



Informatica Logo Guidelines

May 2024

Version 1.1



Table of Contents

The Informatica Logo	2
Logo Components	3
Logo Clear Space and Minimum Size	4
Logo Background Colors	5
Logo Don'ts	6
Logo Background Don'ts	7
Program Lockups	8
Partner Lockups: Horizontal	9
Partner Lockups: Vertical	10
Logomark Usage	11
Logo Color Palette	12
Resources	13

Informatica Logo Guidelines

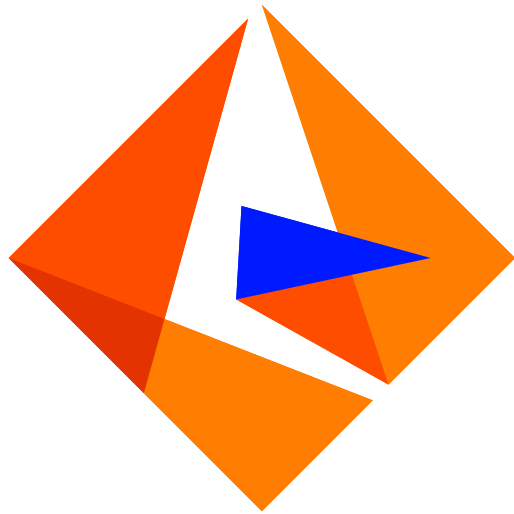
Informatica Logo

The Informatica logo is a distinctive representation of our company, our people and our brand to the world. It is a valuable corporate asset that helps us to maintain brand equity and is designed to work across all media. You must use it consistently in the proper, approved forms.

Our corporate logo was inspired by this message:

Intelligent Data Unfolds

Industries are transformed by intelligence. When a data-driven learning leads in a new direction. Not just once, but again and again. And, when new paths are uncovered – unknown opportunity becomes apparent and action is inspired by what’s possible. Driven by data toward the next intelligent innovation.



Informatica®

Logo Components

The Informatica logo is configured in a horizontal orientation to maximize impact in any application.



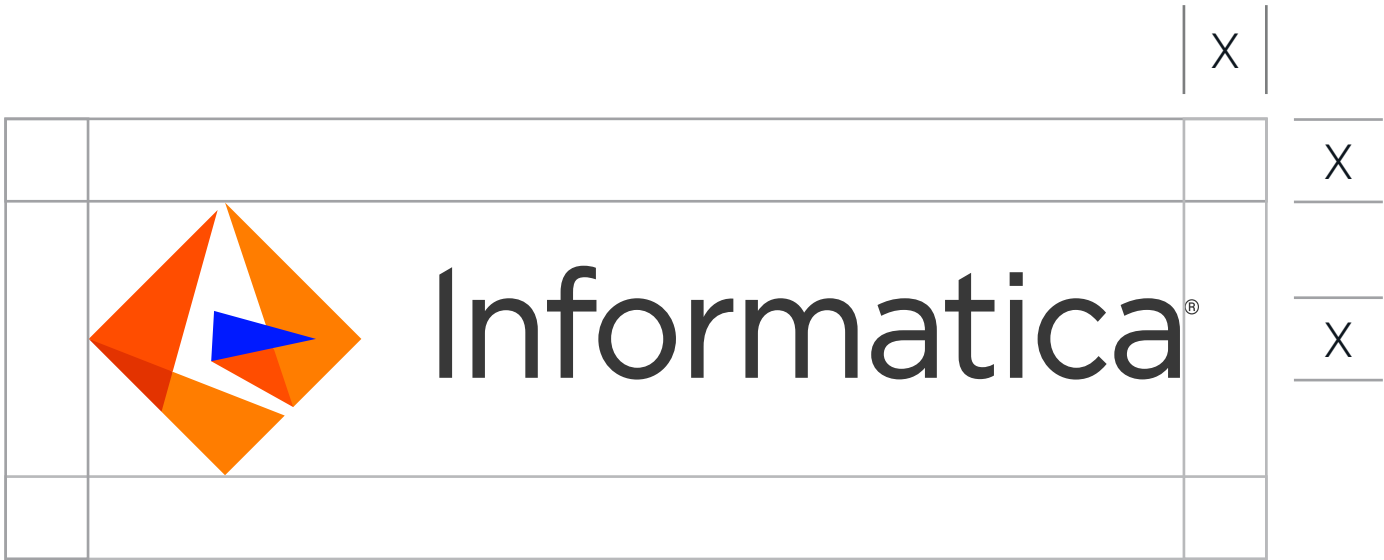
Logo Clear Space and Minimum Size

To preserve the integrity and visual impact of the Informatica logo, always maintain adequate clear space around it. The clear space around the logo is an integral part of its design, and ensures the logo can be seen quickly, uncluttered by other logos, symbols, artwork, or text.

Minimum Size

Logo minimum sizes for print and digital applications ensure legibility at the smallest allowable size.

Clear Space



X = Height of logotype “a”

Minimum Size



1.5 inches

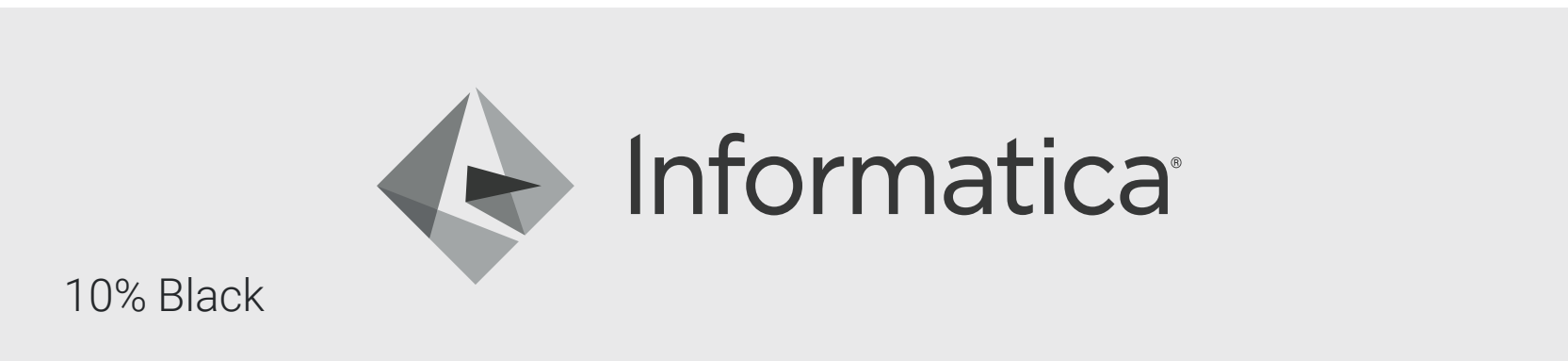
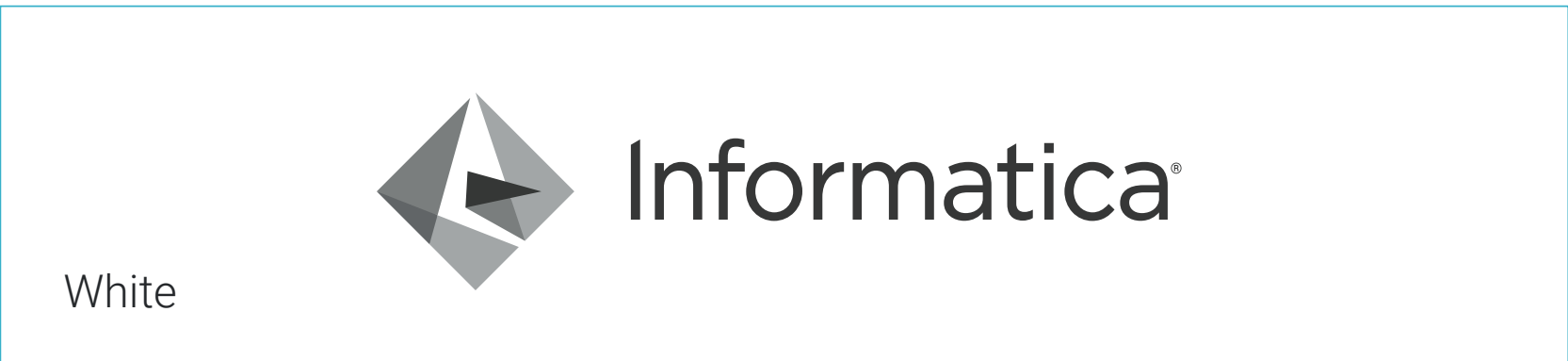
Informatica Logo Guidelines

Logo Background Colors

To ensure the integrity of the logo, you must use it on background colors that provide sufficient contrast.

- Use the positive logo on a background ranging from white to 10% black.
- Use the reverse logo on a background ranging from black to 85% black.
- Use a white background whenever possible.
- Use a grayscale background color that provides adequate contrast.

Positive



Reverse



Logo Don'ts

Informatica has approved logo assets in various formats that you should not alter. While these examples don't represent every possible logo infraction, they do cover common-use cases to avoid when protecting the integrity of the brand.

Do not attempt to re-create or adjust the logo mark or the logotype. If a unique situation arises, please contact the brand team for guidance at:
brand@informatica.com

These rules here apply to both the full-color and one-color logos.



✗ Don't outline the logo.



✗ Don't change the logo colors or the typeface.



✗ Don't change the proportions of the logo.



✗ Don't use the logo as a pattern.



✗ Don't add a stroke to the logo.



✗ Don't add drop shadows or other effects to the logo.



✗ Don't rotate, distort or skew the logo.



✗ Don't create your own logo lockups for your own initiatives or projects.



✗ Don't use the logo as a window for photography.



✗ Don't add transparency to the logo over a background.



✗ Don't use the wordmark by itself.

Logo Background Don'ts

To ensure the integrity of the logo, you must use it on background colors that provide sufficient contrast and visual clarity.

The rules here apply to the various versions of the logo in different settings.

Backgrounds to Avoid



✗ Don't use a background color that is used in the logo mark behind a full-color logo, normal or reversed versions.



✗ Don't use a background with insufficient contrast or that has equiluminance for white scale logos.



✗ Don't use Cool Gray 8 as background color for full-color logos behind a full-color logo, normal or reversed versions.



✗ Don't use a background color from the expanded color palette for full-color logos, normal or reversed versions.



✗ Don't use a background with insufficient contrast behind a full-color logo, normal or reversed versions.



✗ Don't use busy photography or a pattern background for any version of the logo.

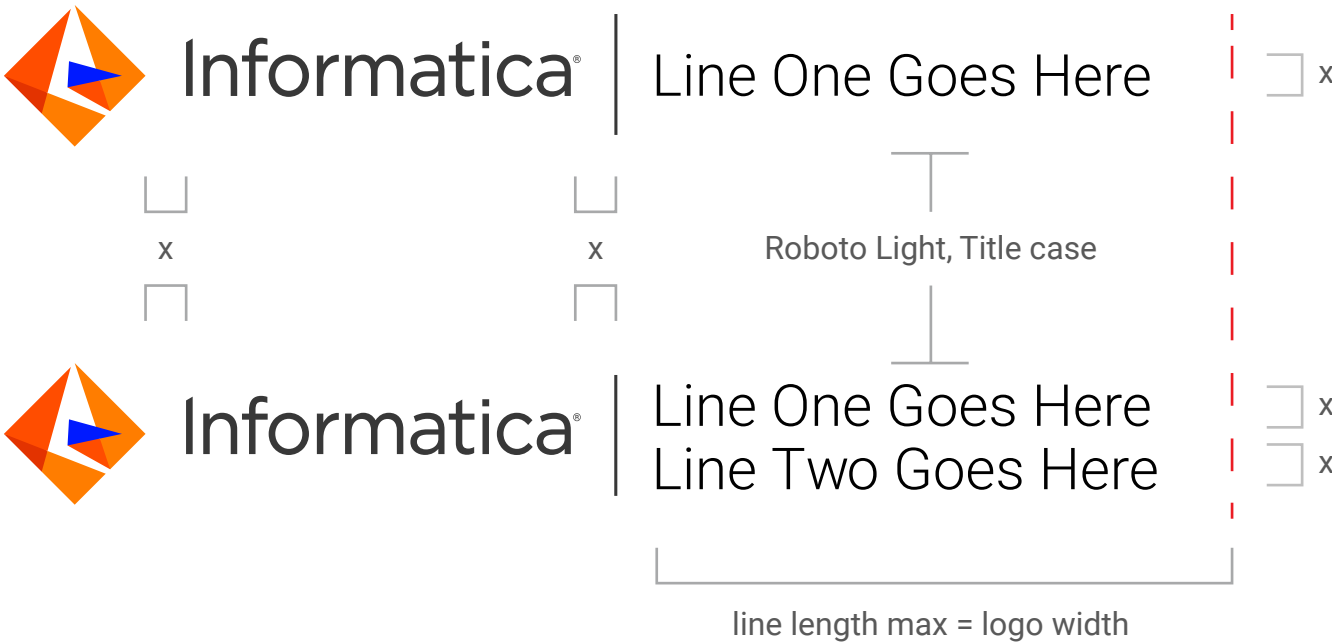
Program Lockups

To maintain the integrity of our brand, use the program lockup system consisting of the corporate logo and text for communicating partnerships, properties, resellers, distributors, and other alliances. This system replaces the need to create new or additional logo lockups.

Logo Lockup Requests

Do not create your own program lockups. Put in a Workfront request to obtain program lockup logos.

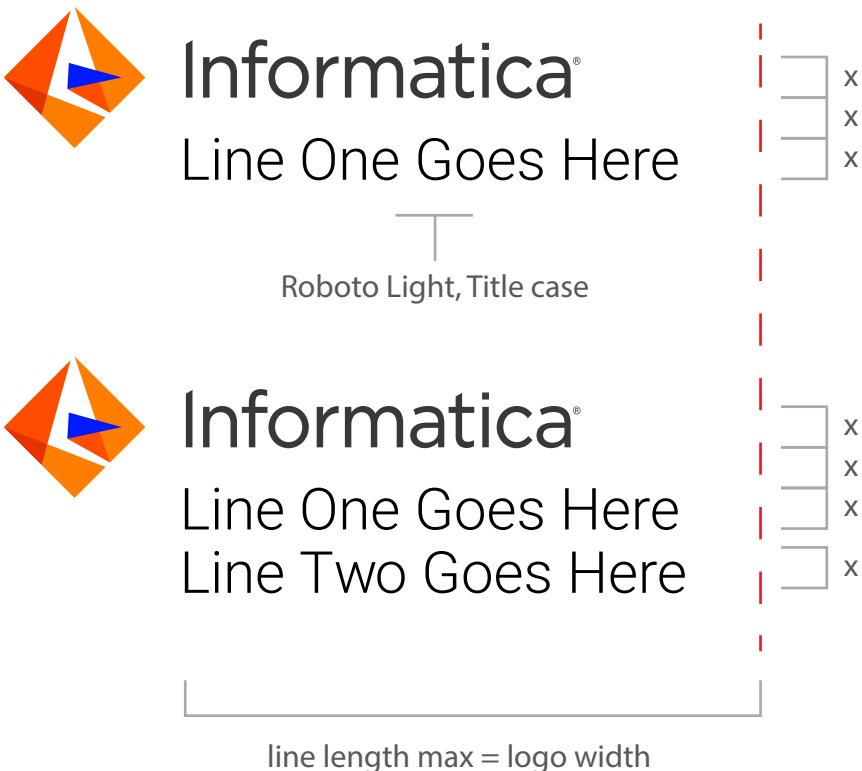
Horizontal Configurations (Preferred)



Horizontal Samples



Vertical Configurations



Vertical Samples



Partner Lockups: Horizontal

In third-party materials with logos set in horizontal lockups, follow our placement guidelines here to help determine proper usage of our logo in when partnering.

Size

In horizontal settings, our logo should be equal in vertical height to that of the partner logo(s).

Divider Line

The divider line between the Informatica and partner logos should be .5 line weight and use Pantone Black 6c.

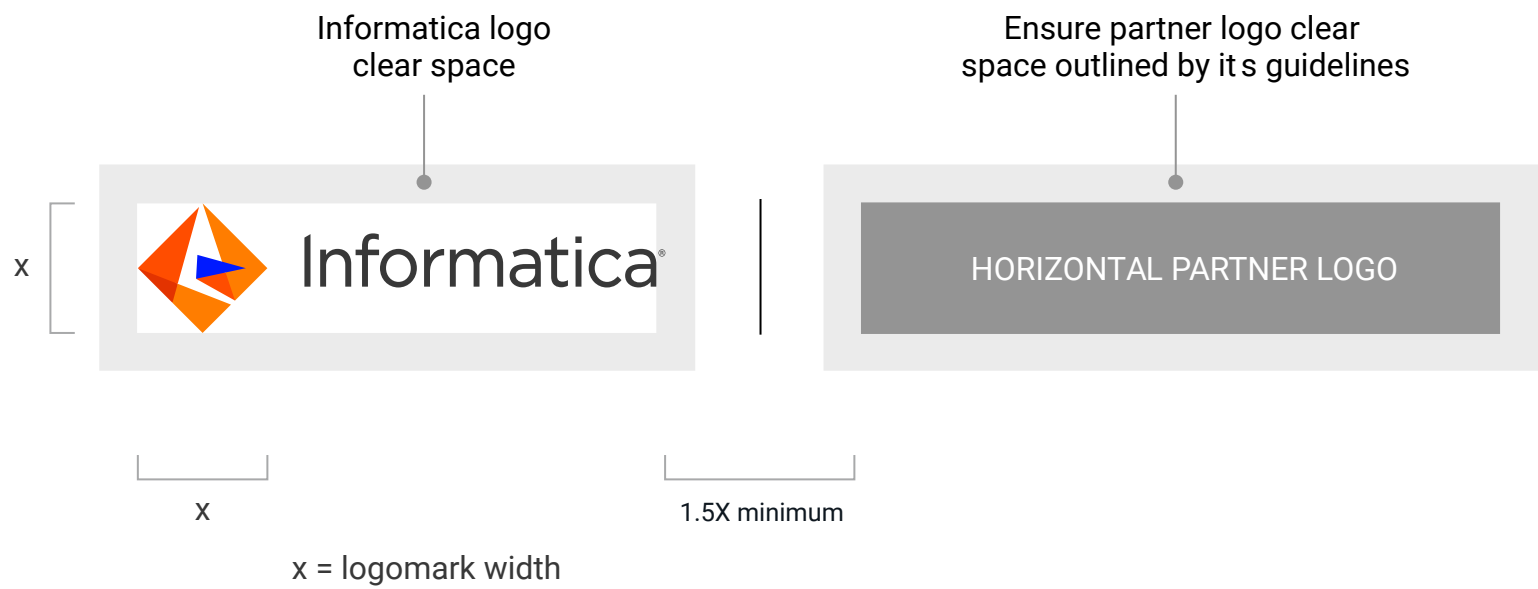
Clear Space

Ensure there is enough clear space around each logo. Use the Informatica logomark to determine the minimum clear space between logos.

Partner Brand Integrity

Ensure that the correct logo and clear space around the partner logo is also honored by their brand guidelines.

Horizontal Lockups: Informatica Leading

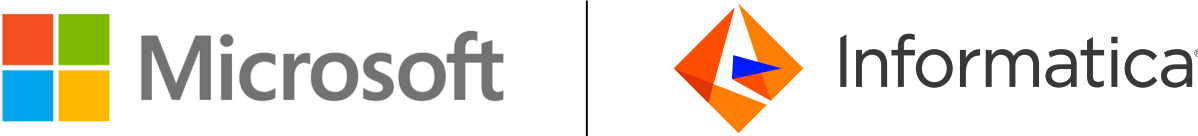


Sample Horizontal Lockups

When Informatica is the leading brand:



When partner brand is leading:



Partner Lockups: Vertical

In third-party materials with logos set in vertical lockups, follow our placement guidelines here to help determine proper usage of our logo in partnering situations.

Size

In vertical settings, our logo should be equal in horizontal width to that of the partner logo(s).

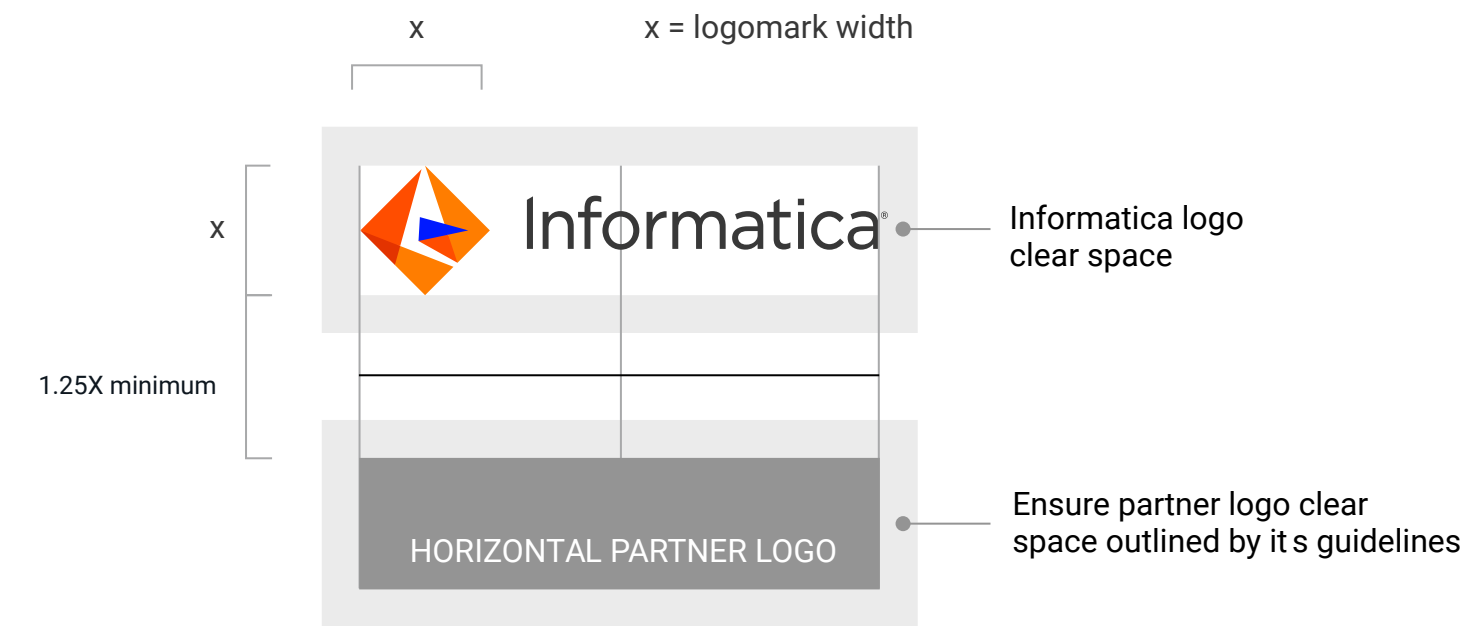
Clear Space

Ensure there is enough clear space around each logo. Use the Informatica logomark to determine the minimum clear space between logos.

Partner Brand Integrity

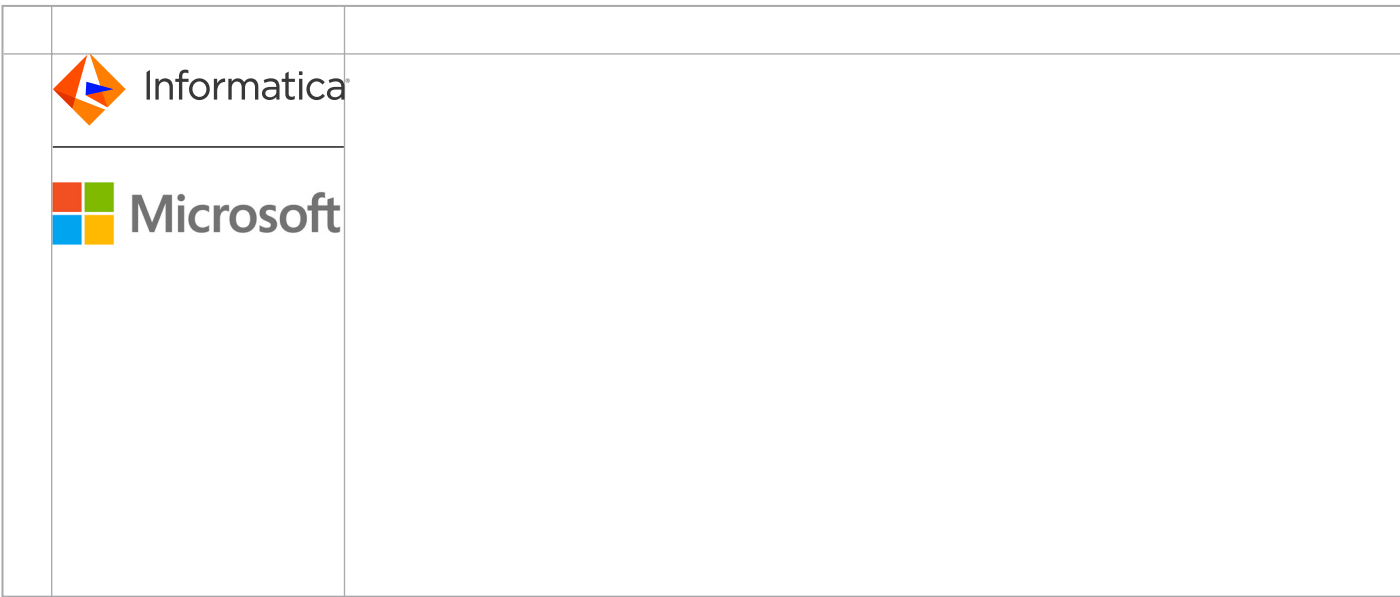
Ensure that the correct logo and clear space around the partner logo is also honored by their brand guidelines.

Vertical Lockups: Informatica Leading

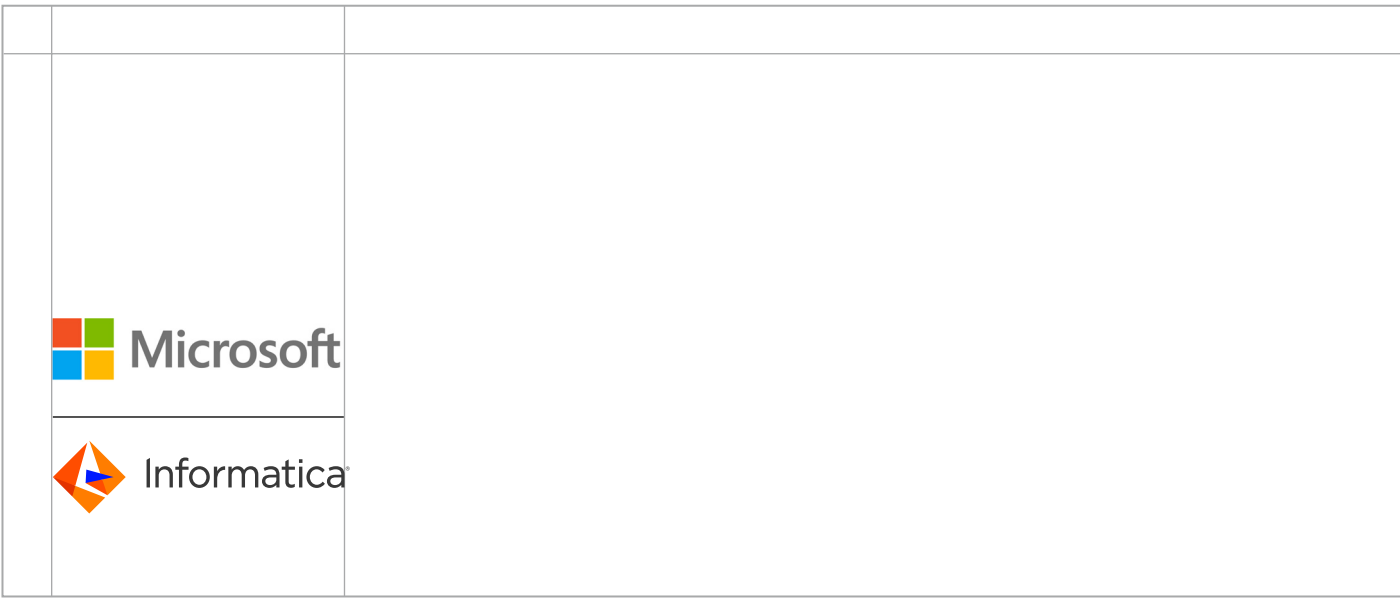


Sample Vertical Lockups

When Informatica is the leading brand:



When partner brand is leading:



Logomark Usage

In rare circumstances, such as a social media avatar, the logomark may be used instead of the full logo.

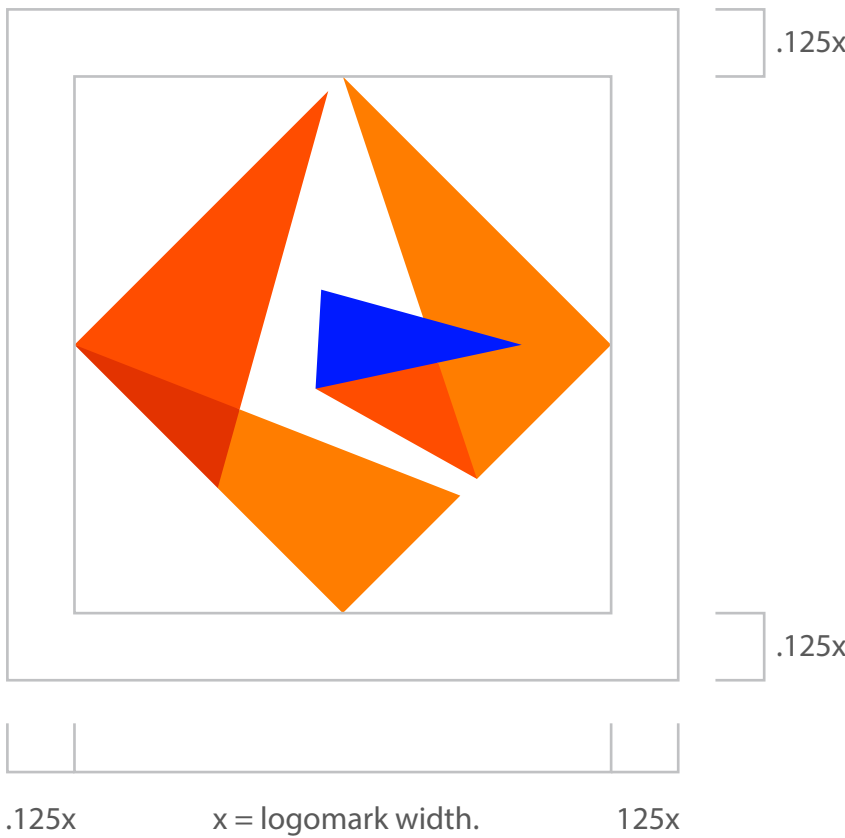
Use the logomark only in communications, apparel, etc. where the full logo has already been established.

Always use the logomark in its full form and never disassemble it.

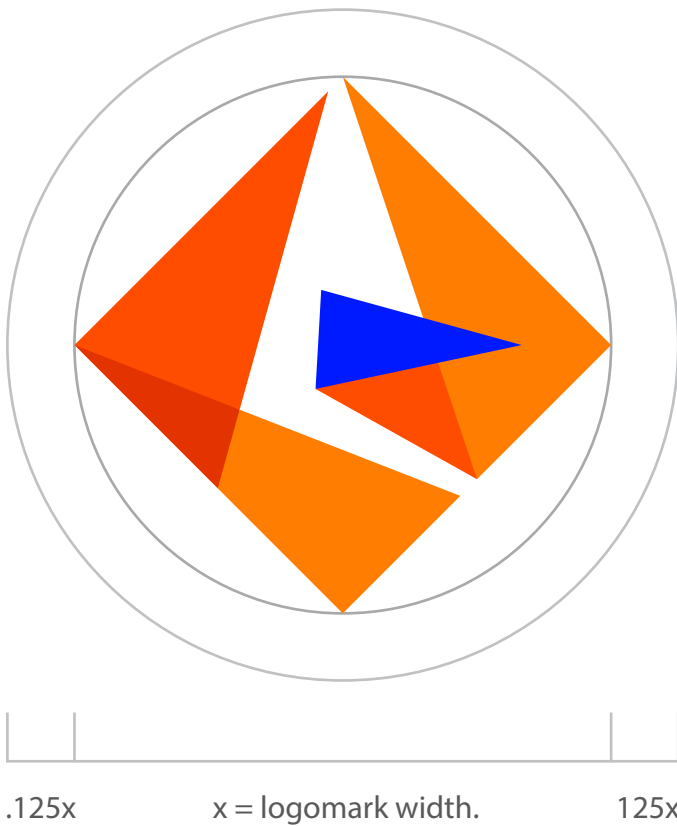
Always contact **Brand Approvals** before using the logomark by itself.

Logomark Clear Space

Linear

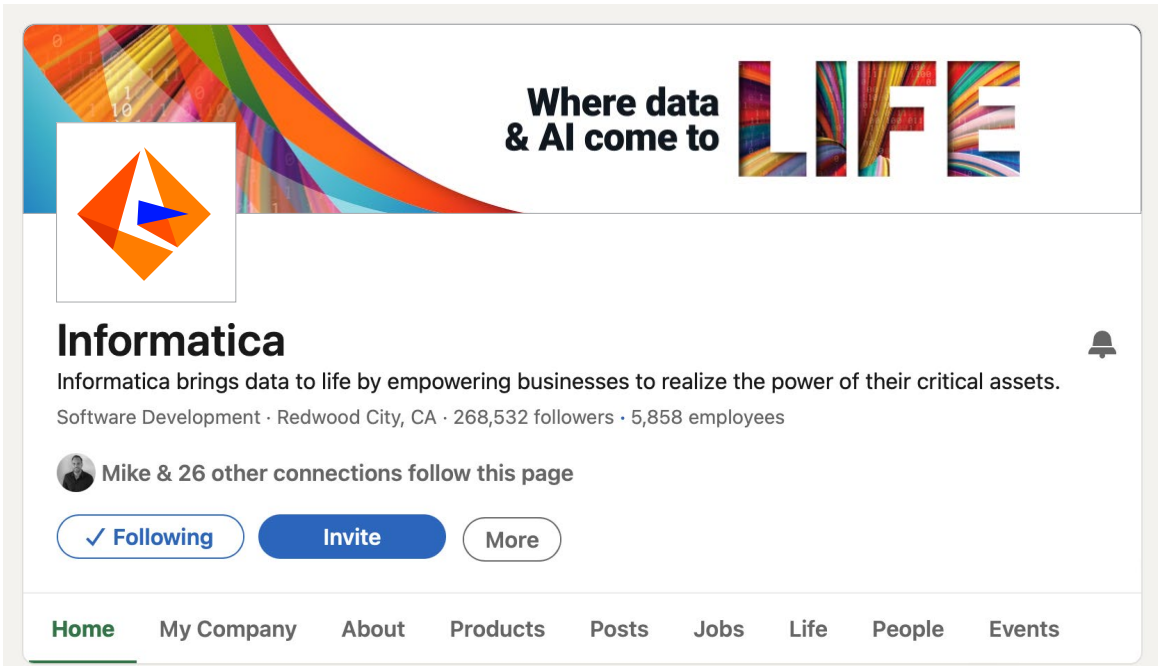


Radial

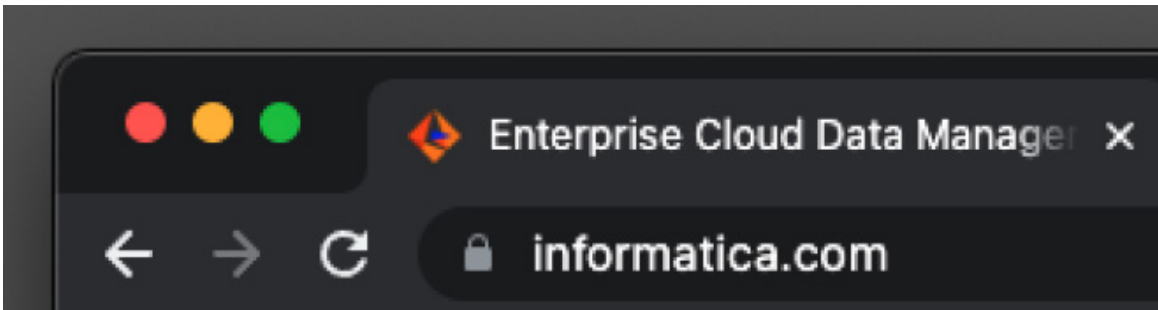


Usage Samples

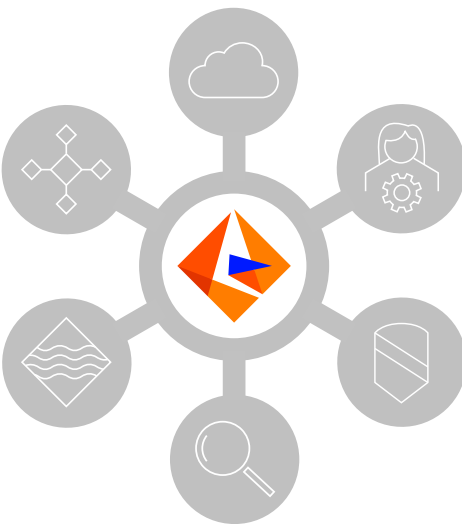
Social Media



Favicon

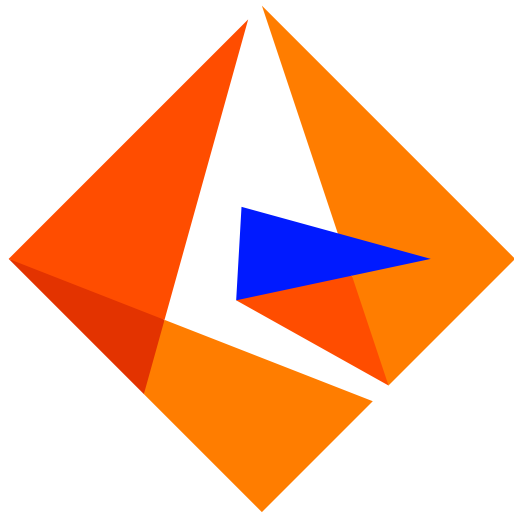


Infographics



Logo Color Palette

Color unifies the Informatica brand, creates continuity, and sets the right tone and proper mood for a brochure, website, social media, or any other communication piece.



Informatica®

Pantone: 1585c
CMYK: 0, 58, 93, 0
RGB: 255, 106, 19
Hex: #FF6A13

Pantone: 172c
CMYK: 0, 72, 91, 2
RGB: 250, 70, 22
Hex: #FA4616

Pantone: 1795c
CMYK: 0, 82, 77, 18
RGB: 210, 38, 48
Hex: #D22630

Pantone: 2728c
CMYK: 100, 62, 0, 27
RGB: 0, 71, 187
Hex: #0047BB

For use on print

Pantone: Black 6c
CMYK: 50, 25, 0, 87
RGB: 16, 24, 32
Hex: #101820

Pantone: Black
CMYK: 100, 100, 100, 100
RGB: 0, 0, 0
Hex: #000000

For use on digital

Informatica Logo Guidelines

Resources

For questions, please email us:

brand@informatica.com

For brand reviews, please email us at:

brand_approvals@informatica.com