OFFICIAL BRAND RESOURCE CENTRE

Innovate Solution brand kit

The single source of truth for the Innovate Solution brand: official logo files in SVG and PNG, favicons and app icons, social media assets, the colour palette with HEX, RGB and CMYK values, typography and the rules for using them. Free for customers, partners, media and designers — no sign-up.

BRAND OVERVIEW

Who we are, in one look.

Innovate Solution is a B2B travel-technology company founded in Dhaka in 2013, headquartered in Singapore with operations in the UAE and Bangladesh. It builds booking platforms, travel APIs and back-office software for travel businesses — 12 products in all.

The identity is built on one mark: an **isometric cube drawn from circuit traces**, in three tones of navy, teal and cyan. It stands for technology that connects — the same idea as the company line, **"Connecting Ideas to Innovation"**.

The brand voice is clear, technical and precise: plain sentences, real facts, no hype.

Name	Innovate Solution — two words, singular
Tagline	Connecting Ideas to Innovation
Legal name (HQ)	Innovate Solution Global Pte. Ltd.
Website	www.innovatesolution.com
Logo colours	Navy #201A57 · Teal #6ACACE · Cyan #19B5E1
Typefaces	Sora · DM Sans · JetBrains Mono

Company details: Company facts. Press: Media coverage.

LOGOS

Official logo files — SVG and transparent PNG.

Four approved lockups, each in six colour versions. Use SVG for print and the web wherever possible; PNG files have transparent backgrounds. Every file is produced from the master artwork — never redraw or retype the logo.

Primary logo STACKED LOCKUP

The first choice wherever there is room: website footers, documents, presentations, signage and press.



Full colour

Default on white and light backgrounds



Reversed

For navy, black and dark photography



Single colour — navy

One-colour print, embossing, stamps



Monochrome black

Black-only print, fax, newspapers



Monochrome white

On brand colours and dark images



Grayscale

Grayscale print and documents

Horizontal logo SECONDARY LOCKUP

For wide, short spaces: website headers, email signatures, banners, partner logo strips.



Full colour

Default on white and light backgrounds



Reversed

For navy, black and dark photography



Single colour — navy

One-colour print, embossing, stamps



Monochrome black

Black-only print, fax, newspapers



Monochrome white

On brand colours and dark images



Grayscale

Grayscale print and documents

Icon LOGOMARK ONLY

Where the name is already present or space is square: app icons, avatars, favicons, watermarks.



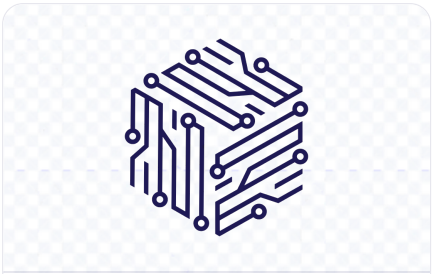
Full colour

Default on white and light backgrounds



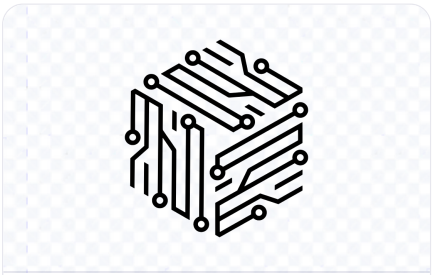
Reversed

For navy, black and dark photography



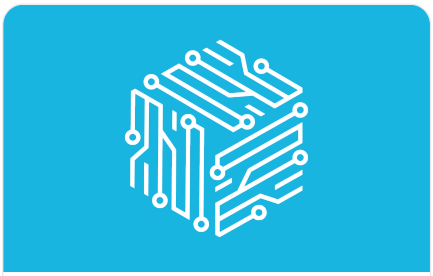
Single colour — navy

One-colour print, embossing, stamps



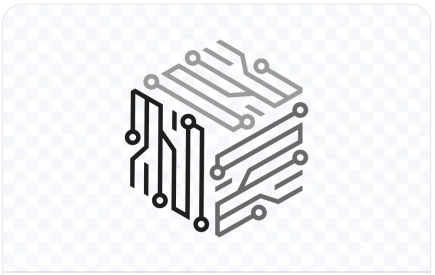
Monochrome black

Black-only print, fax, newspapers



Monochrome white

On brand colours and dark images



Grayscale

Grayscale print and documents

Wordmark NAME ONLY

Only where the icon appears separately nearby, or a very narrow space cannot hold the icon.



Full colour

Default on white and light backgrounds



Reversed

For navy, black and dark photography



Single colour — navy

One-colour print, embossing, stamps



Monochrome black

Black-only print, fax, newspapers



Monochrome white

On brand colours and dark images



Grayscale

Grayscale print and documents

LOGO USAGE

Which logo, where.

Situation	Use	Why
Documents, presentations, press, signage	Primary logo	The complete, most recognisable version.
Website header, email signature, wide banners	Horizontal logo	Stays legible in short, wide spaces.
Partner logo walls, "clients and partners" strips	Horizontal or primary logo	Match the shape of neighbouring logos; full colour or all-white to match the strip.
Avatars, app icons, favicons, watermarks	Icon	Square spaces; the name is shown next to the avatar anyway.
Narrow strips where the icon is shown separately	Wordmark	Avoids repeating the icon twice in one view.
Merchandise, embroidery, one-colour print	Single-colour navy, black or white	Fewer inks; no gradients or fine colour transitions to reproduce.

- Use the files exactly as supplied. Scale proportionally only — hold Shift, or set width and leave height on auto.
- Prefer the SVG. If you must use PNG, use a file at least as large as it will be displayed (2× for retina screens).
- In running text, write the name as **Innovate Solution** — never in the logo's capitals, and never "Innovate Solutions".
- Product brands (InnoTravelTech, ReservationHub, TripGic, TripMargin, UmrahCore, Inno Message, travoPilot, travoBooks, TRI, Drop Catch, bedsKey, and TransferArc) have their own logos — use those for product-specific material, and the Innovate Solution logo for the company.

CLEAR SPACE & MINIMUM SIZE

Give the logo room to breathe.

Clear space **X** equals the height of the letters in “INNOVATE”. Keep at least X empty on every side — no text, edges, images or other logos inside it.



Primary logo — clear space X on all sides



Horizontal logo — same rule, X scales with the logo

Version	Minimum on screen	Minimum in print
Primary (stacked)	96 px wide	25 mm wide
Horizontal	140 px wide	35 mm wide
Wordmark	120 px wide	30 mm wide
Icon	24 px (16 px for favicons only)	8 mm

Below these sizes the “SOLUTION” letters and the circuit lines in the cube become illegible — switch to the icon instead.

APPROVED AND PROHIBITED USE

Do this, never that.

Approved



Full colour on white or very light backgrounds.



Reversed logo on navy, black or dark images.



All-white logo on brand colours.

Prohibited



Don’t stretch or squash. Always scale proportionally.



Don’t recolour. Use only the approved colour versions.



Don’t rotate or tilt. The logo always sits level.



Don’t add effects. No shadows, glows, outlines, bevels or gradients.



Don’t use low contrast. Never put the full-colour logo on navy or busy images — use the reversed or white version.



Don’t rearrange. Never move, resize or separate the icon and the wordmark yourself — use the supplied lockups.

Also don’t: crop the logo, add words to it, place it inside another shape, animate its parts, use an old or screenshot version, or combine it with another company’s logo into a new mark.

COLOUR PALETTE

Brand colours — HEX, RGB and CMYK.

The logo uses three colours: Innovate Navy #201A57, Innovate Teal #6ACACE and Innovate Cyan #19B5E1. The website and digital products add Web Navy #1B1B5C, Web Cyan #29C5E0 and supporting neutrals. Click any value to copy it.

Logo colours

Innovate Navy

Logo — INNOVATE wordmark and left face of the cube

HEX	`#201A57`
RGB	`32, 26, 87`
CMYK	`63 / 70 / 0 / 66`

Innovate Cyan

Logo — SOLUTION wordmark and right face of the cube

HEX	`#19B5E1`
RGB	`25, 181, 225`
CMYK	`89 / 20 / 0 / 12`

Innovate Teal

Logo — top face of the cube

HEX	`#6ACACE`
RGB	`106, 202, 206`
CMYK	`49 / 2 / 0 / 19`

Digital and supporting colours

Web Navy

Website primary — headings, buttons, theme colour

HEX	#1B1B5C
RGB	27, 27, 92
CMYK	71 / 71 / 0 / 64

Web Cyan

Website accent — highlights and links on dark

HEX	#29C5E0
RGB	41, 197, 224
CMYK	82 / 12 / 0 / 12

Deep Navy

Body text and dark sections

HEX	#0E0E3D
RGB	14, 14, 61
CMYK	77 / 77 / 0 / 76

Link Cyan (accessible)

Links and small cyan text on white (AA contrast)

HEX	#0C7186
RGB	12, 113, 134
CMYK	91 / 16 / 0 / 47

Cloud

Light section background

HEX	#F5F7FB
RGB	245, 247, 251
CMYK	2 / 2 / 0 / 2

White

Primary background

HEX	#FFFFFF
RGB	255, 255, 255
CMYK	0 / 0 / 0 / 0

CMYK values are calculated from RGB. For printed work, approve a physical proof with your printer before a production run. Colour files:

Pairing	Contrast	Use for
Web Navy #1B1B5C on white	15.5 : 1 — AAA	Headings, body text, buttons
White on Web Navy #1B1B5C	15.5 : 1 — AAA	Dark sections, button labels
Link Cyan #0C7186 on white	5.6 : 1 — AA	Links and small cyan text
Web Cyan #29C5E0 on Deep Navy #0E0E3D	8.8 : 1 — AAA	Accents and links on dark
Web Cyan #29C5E0 on white	2.1 : 1 — fails	Decoration and large graphics only — never text

TYPOGRAPHY

Three typefaces, one voice.

All three are free, open-source Google Fonts (SIL Open Font License). The INNOVATE SOLUTION wordmark is custom lettering — it is artwork, not a font.

Aa

Sora

Headings and display · 600–700

Connecting Ideas to Innovation

Get Sora ↗

Aa

DM Sans

Body and interface · 400–700

Travel booking platforms, APIs and back-office software for travel businesses.

Get DM Sans ↗

Aa

JetBrains Mono

Code, data and API examples · 400–600

```
GET /v1/air/search?
from=DAC&to=SIN
```

Get JetBrains Mono ↗

Style	Font	Size (web)
H1	Sora 700	40–56 px
H2	Sora 600	28–34 px
H3	Sora 600	20–22 px
Body	DM Sans 400, line height 1.6	16–18 px
Small / captions	DM Sans 500	13–14 px

Fallbacks: system-ui, Segoe UI, Roboto, Arial. Arabic: Noto Kufi Arabic or Segoe UI. Bangla: Noto Sans Bengali or Hind Siliguri.

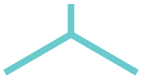
ICONOGRAPHY & VISUAL ELEMENTS

The circuit-trace language.



Lines end in nodes

Strokes are straight, of even weight and finish in an open circle — like the traces of the cube.



Isometric angles

Lines run vertical or at 30° — the angles of the cube. Avoid arbitrary diagonals and curves.



Patterns stay quiet

On covers and banners the trace pattern sits at 10–25 % opacity behind content, never through the logo.

- **Interface icons:** outline style, 1.5–2 px stroke on a 24 px grid, round joins, single colour (Web Navy or Link Cyan). No filled emoji-style icons beside the logo.
- **Imagery:** real product screens and real team photos (see Gallery) — no stock photos of people pretending to be staff or clients.
- **Corners:** UI cards and buttons use 10–16 px radius; app icons use the platform's own mask.

BACKGROUNDS & CONTRAST

Pick the version by the background.



White / light grey → **full colour**



Navy / black → **reversed**



Brand cyan / teal → **all white**



One-colour print → **navy or black**

- On photographs, place the logo over a calm, even area; if the area is busy, add a solid panel behind it in white or navy.
- Never use the teal or cyan as the background for the full-colour logo — the cube's faces disappear.
- Minimum contrast between the logo and its background: 4.5 : 1 for the wordmark letters.

SOCIAL MEDIA

Ready-sized for every platform.

Profile pictures use the icon centred inside the circle-safe area, in a light (white) and a dark (navy) version. Covers keep the logo and text inside each platform's safe

zone, away from overlapping profile photos and mobile crops.

Platform	Asset	Size	Download	Notes
Facebook	Profile picture	720×720		Shown as a circle; mark sits inside the circle-safe area.
Facebook	Cover photo	1640×624		2× of 820×312 desktop; content stays inside the 16:9 mobile crop.
LinkedIn	Company logo	400×400		Square; LinkedIn recommends 400×400.
LinkedIn	Company cover	1128×191		Left area kept clear for the overlapping logo.
Instagram	Profile picture	1080×1080		Displayed as a circle at 320×320 or smaller.
X (Twitter)	Profile picture	400×400		Displayed as a circle.
X (Twitter)	Header	1500×500		Lower-left kept clear for the overlapping avatar.
YouTube	Channel icon	800×800		Displayed as a circle.
YouTube	Channel banner	2560×1440		Logo and text inside the 1546×423 safe area seen on every device.
WhatsApp Business	Profile photo	640×640		Circle crop; keep the light version for chat lists.
Telegram	Profile photo	640×640		Circle crop.
TikTok	Profile photo	1080×1080		Circle crop; minimum 200×200.
Google Business Profile	Logo	720×720		Square logo, 720×720.
Google Business Profile	Cover photo	1080×608		16:9; content centred for variable crops.
Open Graph	Link preview image	1200×630		Facebook, LinkedIn, WhatsApp, Slack and Teams link cards.
X (Twitter)	Large summary card	1200×675		summary_large_image card (16:9).



Facebook cover · 1640×624



LinkedIn cover · 1128×191



X header · 1500×500



Open Graph image · 1200×630

- Use the same profile picture on every platform so the company is recognised at a glance; choose light or dark once and keep it.
- Handle and name: **Innovate Solution**. Official accounts are listed on Company facts.
- Don't add text, frames or seasonal decorations to the profile picture — campaigns go in the cover.

FAVICONS & APP ICONS

Small sizes, still recognisable.

At 16–48 px the icon sits on a white rounded tile so the navy face stays visible on both light and dark browser themes. App-store icons are opaque and full-bleed; each store applies its own mask.

File	Size	Used by	Download
Scalable SVG favicon	Vector	Modern browsers (Chrome, Edge, Firefox, Safari 16+)	
favicon.ico (16, 32, 48)	48×48	Legacy browsers, Windows shortcuts	
Favicon 16×16	16×16	Browser tabs	
Favicon 32×32	32×32	Browser tabs (retina), taskbar	
Favicon 48×48	48×48	Google search results, desktop shortcuts	
Favicon 96×96	96×96	Desktop shortcuts, Google TV	
Apple touch icon 180×180	180×180	iPhone / iPad home screen	
Android / PWA 192×192	192×192	Android home screen	
Android / PWA 512×512	512×512	Splash screens, install prompts	
Maskable icon 512×512	512×512	Android adaptive shapes (circle, squircle)	
Safari pinned tab (mask icon)	Vector	Single-colour SVG	
Windows tile 150×150	150×150	Windows Start tiles	
iOS App Store icon 1024×1024	1024×1024	App Store (opaque, no rounded corners)	
Google Play icon 512×512	512×512	Play Store listing	
Android adaptive — foreground	432×432	108 dp layer, mark inside 66 dp safe zone	
Android adaptive — background	432×432	Solid white layer	
Android adaptive — monochrome	432×432	Android 13+ themed icons	
Windows tile 310×310	310×310	Large Windows tile	

Also included:

USAGE TERMS

Using our brand the right way.

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