

# DESIGN AND BRAND GUIDELINES



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# DESIGN AND BRAND GUIDELINES



Corporate Brand Guidelines

Version: v1.1 // 31.10.2016

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Introduction

# INTRODUCTION

# THE DESIGN GUIDELINES

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## THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent **LinkResearchTools GmbH** corporate identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect **LinkResearchTools** commitment to quality, consistency and style.

The **LinkResearchTools** brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the **LinkResearchTools** name and marks.

The Logo Introduction  
Clearspace and computation  
The Logo Application  
The Logo Size

# PRODUCT LOGO

## LOGO INTRODUCTION

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination

of the the symbol itself and our company name. They have a fixed relationship that should never be changed in any way.

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## THE FULL LOGOTYPE

The **LinkResearchTools** Masterbrand or Product Logo comprises two elements, the logo symbol and logo type. The Logo Symbol is a powerful image evoking the culture of link building services - the connection between the strength of communication and the different points that influence.

It has a particular relationship with the **LinkResearchTools** name.

The Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further modified by

changing the size and the position of the “i” dot.

The typeface is Dosis ExtraBold and has also been chosen to compliment and balance perfectly with the logo symbol.

The corporate logo is presented through the use of colour as well as shape and form. The two corporate colours for **LinkResearchTools** are the “Linkatana“ Blue and “Google Dark“ Grey. It is a fresh and appealing blend of colours chosen for their strong combination - modern - classic - timeless.

The Colours have been selected according to international standards as shown below and are easily implemented.

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## THE LOGOTYPE

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### 1) The Logo Symbol

Consists of a powerful element evoking the culture of link building services.

### 2) The Logo Title

The Logo Type has been carefully chosen for its modern and yet refined, highly legible style. The font that is used here is Dosis ExtraBold + Dosis Medium.

### 1) The main Logo

The main logo is the colorful dot logo used on white background. For a colorful background you will find an alternative below.

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## LOGO ON A WHITE BACKGROUND

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3

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## LOGO ON A COLORFUL BACKGROUND

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4

### 3) The Logo Dark Version

will be used when the background color is white colored.

### 4) The Logo Light Version

will be used when the background color is dark colored.

### Recommended formats are:

.eps | .ai | .png | .jpg | .tiff

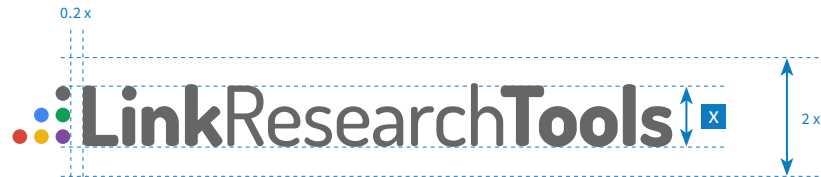
### Attention:

Use of any stylized, animated, hand drawn or other versions of a inofficial logo is not permitted. This undermines the logo system and brand consistency.

## LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can

be positioned in relation to the mark of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.



### CLEARSPACE

Full Logo

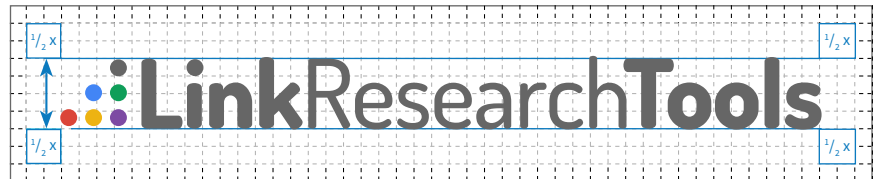
#### Definition

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

#### Computation

-

To work out the clearspace take the height of the logo and divide it in half.  
(Clearspace = Height / 2).





## MINIMUM LOGO SIZES, MOUSE HOVERING

### MINIMUM LOGO SIZES

#### Full Logo

Minimum Size: 20mm x 3.67 mm



LinkResearchTools

40 mm



LinkResearchTools

30 mm

#### Logo Symbol

Minimum Size: 5 mm x 5 mm



### MOUSE HOVER

#### Original Logo

Mouse-overing effect is not used for the **LinkResearchTools** brand in any case



LinkResearchTools

#### Mouse-overed Logo

Stays the same as the original logo



LinkResearchTools

The Corporate Fonts  
Primary Font  
Secondary Font  
Font Hierarchy

# CORPORATE TYPOGRAPHY

## THE CORPORATE FONTS AND TYPOGRAPHY

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### THE CORPORATE TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all **LinkResearchTools** communications. We have selected Dosis

and Open Sans Fonts, which helps inject energy and enthusiasm into the entire **LinkResearchTools** communications, as the primary and secondary corporate typefaces.

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# PRIMARY CORPORATE FONT

## PRIMARY TITLE FONT DOSIS BOLD

DESIGNER :  
EDGAR TOLENTINO &  
PABLO IMPALLARI

### THE FONT

Dosis is a very simple, rounded, sans serif family.

The lighter weights are minimalist. The bolder weights have more personality.

The bold weight is nice and balanced.

The overall result is a family that's clean and modern, and can express a wide range of voices & feelings.

It comes in 7 incremental weights:  
ExtraLight, Light, Book, Medium,  
Semibold, Bold & ExtraBold.

### TYPE EXAMPLES DOSIS MEDIUM

# DOSIS BOLD

**Bold**

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z

**Medium**

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z

**Figures**

0 1 2 3 4 5 6 7 8 9 0

**Special  
Characters**

! “ § \$ % & / ( ) = ? ` ; :  
i “ ¶ ¢ [ ] | { } ≠ ¿ ‘  
« ∑ € ® † Ω “ / ø π • ± ‘  
æ œ @ Δ ° ª © f ð , å ¥ ≈ ç  
√ ~ μ ∞ … – ≤ < > ≥ ~ › ‹ ◊

## BODY TEXT FONT

### BODY TEXT FONT SOURCE SANS PRO

DESIGNER :  
PAUL D. HUNT

-

#### THE FONT

Source Sans Pro is a sans serif typeface created by Paul D. Hunt for Adobe Systems. It is the first open source font family from Adobe, distributed under the SIL Open Font License.

The typeface is inspired by the forms of the American Type Founders' gothics by Morris Fuller Benton with both a larger x-height and character width. It is available in six weights (Regular, ExtraLight, Light, Semibold, Bold, Black) in upright and italic styles.

#### TYPE EXAMPLES MONTSERRAT

# Source Sans Pro

Bold

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
*a b c d e f g h i j k l m*  
*n o p q r s t u v w x y z*

Regular

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
*a b c d e f g h i j k l m*  
*n o p q r s t u v w x y z*

Figures

0 1 2 3 4 5 6 7 8 9 0

Special  
Characters

! " § \$ % & / ( ) = ? ` ; :  
i “ ¶ ¢ [ ] | { } ≠ ¿ ‘  
« ∑ € ® † Ω “ / ø π • ± ‘  
æ œ @ Δ ° ª © f ð , å ¥ ≈ ç  
√ ~ μ ∞ … - ≤ < > ≥ ~ › ‹ ◊

# TYPOGRAPHY AND TEXT HIERARCHY

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Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key

information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for **LinkResearchTools** layouts.

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## CONTEXT TEXT AND INNER HEADLINES

Caption Text

LinkResearchTools TYPO

-

Source Sans Pro Regular  
8 pt Type / 11 pt Leading

Copy Text

LinkResearchTools TYPO

-

Source Sans Pro Regular  
14 pt Type / 17 pt Leading

Headlines  
Copytext

**LinkResearchTools Typo**

-

Source Sans Pro Bold  
14pt Type / 17 pt Leading

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## HEADLINES AND TYPOBREAKS

Sublines  
Sections

**LINKRESEARCHTOOLS Typo**

-

Dosis Bold  
16pt Type / 20pt Leading

Big Headlines  
and Title

**LinkResearchTools**

-

DosisBold  
30pt Type / 30 pt Leading

---

# LINKRESEARCHTOOLS COLOR SYSTEM

## THE PRIMARY COLOR SYSTEM AND COLOR CODES

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### THE COLOR SYSTEM

Color plays an important role in the **LinkResearchTools** corporate identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the “One Voice” color scheme. Consistent use of these colors will contribute to the

cohesive and harmonious look of the **LinkResearchTools** brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

## LINKRESEARCHTOOLS COLOR SYSTEM

-

### Explanation:

The main color of **LinkResearchTools** is: “Linkatana” Blue. This color has become a recognizable identifier for this product. The other primary colors are Impactana “Buzz” Blue & “Google Dark” Grey, which is also used as the text color.

### Usage:

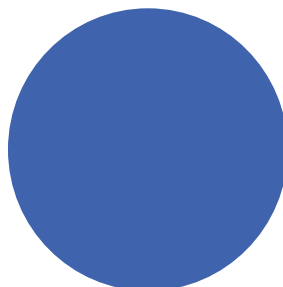
Use them as the dominant colors for all internal and external visual presentations of the company.



### “LINKATANA” BLUE

-

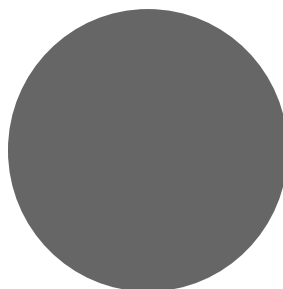
CMYK : C082 M039 Y000 K000  
 RGB : R066 G133 B244  
 Web : #4285F4



### “BUZZ” BLUE

-

CMYK : C081 M060 Y000 K000  
 RGB : R063 G099 B173  
 Web : #3F63AD



### “GOOGLE DARK” GREY

-

CMYK : C000 M000 Y000 K065  
 RGB : R102 G102 B102  
 Web : #666666

# THE SECONDARY COLOR SYSTEM AND COLOR CODES

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## SECONDARY COLOR SYSTEM

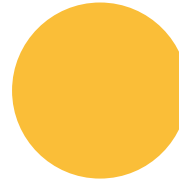
-

### Explanation:

The Secondary colors are complementary to our official colors, but are not recognizable identifiers for **LinkResearchTools** company. Secondary colors should be used sparingly, that is, in less than 10 percent of the palette in one piece.

### Usage:

Use them to accent and support the primary color palette.



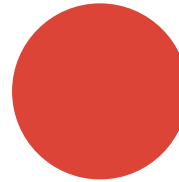
### “IMPACTANA” YELLOW

CMYK : C007 M031 Y094 K000  
 RGB : R238 G178 B017  
 Web : #EEB211



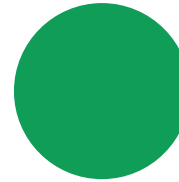
### “LINKATANA” BLUE

CMYK : C082 M039 Y000 K000  
 RGB : R066 G133 B244  
 Web : #4285F4



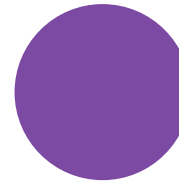
### “COMPETITIVE” RED

CMYK : C000 M086 Y058 K000  
 RGB : R219 G068 B055  
 Web : #DB4437



### “DETOX” GREEN

CMYK : C070 M000 Y100 K009  
 RGB : R015 G157 B088  
 Web : #0F9D58



### “PROSPECTING” PURPLE

CMYK : C064 M078 Y000 K000  
 RGB : R125 G074 B163  
 Web : #7C49A3

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**COLORS ARE**  
ONE OF THE MOST  
IMPORTANT THINGS  
TO **TRANSFER A BRAND**  
TO THE CUSTOMERS.

# PRODUCT ICONOGRAPHY

## LINKRESEARCHTOOLS CORPORATE ICONOGRAPHY

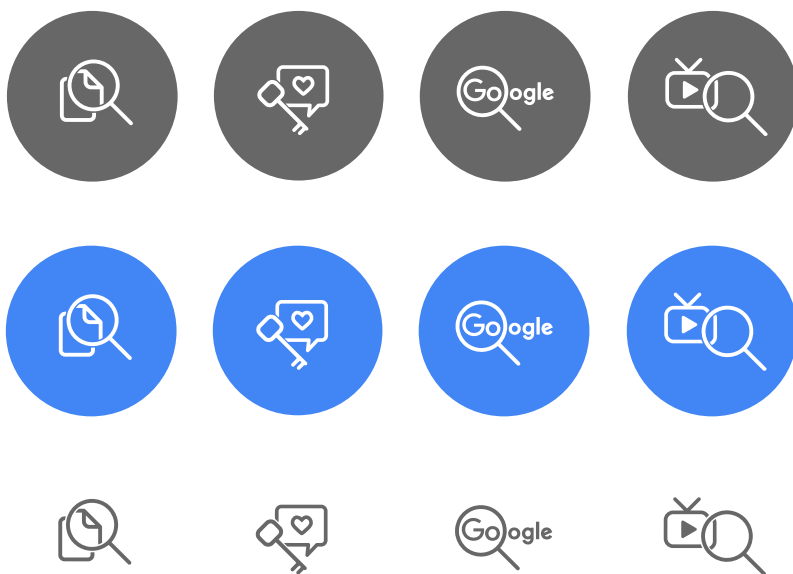
---

### THE ICONOGRAPHY SYSTEM

An icon is a pictogram displayed on a screen or print layout in order to help the user navigate through the content in a easier way. The icon itself is a small picture or symbol serving as a

quick, “intuitive” representation of a software tool, function or a data file.

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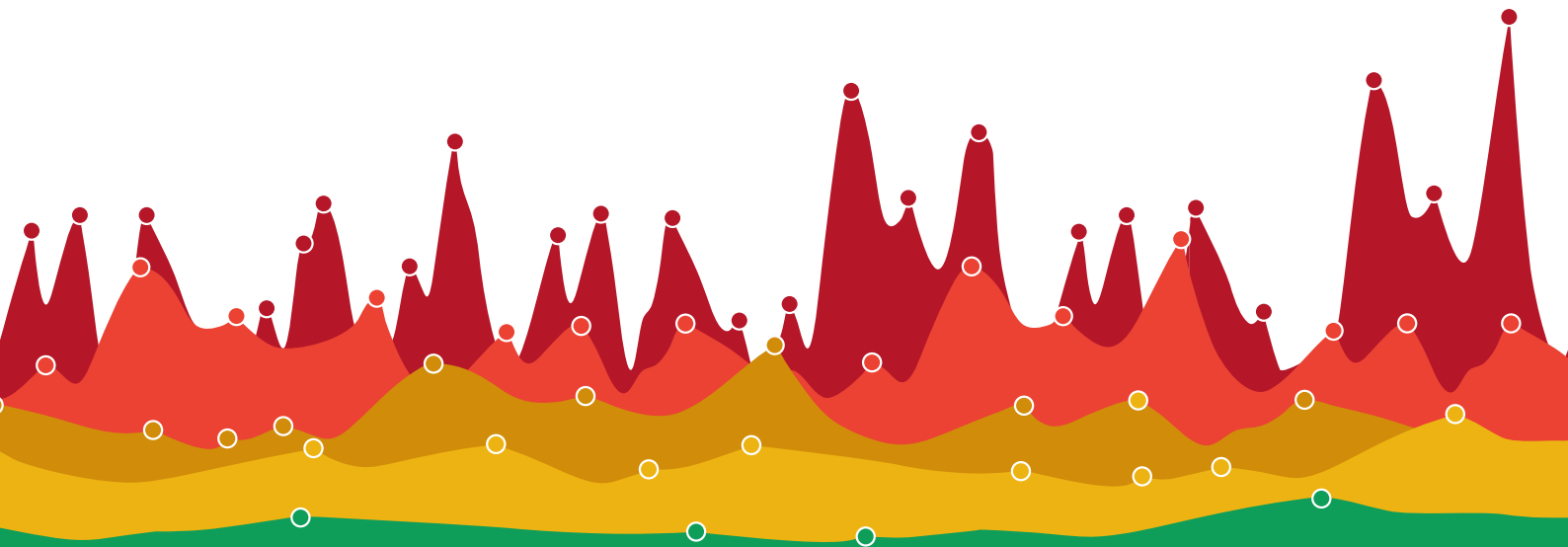


## EXAMPLES FOR THE ICONOGRAPHY SYSTEM

-

### How to:

- monoline stroke only
- upscale only proportional



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E-mail: [helpdesk@linkresearchtools.com](mailto:helpdesk@linkresearchtools.com)  
Websites: [www.linkdetox.com](http://www.linkdetox.com)



## THE LOGOTYPE



### 1) The general Logo

The main logo is the green dots logo used on white background. For a colorful background you will find an alternative below.

### 1) The Logo Symbol

Consists of a powerful element evoking the culture of link audit services.

### 2) The Logo Title

The Logo Type has been carefully chosen for its modern and yet refined, highly legible style. The font that is used here is Dosis ExtraBold.

## LOGO ON A WHITE BACKGROUND

3

## LOGO ON A DARK BACKGROUND

4

### 3) The Logo Dark Version

will be used when the background color is white colored.

### 4) The Logo Light Version

will be used when the background color is green colored.

### Recommended formats are:

.eps | .ai | .png | .jpg | .tiff

### Attention:

Use of any stylized, animated, hand drawn or other versions of a inofficial logo is not permitted. This undermines the logo system and brand consistency.

## LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can

be positioned in relation to the mark. of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.



### CLEARSPACE

Full Logo

#### Definition

-  
Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

#### Computation

-

To work out the clearspace take the height of the logo and divide it in half.  
(Clearspace = Height / 2).



## MINIMUM LOGO SIZES, MOUSE HOVERING

### MINIMUM LOGO SIZES

#### Full Logo

Minimum Size: 20mm x 3.67 mm



Link Detox

40 mm



Link Detox

30 mm

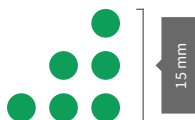


Link Detox

20 mm

#### Logo Symbol

Minimum Size: 5 mm x 5 mm



### MOUSE HOVER

#### Original Logo

Mouse-overing effect is used on the Link Detox website in the Top Menu



Link Detox

#### Mouse-overed Logo

Mouse-overed Logo with our Brand Color Palette



Link Detox

# LINK DETOX COLOR SYSTEM

## THE PRIMARY COLOR SYSTEM AND COLOR CODES

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### THE COLOR SYSTEM

Color plays an important role in the Link Detox corporate identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the “One Voice” color scheme. Consistent use of

these colors will contribute to the cohesive and harmonious look of the Link Detox brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

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## LINK DETOX COLOR SYSTEM

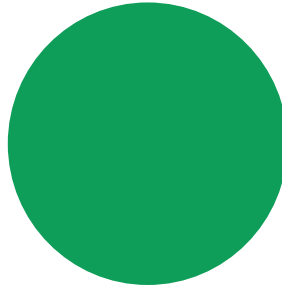
-

**Explanation:**

Link Detox's main color is: "Detox" Green. This color has become a recognizable identifier for this product. The other primary colors for Link Detox are "Competitive" Red & "Google Dark" Grey, which is also used as the text color.

**Usage:**

Use them as the dominant colors for all internal and external visual presentations of the company.

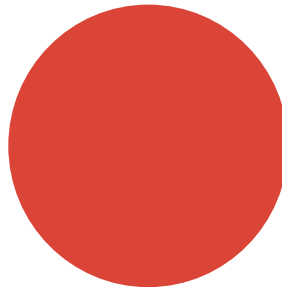
**"DETOX" GREEN**

-

**COLOR CODES**

CMYK : C070 M000 Y100 K009  
 RGB : R015 G157 B088  
 Web : #0F9D58

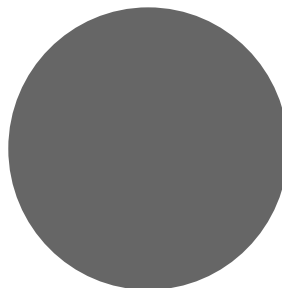
---

**"COMPETITIVE" RED**

-

CMYK : C000 M086 Y058 K000  
 RGB : R219 G068 B055  
 Web : #DB4437

---

**"GOOGLE DARK" GREY**

-

**COLOR CODES**

CMYK : C000 M000 Y000 K065  
 RGB : R102 G102 B102  
 Web : #666666

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# PRODUCT ICONOGRAPHY

## LINK DETOX CORPORATE ICONOGRAPHY

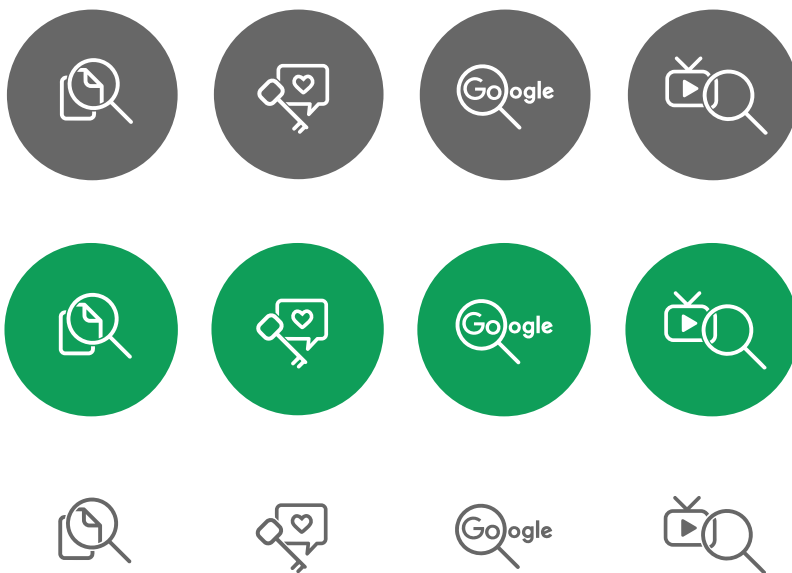
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### THE ICONOGRAPHY SYSTEM

An icon is a pictogram displayed on a screen or print layout in order to help the user navigate through the content in a easier

way. The icon itself is a small picture or symbol serving as a quick, “intuitive” representation of a software tool, function or a data file.

---



## EXAMPLES FOR THE ICONOGRAPHY SYSTEM

-

### How to:

- monoline stroke only
- upscale only proportional



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#### Online

E-mail: [hello@impactana.com](mailto:hello@impactana.com)  
Websites: [www.impactana.com](http://www.impactana.com)



## THE LOGOTYPE



### 1) The general Logo

The main logo is the dark yellow-grey logo used on white background. For a colorful background (only yellow) you will find an alternative below.

### 1) The Logo Symbol

Consists of a powerful element evoking the culture of link building services.

### 2) The Logo Title

The Logo Type has been carefully chosen for its modern and yet refined, highly legible style. The font that is used here is Dosis ExtraBold.

## LOGO ON WHITE BACKGROUND



3

## LOGO ON BLACK BACKGROUND



4

### 3) The Logo Dark Version

will be used when the background color is white colored.

### 4) The Logo Light Version

will be used when the background color is yellow colored.

### Recommended formats are:

.eps | .ai | .png | .jpg | .tiff

### Attention:

Use of any stylized, animated, hand drawn or other versions of a inofficial logo is not permitted. This undermines the logo system and brand consistency.

## LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can

be positioned in relation to the mark. of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.



### CLEARSPACE

Full Logo

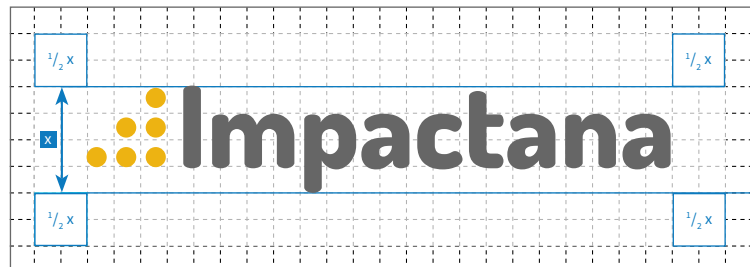
#### Definition

- Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

#### Computation

-

To work out the clearspace take the height of the logo and divide it in half.  
(Clearspace = Height / 2).



## MINIMUM LOGO SIZES, MOUSE HOVERING

### MINIMUM LOGO SIZES

#### Full Logo

Minimum Size: 20mm x 3.67 mm



#### Logo Symbol

Minimum Size: 5 mm x 5 mm



### MOUSE HOVER

#### Original Logo

Mouse-overing effect is used on the Impactana website in the Top Menu

#### Mouse-overed Logo

Mouse-overed Logo with our Brand Color Palette



# IMPACTANA COLOR SYSTEM

## THE PRIMARY COLOR SYSTEM AND COLOR CODES

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### THE COLOR SYSTEM

Color plays an important role in the Impactana corporate identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the “One Voice” color scheme. Consistent use of

these colors will contribute to the cohesive and harmonious look of the Impactana brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.



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## IMPACTANA COLOR SYSTEM

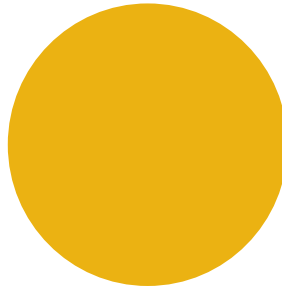
-

**Explanation:**

Impactana's main color is: Impactana "Mango" Yellow. This color has become a recognizable identifier for this product. The other primary colors for Impactana are Impactana "Buzz" Blue & "Google Dark" Grey, which is also used as the text color.

**Usage:**

Use them as the dominant colors for all internal and external visual presentations of the company.

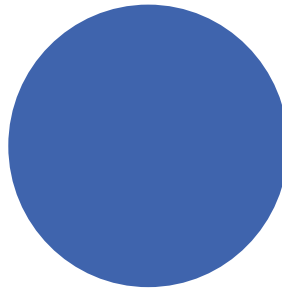
**"MANGO" YELLOW**

-

**COLOR CODES**

CMYK : C007 M031 Y094 K000  
 RGB : R238 G178 B017  
 Web : #EEB211

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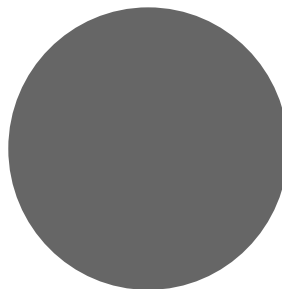
**"BUZZ" BLUE**

-

**COLOR CODES**

CMYK : C081 M060 Y000 K000  
 RGB : R063 G099 B173  
 Web : #3F63AD

---

**"GOOGLE DARK" GREY**

-

**COLOR CODES**

CMYK : C000 M000 Y000 K065  
 RGB : R102 G102 B102  
 Web : #666666

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# PRODUCT ICONOGRAPHY

## IMPACTANA CORPORATE ICONOGRAPHY

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### THE ICONOGRAPHY SYSTEM

An icon is a pictogram displayed on a screen or print layout in order to help the user navigate through the content in a easier

way. The icon itself is a small picture or symbol serving as a quick, “intuitive” representation of a software tool, function or a data file.

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## EXAMPLES FOR THE ICONOGRAPHY SYSTEM

-

### How to:

- monoline stroke only
- upscale only proportional

