

2025

Version 1.0

ISOLOCITY

Brand Guidelines.



The Isolocity logo is a wordmark with an integrated icon, where the stopwatch symbol is built into the text for a unified look. The clean, geometric letterforms reflect modern technology, while the stopwatch represents efficiency, accuracy, and time-saving. The use of teal and dark gray conveys trust and professionalism, creating a clear and recognizable mark that captures Isolocity's focus on simple and efficient quality management.

Logo Clearspace.

To maintain legibility and visual impact, always keep a minimum clear space around the logo. The clear space is defined as x , where x equals the width of the stopwatch icon. A minimum of $x/2$ should be maintained on all sides of the logo.

This space ensures the logo remains uncluttered and free from interference by other graphic elements, text, or edges. No other visual elements should enter this area.



Brand Colours.

Primary & Secondary

Isolocity’s primary colour, Teal 400, and secondary colour, Plum 900, hold deep brand equity as the longest-standing elements of the logo. Teal represents compliance, clarity, and ease of use, while Plum conveys trust, stability, and experience. Together, they embody the essence of the Isolocity brand.

Teal 400 (Primary)

PANTONE 3258 C
RGB 76 / 193 / 183
CMYK 64 / 0 / 34 / 0
HEX #4CC1B7

Plum 900 (Secondary)

PANTONE 276 C
RGB 51 / 49 / 63
CMYK 76 / 72 / 51 / 51
HEX #33313F

Colour Combinations.

These colour combinations are designed to balance clarity, depth, and energy across the Isolocity interface. Each palette pairs grounded, professional tones with brighter accents to create visual hierarchy and intuitive interactions.

The deeper hues establish a foundation of trust and stability, while lighter neutrals provide space and readability. The most vibrant tones are reserved for call-to-actions, highlights, and success states, ensuring key moments stand out with clarity and purpose.

Together, these combinations create contrast-driven harmony that feels both confident and approachable in digital and print applications.

2 Colour



3 Colour



4 Colour



Primary Fonts.

Isolocity’s typography is built to feel clear, modern, and trustworthy. Two sans serif fonts are paired to achieve this balance, one for display and one for body text. The display font features subtle, distinctive details that give the brand a recognizable character, while the body font is highly legible and precise, ensuring clarity across digital and print applications.

Together, they create a look that feels both contemporary and established.

Display Headlines
Host Grotesk Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()[]+

Headlines & Subheads
Host Grotesk Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()[]+

Body Text
Figtree Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()[]+

In-use Typography.

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Book a Demo

See Isolocity in action for your industry

Book a personalized demo to see exactly how Isolocity fits your workflows and

Newsletter

Smarter compliance

 johndoe@gmail.com

→

Authentic Industry Photography.

Photography helps communicate who Isolocity is and reinforces credibility in the industries it serves. Images should feel real, professional quality, and representative of the people and environments that rely on the platform every day.

Each photo should show real work, proper safety gear, and environments. The goal is to show professionals in action, not overly staged or generic stock imagery.

Do:

- ✓ Real environments and natural lighting
- ✓ Industry-accurate settings and PPE
- ✓ Candid, unposed subjects shown naturally in action, not looking directly at the camera
- ✓ Include technology like tablets or devices when it authentically supports the scene or highlights digital workflows



Photography To Avoid.

When choosing stock photography or briefing in a photographer for custom photos, avoid the following pitfalls.

Don't

- ✗ Subjects posed, looking directly at the camera, or pointing
- ✗ Obvious generative AI imagery (choose real photography wherever possible)
- ✗ Images showing app screens that are NOT the Isolocity app (current app)
- ✗ Text and graphic overlays on images



Isolocity Angle.

Isolocity Angle

The Isolocity Angle is derived from the sharp slice angle present on the “L” in the logo. This distinctive element represents precision and slicing time from out-dated and time consuming processes.

The remaining shape created a distinctive element that can be applied in designs to create interest and visually recognizable elements.

The Isolocity Angle may be used in either left facing or right facing orientation.

Shape Corner Radius

To maintain consistency with the rounded icons in the brand guidelines, the Isolocity angle should be used in it's rounded format. ALWAYS use the supplied .svg files or Figma component for rounding to ensure the radius is consistent across different size usages.

