Use it. Learn it. Love it.

Ingram Micro brand guidelines at a glance.

Our story.

For more than 40 years, our resources and insights have inspired our associates and partners to take technology to new levels of innovation and implementation.

Imagine. With Ingram Micro, your business will run better, grow faster and your team can do more for your customers.

We reach 80% of the world's population.

Global companies and the emerging leaders of tomorrow trust us with their brands.

We're the global leader in logistics, commerce enablement and device lifecycle management. We maximize value throughout the IT lifecycle.

We're the world's most powerful cloud commerce engine.

Our style.

One of our most valuable assets.

DOWNLOAD LOGO

Logo usage

Logo variations
Our primary logo is blue but white or black is also acceptable.

Scale and clear space
To maintain our logo's integrity, keep the surrounding area free of other elements.

Resizing
Always use the supplied artwork and avoid modifying or distorting our logo.

Registration mark
Always include the registration mark with the logo unless it's in signage.

To modify or not to modify?

INGRAM CLOUD

CLOUD

Do not
create your own variations of logo or logo modifiers. You must get permission from the global brand team.

Only a few
sub-businesses can customize the logo lockup of our global corporate brand, creating a distinct hierarchy.

CONTACT US

Our naming criteria.

There's no right or wrong naming process, but it's important to set parameters and objectives before starting. A naming brief helps do that. The brief narrows down names to consider and the message it should convey. If you need to name a program, business unit or tool, reach out to our global brand team to get started.

CONTACT US

Descriptive
Clearly describes what it relates to, requires no explanation.
E.g., E-Trade

Suggestive
Creatively alludes to the offering.
E.g., Twitter

Abstract
No apparent connection to what the business or service does. Requires explanation, time and effort to build meaning.*

*Typically, we avoid using abstract names.

Our name. Our identity.

Always use our full company name, Ingram Micro, in text. Refrain from using "IM" or "Ingram" without the "Micro" even in secondary references. Please do not use "IM" to create internal or external names.

Also never use ~~INGRAM~~ logo in place of text in a sentence, phrase or headline.

Ingram Micro record sales in 2020.
IM this record sales in 2020

Hits record sales in 2020.

Ingram Micro hits record sales in 2020.

Thinking outside the blue.

Our primary colors are blue, black and white. Any color can be used as a secondary color and/or background.

PANTONE 285 | BLACK | WHITE | SECONDARY COLORS

Fonts. Every detail counts.

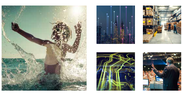
Fonts
Helvetica Neue and Meta Serif are our corporate fonts. Meta Serif is ideal for headlines and large "display" use. Helvetica Neue is best for text (Helvetica Neue Light with Bold for text requiring emphasis). Arial is another option if Helvetica Neue is not available. If both Helvetica Neue and Arial are unavailable for digital or web use, Roboto can be substituted if necessary.

Our voice sets us apart from the rest.

When we write and speak, we want you to feel like we're your business partner, someone you can depend on when facing business challenges or needing extra support to close a deal.

Someone you can lean on for guidance, encouragement, and expertise; someone who has a genuine interest in growing your business.

Making a brand connection with pictures.

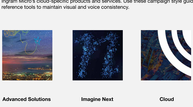


Images communicate instantly—well before we can read a headline, much less study text. That's why it's critical to find or create images that support our brand. Select images that show a connection between people, technology and action while being mindful of the fact that imagery of technology can become quickly outdated.

The images convey innovation, optimism and community.

Our global campaign style guides.

Sometimes, a more specific campaign may be used to communicate a business unit's or division's value. To that end, we have developed three global campaigns that may be used in these cases. Advanced Solutions are for our more-robust technologies, such as AI, data center, IoT, security and cloud-specific products and services. Cloud is for our cloud-specific products and services and we enable growth in ways partners haven't thought of yet. And finally, the Cloud campaign is for Ingram Micro's cloud-specific products and services. Use these campaign style guides as valuable reference tools to maintain visual and voice consistency.



Advanced Solutions
DOWNLOAD

Imagine Next
DOWNLOAD

Cloud
DOWNLOAD

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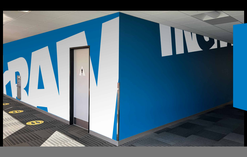
Applying our brand design.

All the designs are built solely around the Ingram Micro logo. We're not taking it apart, isolating letters or distorting it in any way, but allowing the frame or edges of the canvas or screen to crop.

Greatly enlarged logo sizes and unusual crops create interesting and somewhat abstract shapes and outlines, while still retaining the familiarity of the Ingram Micro logo.

The designated cropped areas show how we implement this design system. Do not create your own crops. Refer to the assets found here in Canto.



Social post example

Presentation/PPT example

Wall/mural example

App icon/Favicon example

Teams video background example

Questions?

If you have questions about how to use this guide or apply our brand standards, contact Evan Pidgeon (evan.pidgeon@ingrammicro.com) or Jason Williams (jason.williams@ingrammicro.com).

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