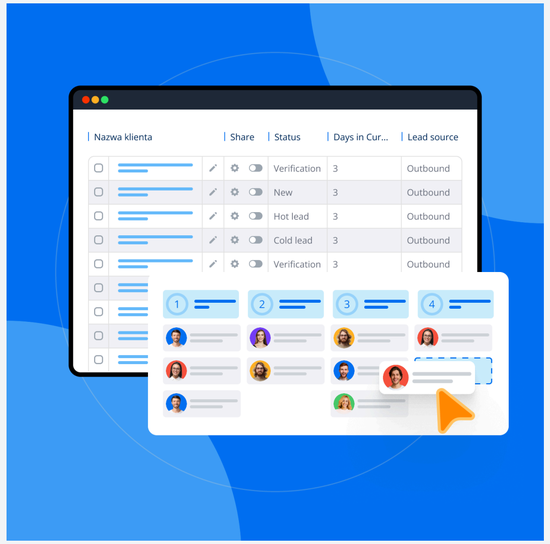


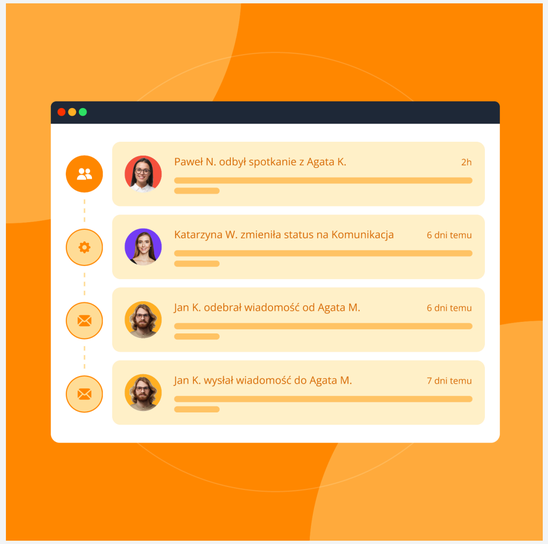


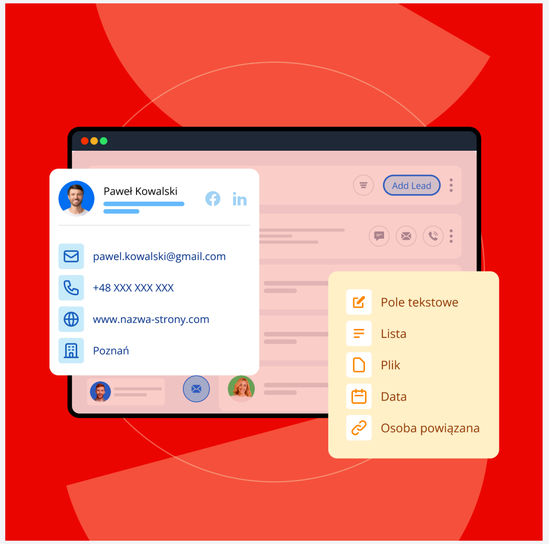


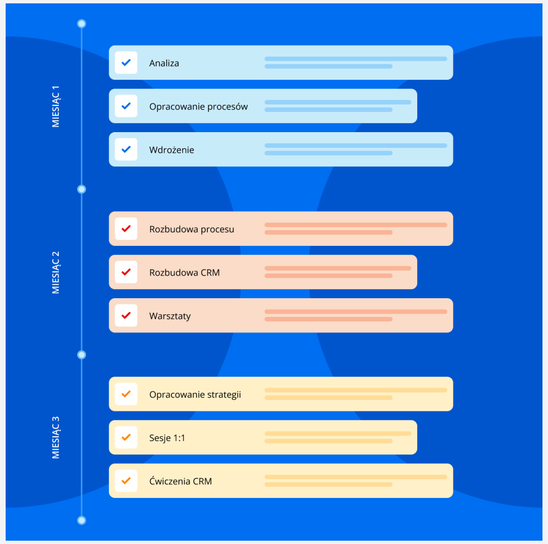
Brand illustrations

Illustrations use brand colors and simple geometric shapes in the background. They are designed to be engaging and easy-going, helping communicate ideas in a friendly and visually vibrant way.









Business Cards





Folders


InStream
GROUP
InStream
GROUP
InStream
GROUP
InStream
GROUP

Hoodies



T-shirts



T-shirts


Keep your sales
InStream
InStream
GROUP
Keep your sales
InStream
InStream
GROUP

Bottles


InStream
GROUP
Your
pure
stream
Morning
stream
InStream
GROUP
InStream
GROUP
Fuel the
Stream

More information on branding:

marketing@instreamgroup.com