



IPM BRAND STANDARDS GUIDE

ipm-epc.com

WHO IS INFINITY PROJECT MANAGEMENT?

IPM, or Integrated Project Management, is known for our commitment to safety and success. With a flawless safety record since inception, we specialize in integrated solutions across various industries including alternative energy, refining, midstream, chemicals, and industrial projects. Our experienced team ensures seamless execution from start to finish.

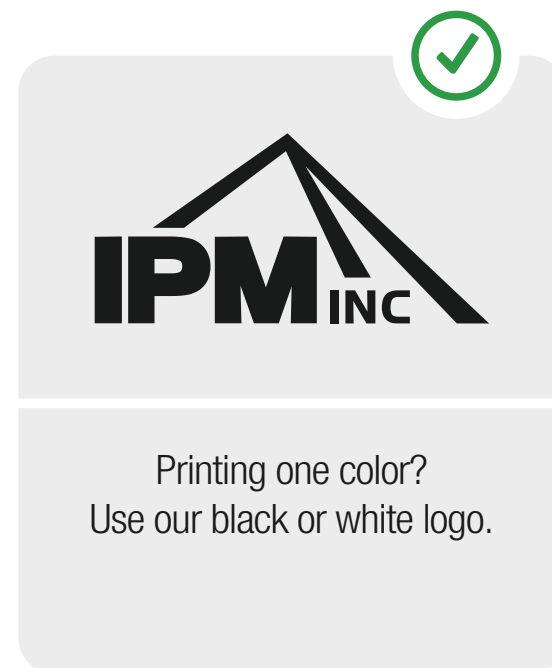
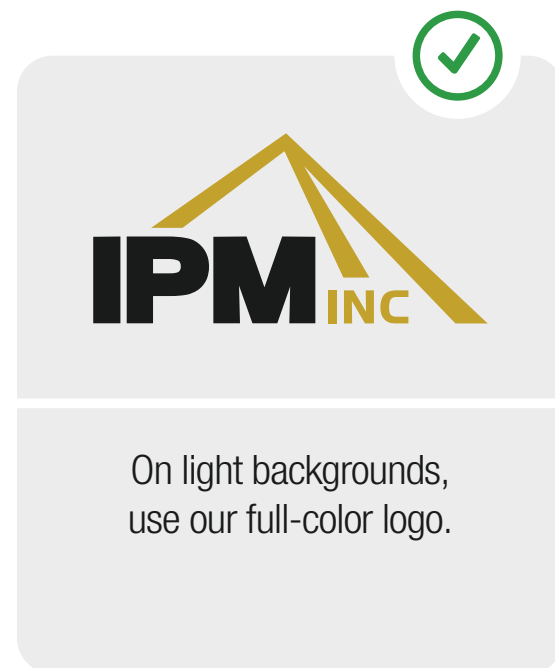
IPM BRAND VOICE

INTEGRATED SOLUTIONS

The **Infinity Project Management** logo comprises a symbol and wordmark, inseparable and always used together. When incorporating it into designs or alongside other visuals, ensure ample space for clarity. Understanding and adhering to the **IPM** guidelines will be essential for maintaining a consistent, unforgettable and meaningful experience of IPM.

IPM LOGO

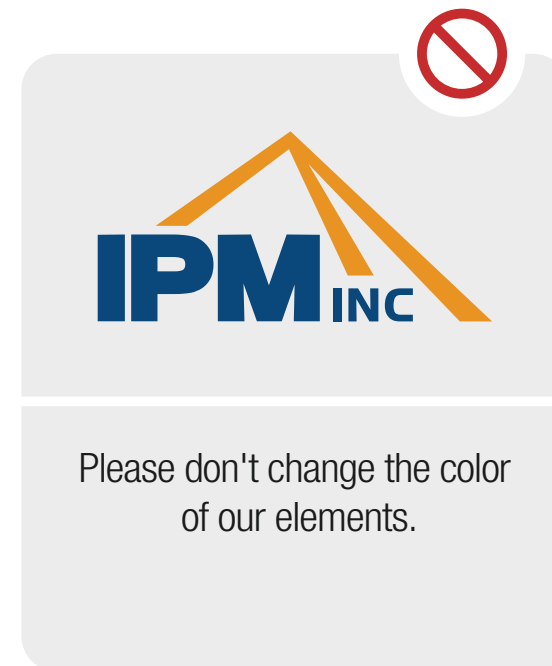
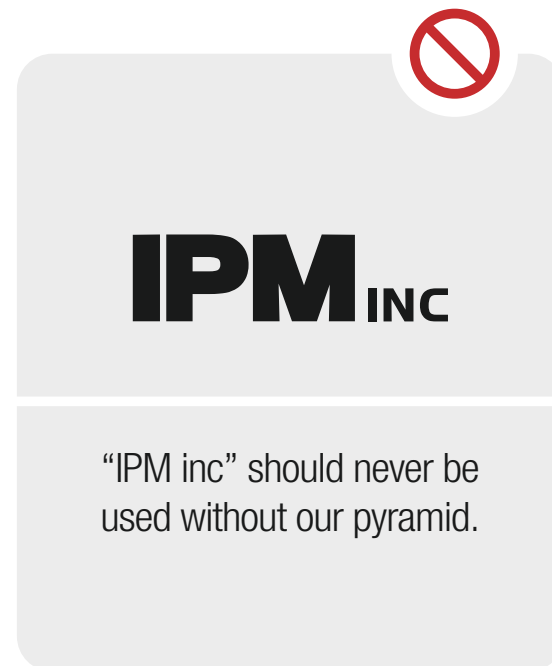
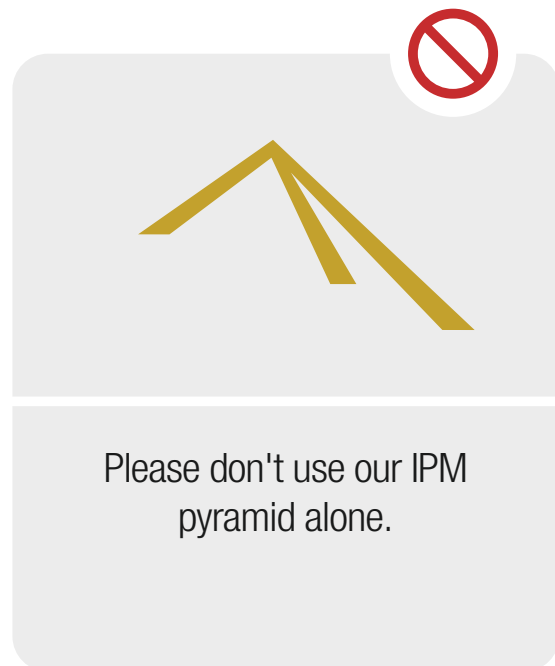
Preserve the original proportions and aspect ratio of the logo. Do not distort or stretch it in any way.



Download Logo

LOGO DON'TS

Please do not edit, change, distort, recolor, or reconfigure the IPM logo.



COLOR

Gold is the core color of IPM, it's the one color that holds most brand equity and which current users associate with our brand.

Black, White and Gray are the secondary color palettes meant to bridge marketing communications and product interface in order to enhance familiarity and visual recognition.



Download Swatches



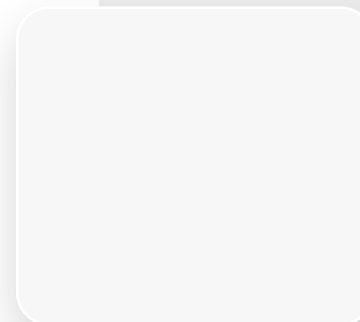
IPM GOLD

RGB 196 160 6
CMYK 0 18 100 27
HEX: C4A006



EERIE BLACK

RGB 18 13 17
CMYK 73 70 63 84
HEX: 110C11



WHITE SMOKE

RGB 247 247 247
CMYK 0 0 0 3
HEX: F7F7F7



STEEL GRAY

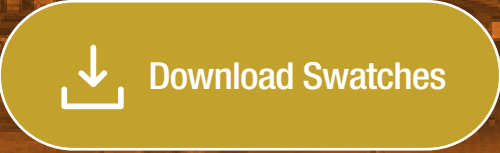
RGB 147 149 152
CMYK 0 0 0 50
HEX: 939598

Alternative Color

MIDSTREAM



RGB 212 108 44
CMYK 9 64 100 1
HEX: E07726



Alternative Color

REFINING



RGB 193 134 57
CMYK 19 44 92 2
HEX: CC9138

Alternative Color

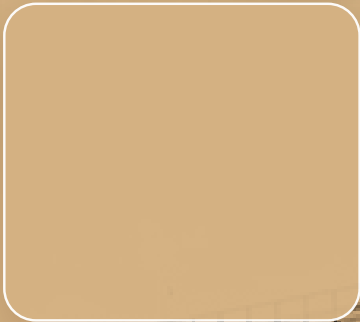
CHEMICAL



RGB 234 162 52
CMYK 4 36 95 0
HEX: F1AB2B

Alternative Color

INDUSTRIAL



RGB 206 169 123
CMYK 16 29 53 0
HEX: D6B283

Part 1

TYPEFACES

Our typography consists of two font families, Acumin Pro ExtraCondensed and Helvetica Neue LT Std Condensed.

- H1 title scaled up to 2/3 of the page width.
- The recommended H2 title size is 60% of the headline size.



Download Font

3/4 of the full width of the page.

H1 Titles

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Acumin Pro ExtraCondensed | Bold

H2 Titles

INTEGRATED SOLUTIONS

Acumin Pro ExtraCondensed | Regular

Part 2

TYPEFACES

Helvetica Neue LT STD Condensed is a font family known for its sleek and modern appearance. With condensed proportions, it is space-efficient and ideal for designs where maximizing legibility in limited space is essential. The different line weights available within this font family provide versatility, allowing for emphasis, hierarchy, and visual interest in typography.

 Download Font

Body Copy

37 Thin Condense - For body copy, use Helvetica Neue LT Std in the following styles: 37 Thin, 47 Light Condensed, or 57 Condensed. The recommended size for body copy is generally 1/4 of the H1 headline size. However, the designer has the flexibility to adjust the size as needed to best fit the unique requirements of each layout, ensuring optimal readability and visual balance.

Pull quotes should be set in Helvetica Neue LT Std 57 Condensed or 67 Medium Condensed, sized at 1/2 of the tagline size, and include hanging quotation marks. The color of the pull quotes can be adjusted to match either IPM Gold or Content.

Statistics should be

50%
of the headline size

Character Specifics

Helvetica Neue LT Std

Kerning -20 | Horizontal Scale 105%

FONT APPLICATION

Letter Head

[Date: April 10, 2024]

[Recipient's Name]
[Recipient's Position/Title]

Dear [Recipient's Name],

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed euismod aliquam ante, vel aliquam ipsum varius at. Pellentesque ac dui sit amet risus congue laoreet eget sed sem. Proin sagittis varius erat, eget faucibus nisi tincidunt id. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; Integer nec tristique velit. Ut sagittis eros in risus aliquet, vitae varius ex vehicula.

Phasellus euismod mauris ac justo bibendum fringilla. Sed efficitur nisi vitae turpis auctor, eget congue sapien fermentum. Nunc nec eros ligula. Cras eu nulla id ligula luctus lobortis vitae et odio. Curabitur non nunc vitae eros faucibus fringilla. Integer ullamcorper auctor enim, ac lacinia est vehicula vel. Integer commodo dolor eget eros placerat ultrices. Curabitur non nunc vitae eros faucibus fringilla. Integer ullamcorper auctor enim, ac lacinia est vehicula vel. Integer commodo dolor eget eros placerat ultrices. Integer ullamcorper auctor enim, ac lacinia est vehicula vel. Integer commodo dolor eget eros placerat ultrices.

Sincerely,



[Your Name]
[Your Position/Title]




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INTEGRATED SOLUTIONS

2182 Blue Mountain Blvd, Tyler, Texas 75703 • ipm-epc.com

Business Card




W. SCOTT BAKER, P.E.
SENIOR VP OF OPERATIONS

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Tyler, Texas 75703

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E : sbaker@ipm-epc.com



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Updated Examples
Featured new font application and an updated design to balance the omission of square elements.

QUESTIONS?

If you have any questions about the content of this guide or are unsure if your communication best represents the IPM brand, contact us at:

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