

# Intersect Members Kick-Start Kit

2024

INTERSECT



# Welcome

**As a valued Intersect Member, we want you to thrive.**

This Kick-Start Kit gives you all the tools and materials you need when attending or delivering events or creating other branded communications from Intersect.

You will be able to download these assets here:

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# The Intersect Logo

**The Intersect wordmark is our primary logo expression.**

Featuring NEXUS—our modified 'N'—repurposed as a graphic device. Our logo is both a distinct and recognizable brand asset that must be used with consistency.

The logo will be available in RGB (for digital purposes) and CMYK (for print purposes).



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WIDTH - 250px

Minimum size

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## Say it loud with your own badge!

The member badge is available in three different formats to give you flexibility of use.

These will be available in RGB (for digital purposes) and CMYK (for print purposes).

SAFE SPACE



LARGE  
MEMBER  
BADGE



MEMBER  
BADGE



GENERAL  
ICON





## How they lock up together

Lockups are available for branding content with the Intersect logo and any of the three member badges available.

These will be available in RGB (for digital purposes) and CMYK (for print purposes).

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## Typography

**Intersect typography gives character to our characters.**

We have chosen the Poppins typeface for both distinction and inclusivity—with readability a primary consideration for its selection. But it's also meant to be easy to use, so while our headlines must always be bold, they can be written in either title case or uppercase depending on the required context, i.e. social post headlines use uppercase, blog titles use title case.

Poppins will be available in the Kick-Start Kit.

**Ad**

**Headlines Poppins Bold**

**Subtitles / highlight copy Poppins Bold**

**Body copy Poppins Regular**

Smaller copy Poppins Light / Regular

## Colors

At Intersect, we use color with care.

Our primary palette—**Genie**, **Moon**, **Midnight**—should be used wherever possible.

In contrast, our secondary palette—**Raspberry Blush**, **Blazing Amber**, **Vanilla Sunset**—should be used to emphasize one or all of the primary palette.



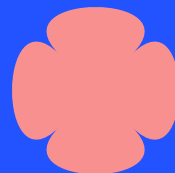
**Genie**  
HEX: 2353FF  
RGB: 35-83-255  
CMYK: 100-56-0-3  
Pantone: 300 CP



**Moon**  
HEX: F5F3EB  
RGB: 245-243-235  
CMYK: 10-7-5-0  
Pantone: Cool Gray 1 CP



**Midnight**  
HEX: 1D1D1B  
RGB: 29-29-27  
CMYK: 20-20-10-100



**Raspberry Blush**  
HEX: F8908F  
RGB: 248-144-143  
CMYK: 0-42-22-0  
Pantone: 4066 CP



**Blazing Amber**  
HEX: FD551F  
RGB: 253-85-31  
CMYK: 0-95-100-0  
Pantone: 48 C



**Vanilla Sunset**  
HEX: FEC104  
RGB: 254-193-4  
CMYK: 0-10-98-0  
Pantone: 116 CP

## Illustrations

**Intersect is full of color  
because life is full of color.**

Our illustrations use combinations of color and pattern to convey collaboration, teamwork, and inclusivity. While striking, they aren't just decorative elements.

When creating new alternatives, consider if they truly portray the sentiment of building better together, and if they're using color and graphic patterns consistent with these examples.



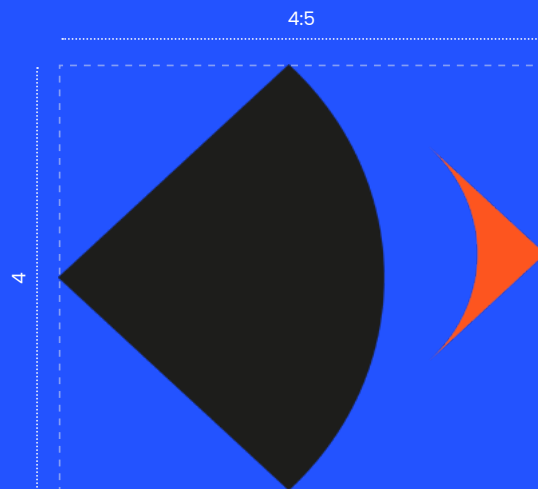
# Icons

**Intersect icons are designed to be iconic.**

Our icon set was created to stand out—so none should be applied without thought, selected for decoration, or used as a substitution for illustration.

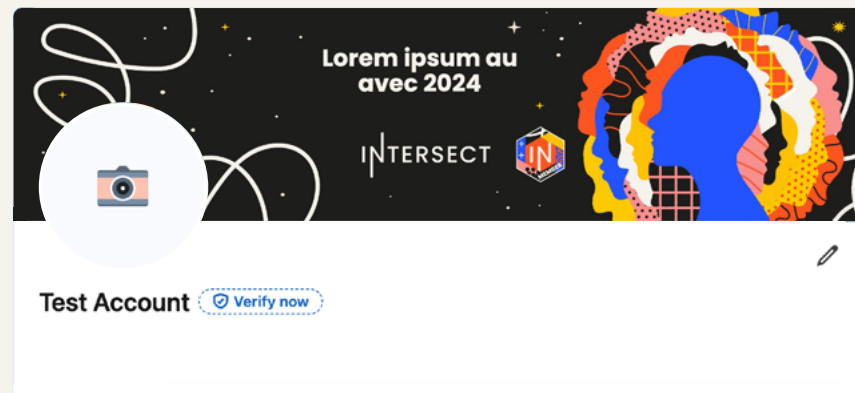
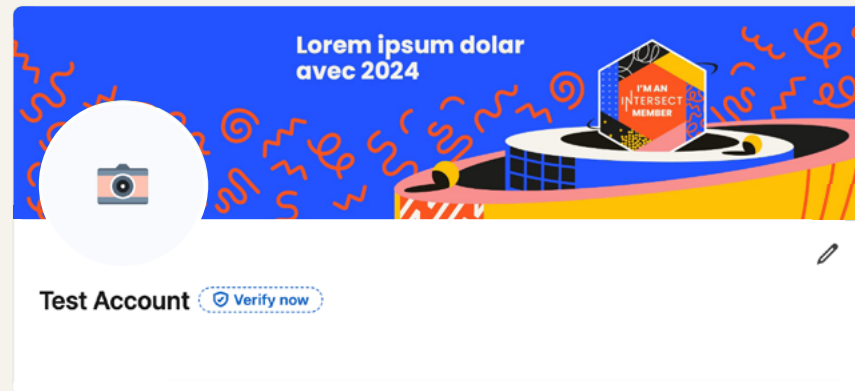
**Icons must:**

- Be bold and graphic
- Not be outlined
- Use a 4.5:4 ratio
- Comprise one additional secondary palette color to accompany Moon and Midnight



## LinkedIn profile banners

A PowerPoint template with three editable LinkedIn social banners has been created for you to customize.



reqium avec ultrices

Lorem ipsum dolar est  
reqium avec ultrices

## Social posts

A PowerPoint template with five  
editable social posts has been  
created for you to customize.

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## INTERSECT EVENT

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# PICTURE THIS

A blockchain shaped by you

INTERSECT



## LOREM IPSUM DOLAR EST

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INTERSECT



## INTERSECT EVENT

EVENT  
13 MAY

A blockchain  
shaped by you

INTERSECT

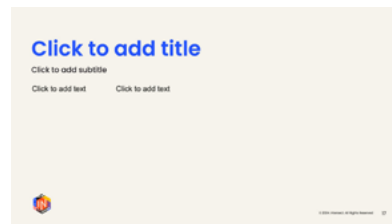
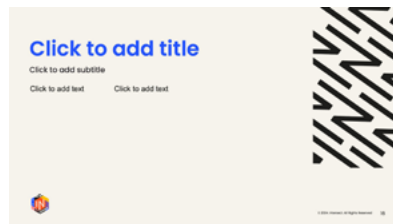
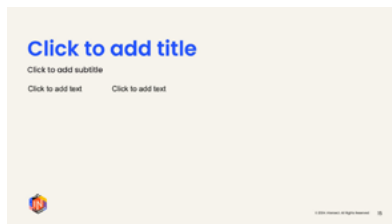
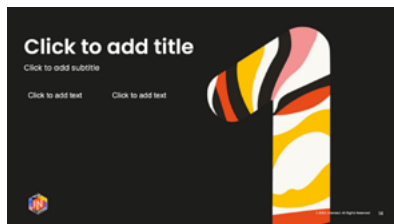
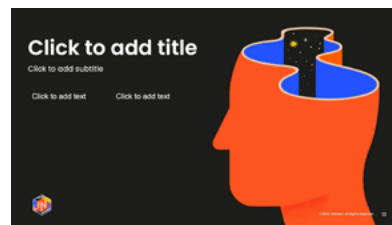
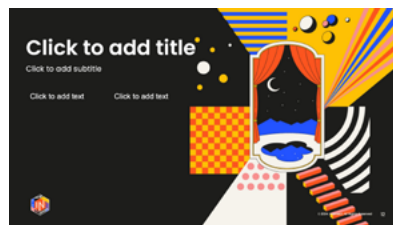
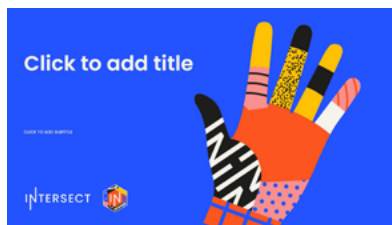
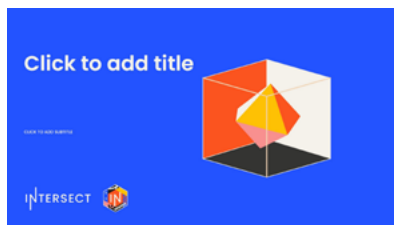
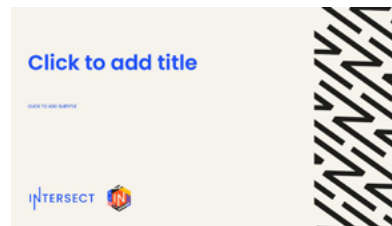
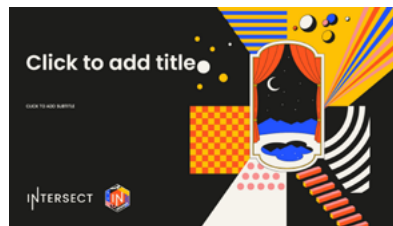
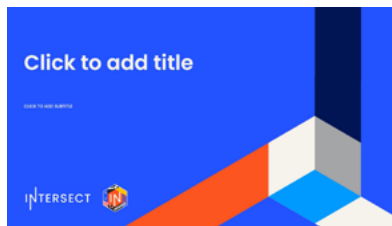
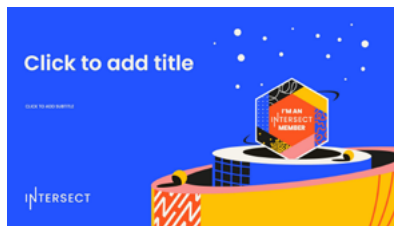


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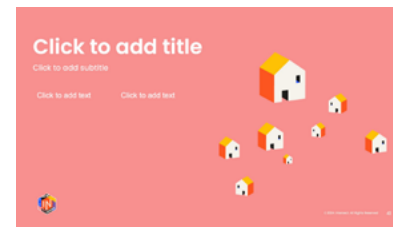
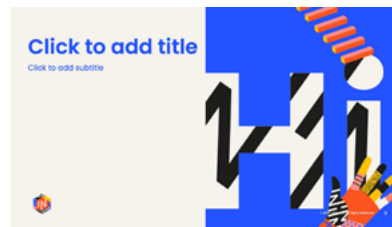
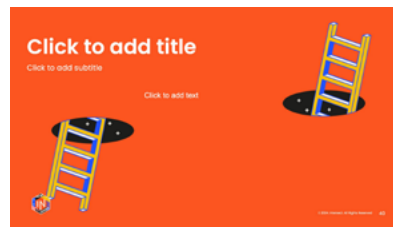
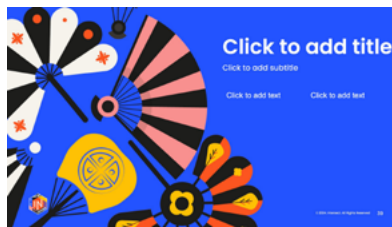
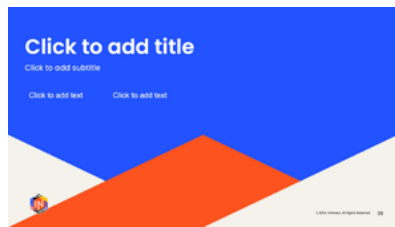
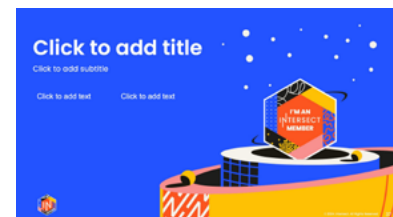
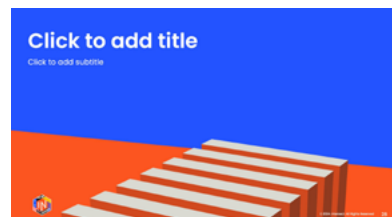
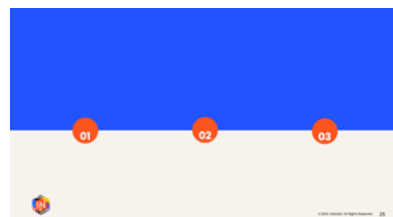
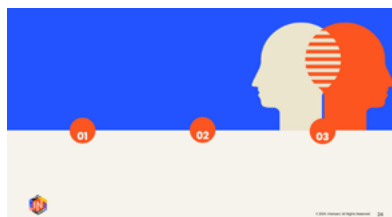
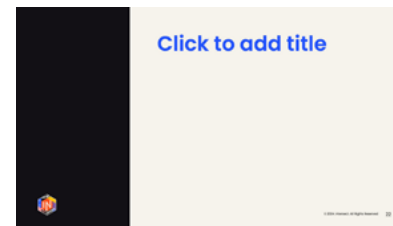
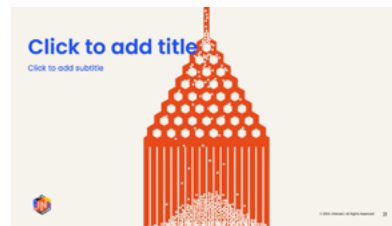
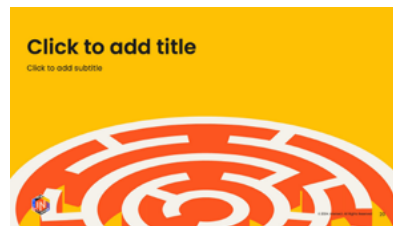
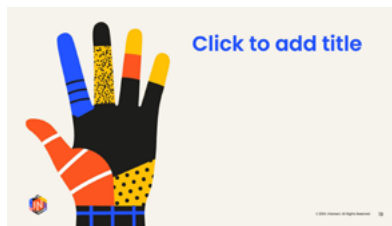
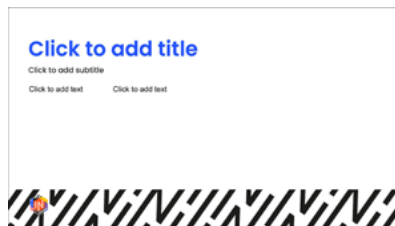
Lorem ipsum ei est  
reqium avec ultrices

# PowerPoint template

A collection of PowerPoint templates has been put together giving you options for covers, content slides and back covers.







## Merchandise examples

The following images show how your clothing and merchandise could look using the artwork we have provided in this Kick-Starter Kit.







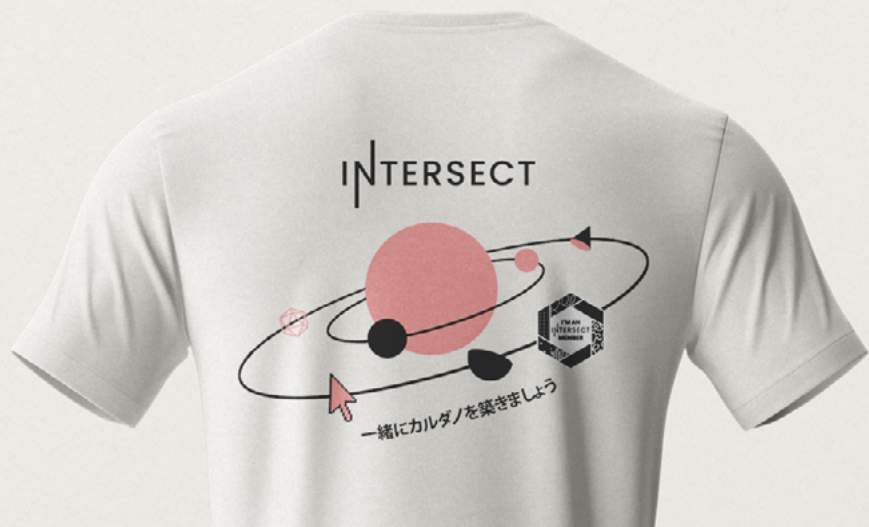




Spanish example

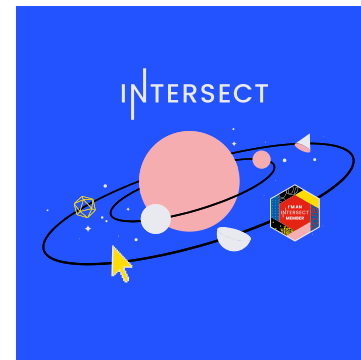
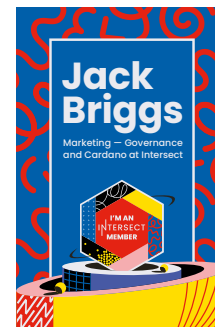


Japanese example



## Readymade artwork

Here are the specifications of the artwork for the merchandise templates. For any other formats please use the assets provided to upload to suppliers or get in touch with an Intersect team member.





**All this is  
available now**

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