

Itero → Brand toolkit



Logo



Logo → *Itero_logo_Red*
Available in Red, Bottle, Black and White

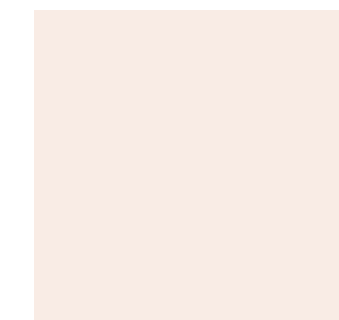


Icon → *Itero_Icon_Red*
Available in Red, Bottle, Black and White

Colour Palette



Itero Red
Hex: #FE5733
RGB: 254.87.51
CMYK: 0.80.90.0
PMS: 1655



Sand
Hex: #F9ECE5
RGB: 249.236.229
CMYK: 3.3.13.0



Mint
Hex: #A0D9C3
RGB: 60.217.195
CMYK: 40.0.25.0



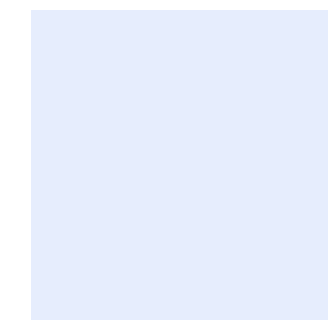
Golden
Hex: #FC9E2B
RGB: 253.158.43
CMYK: 0.35.90.0



Packing
Hex: #DFBC81
RGB: 233.188.129
CMYK: 8.23.52.15



Bottle
Hex: #145157
RGB: 20.81.87
CMYK: 89.0.43.65
PMS: 7721



Clear
Hex: #E6EDFD
RGB: 230.237.253
CMYK: 18.5.1.3



Capper
Hex: #3A71F5
RGB: 58.113.245
CMYK: 88.56.0.0



Lilac
Hex: #A3AAFC
RGB: 163.170.252
CMYK: 40.29.0.0



Grey
Hex: #9FACBD
RGB: 159.172.189
CMYK: 21.11.9.23

Typography

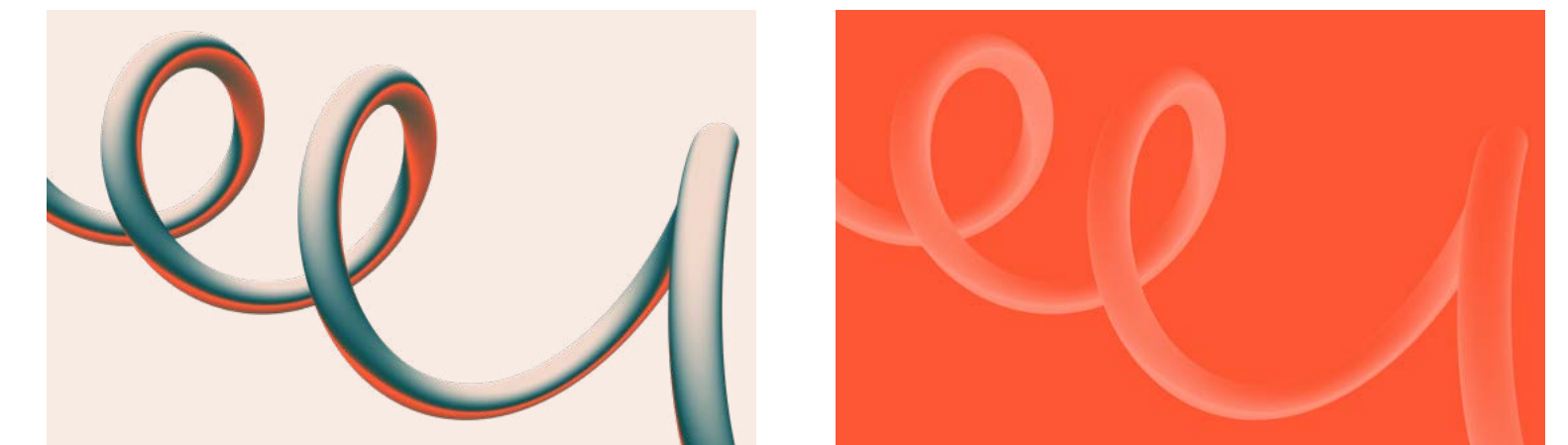
Stabil Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890!@£\$%&*:"<>?

Settings: Kerning: Optical
Tracking: 0
Leading: Auto

The Itero brand typeface is **Stabil Grotesk**. We use this typeface in Bold and Regular weights only, plus italic characters where required.

Spring



Our 3D spring graphic echoes the concept of iteration at the heart of our brand. It exists in several colourways and in different crops, so it can be used flexibly across brand applications. See our website and PPT templates for usage examples.