



Brand Guidelines

March 2025

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Logo versions

The Inde Logo has six different variants for use in certain applications.

The colour light background and colour dark background variants can be used interchangeably provided there is sufficient background contrast.

The solid black and solid white logos (Tertiary logos) should only be used in circumstances when colour options are unavailable.

Colour light background with byline
(Primary Logo)



Colour dark background with byline
(Primary Logo)



Colour light background
(Secondary logo)



Colour dark background
(Secondary logo)



Solid black
(Tertiary logo)



Solid white
(Tertiary logo)



Logo usage

When placing our logo in any form of media (both digital and print) minimum clear space requirements must be adhered to for maximum impact and legibility.

The height of the letter “n” indicates the minimum space around all versions of the logo.

For screen outputs ensure the logo appears no smaller than 100 pixels wide. In print outputs make sure the logo goes no smaller than 15mm.

Minimum clearance = height of inde “n”



Minimum display size

Screen: 80px (@72ppi)

Print: 15mm



100PX



15MM

Logo what not to do

It is essential that all versions of the logo are displayed correctly in all circumstances.



DO NOT: Distort the logo



DO NOT: Rotate the logo



DO NOT: Add additional effects to the logo



DO NOT: Change the logo colours



DO NOT: Place the logo on busy backgrounds that provide insufficient contrast

Typography

Our brand contains two typefaces for both external and internal purposes.

For external marketing collateral Inde uses the Open Sans font family.

In instances where the external font cannot be displayed our internal secondary typeface, Segoe UI is used.

For further visual emphasis, headlines in all capitals can be used. When using all capital letters ensure Open Sans Extra Bold or Segoe UI Black is used with 1 point letter spacing.

(Primary) External Typeface:

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@#%&

Extrabold Bold Regular Light



Primary font weights

HEADLINE CAPITALS



Open Sans - Extra Bold, 1 point letter spacing

(Secondary) Internal Typeface:

Segoe UI

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@#%&

Black Bold Semibold Regular



Primary font weights

HEADLINE CAPITALS



Segoe UI - Black, 1 point letter spacing

Colour Palette

Inde V3 consists of three primary (or core colours) and three secondary highlights. Charcoal is the primary colour for backgrounds whilst Orange is the primary highlight colour to draw attention to key visual elements. Black should be used for typography only in user generated content e.g. Word document templates.

To add an additional layer of vibrancy, three secondary highlights can be used; Yellow, Magenta, and Purple.

Core Colours



Charcoal

RGB: 54/50/50
CMYK: 68/62/58/65
HEX: 363232

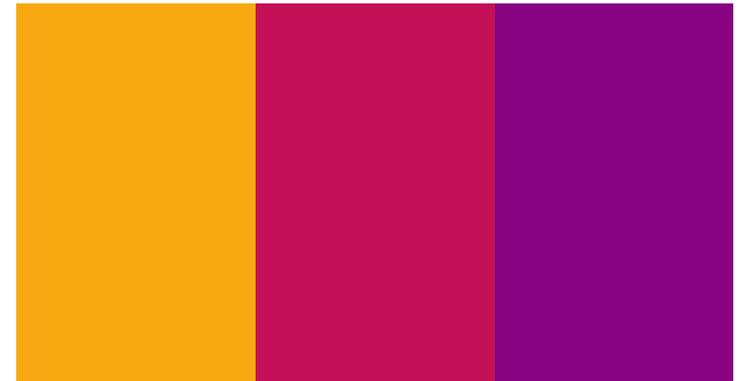
Black*

RGB: 0/0/0
CMYK: 91/79/62/97
HEX: 000000

Orange

RGB: 228/102/38
CMYK: 5/70/91/0
HEX: e46626

Secondary Highlights



Yellow

RGB: 255/171/0
CMYK: 0/39/94/0
HEX: ffab00

Magenta

RGB: 196/5/84
CMYK: 16/100/42/6
HEX: c40554

Purple

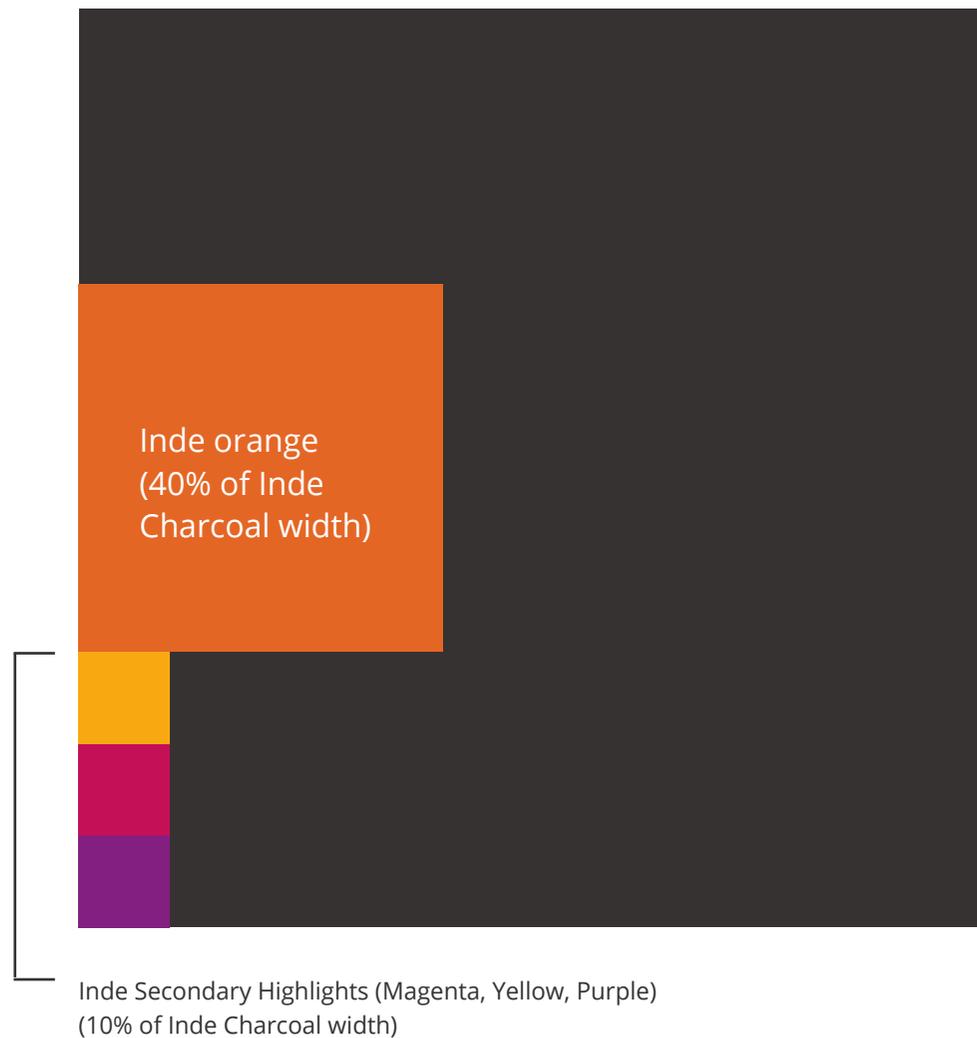
RGB: 135/3/130
CMYK: 60/100/1/1
HEX: 870382

*To be used on typography only in select circumstances

Colour Palette (Ratios)

As an approximate rule of thumb when using large amounts of colour (e.g. in infographics, social tiles and PowerPoint graphics), calculate the width of the primary colour block (Inde charcoal) and reduce by 40% to get the proportion for inde orange.

For secondary highlights reduce by 90% of the primary colour width.



The Master Gradient

The master gradient combines the full Inde colour palette into a unifying visual element for usage across Inde's marketing collateral.

The Inde colour palette is distributed evenly across the gradient at an approximate angle of 45 degrees.

Gradient usage (Overview)

The gradient has flexibility to be used in a variety of executions. From vibrant full page backings in infographics, to header backgrounds and page borders.



FOR INTERNAL USE ONLY

Key messaging & FAQs for Inde v3

In line with our commitment to transparency throughout the transition to Inde V3, we have developed a series of key messages for the leadership team to use as you navigate this transition with your teams. Additionally, we've crafted internal FAQs to facilitate discussions following the company update, ensuring consistent and honest communication across all levels of Inde staff. This material aims to provide a comprehensive understanding of the transition and foster an environment that practices open and transparent dialogue.

Key Messages

- Our journey to date – from merging with Data Culture, our four founders wanting to challenge what good service in IT can look like, to becoming employee-owned and building an amazing team of over 80 specialists we've had quite a ride!
- Our focus has always been about delivering quality technical leadership, growing our business, expanding into Aussie, and delivering great client outcomes.
- We've evolved considerably since 2016, looking to adapt to our customers' needs each time. But their demand for us and our services is increasing and while what we've been doing in the past has served us well, we need to take our next leap forward to meet the expectations of our customers now and in the future.
- Our new Vision is 'to be the undisputed leader in technology services, transforming enterprises through innovative solutions.'
- With this Vision, comes an updated Purpose that better reflects what we do and how we do it. Our refreshed Purpose is 'Empowered by shared knowledge and learning, we relentlessly innovate to pursue exceptional outcomes together with our clients.'
- We're also introducing four new strategies to help keep focused on achieving our Vision as a collective. These include:
 - Being an end-to-end service partner:** This is about evolving and promoting a full service offering to our clients and having even more specialised leadership and capability.
 - Prioritising culture:** Continuing to develop a high-performance culture made up of the best trained and

most innovative teams in the market, creating a huge competitive difference. By learning and sharing knowledge between our team and our customers – we are stronger together.

Optimising our business strategy: We'll be looking at our business operations and sales processes to ensure long-term sustainability, scalability, and job satisfaction.

Updating our 'go to market' strategy: By positioning our new services and building on our existing services, we'll continue to provide great work with even more specialised leadership and capability.

- What's not changing are our values, our customer and employee promise, our ownership structure, or our focus on enterprise customers. Most importantly, we will continue the way we work together. This is a key part of what Inde's success has been built upon when growing our specialist teams and roles.
- We think this next step of evolution in our Inde journey will make a big improvement to our engagement and focus, leading to a highly improved service for our clients both in service delivery and ability to innovate.
- At this point, we're keeping this strategy announcement internal only. When we're ready, we will have conversations with our customers to explain our transition and what this looks like as we all continue our growth journeys.

Holding statement for any questions you do not know the answer to:

"That's a great question and/or good feedback, thanks for sharing. Whilst we are working through the finer details, we'll certainly take that into consideration for Inde V3 and present back to the team any updates."

OUR VALUES



OUTCOME FOCUSED



SPECIALISTS



THERE FOR EACH OTHER



WILLING TO LEARN



TAKING OWNERSHIP



EMPLOYEE OWNED

OUR COMMITMENT
OUR PEOPLE
OUR COMMUNITY
OUR NATURAL WORLD



Gradient correct usage (Logo)

When using the Inde logo on the gradient it is essential that legibility is maintained in all circumstances.



Logo Colour:

Do not place the Inde full colour logo (charcoal and orange) on the gradient. For maximum legibility ensure the white version is used only.



Logo Placement:

Make sure the white version of the Inde logo sits on an area of the gradient where the orange square above the letter "i" remains legible at distance.

Gradient correct usage (Text)

As with the logo, text legibility needs to be maintained on all output executions.



A Heading Here

Some Body Copy Here
ma nullaud iatqui sanis
rehenia voluptium hillabor
soluptas el inim ipicitia nos
autem quodign iendit.

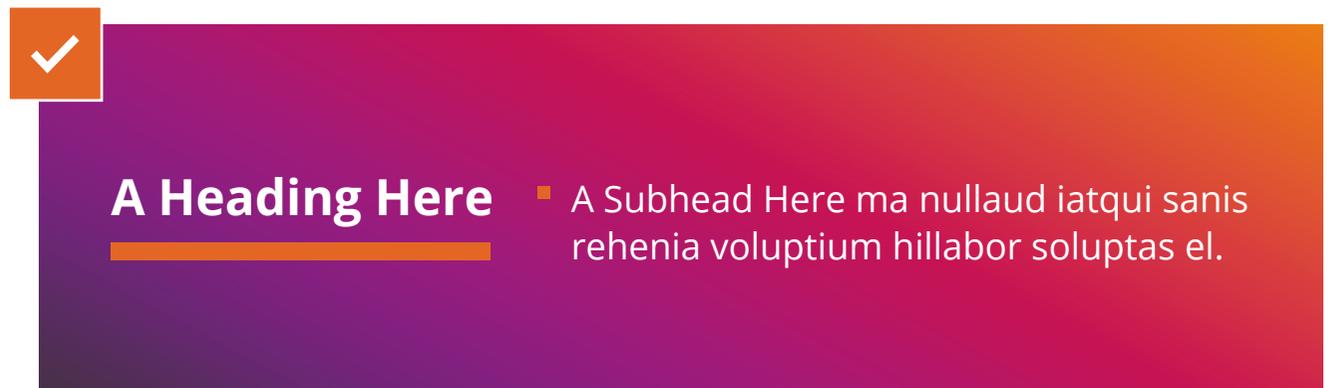


A HEADING HERE

Some Body Copy Here
ma nullaud iatqui sanis
rehenia voluptium hillabor
soluptas el inim ipicitia nos
autem quodign iendit.

Text Colour:

For simplicity ensure all text on the gradient remains white only. To add extra emphasis with text use multiple font weights or capital letters sparingly.



A Heading Here

▪ A Subhead Here ma nullaud iatqui sanis
rehenia voluptium hillabor soluptas el.

Additional colour

Extra pops of Inde orange can be used in darker areas of the gradient that still allow for contrast. (e.g. under headlines or bullet points) Use minimally for emphasis.

Service visuals

To reflect Inde's new vision, mission, and purpose a series of four service visuals have been created, these visuals come in both reverse and full colour options. The visuals can be used separately or combined as a lock-up to showcase Inde's offerings.

The V3 service visuals can be found [HERE](#)

CONSULT

CREATE

SUPPLY

MANAGE

CONSULT

CREATE

SUPPLY

MANAGE

Icon Library

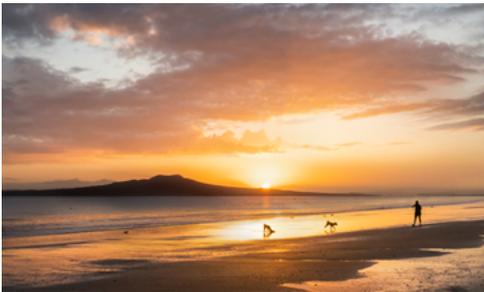
Inspired by the brand mark, a series of unique icons have been created for use for internal and external marketing collateral. The icon library is available in three colour-ways: Orange with charcoal, white, charcoal.

The icon library can be found [HERE](#)



Photography Auckland

Auckland photography can be found [HERE](#)



Photography Wellington

Wellington photography can be found [HERE](#)



Photography Christchurch

Christchurch photography can be found [HERE](#)



Photography Dunedin

Dunedin photography can be found [HERE](#)



Photography New Zealand textural

New Zealand textural photography can be found [HERE](#)



Photography Technology textural

Technology textural photography can be found [HERE](#)

