
Winrove by IT Custom Solution

The product and its parent

Winrove is ITC's product platform in development. ITC is the company behind it. Use the product name for workspace activity, account interactions and product learning. Use the company name for corporate services, formal company statements and company relationships.

Show "Winrove by IT Custom Solution" on entry screens and email footers. Legal documents must identify the actual contracting entity. Do not treat visual consolidation as proof that underlying services or legal agreements have already migrated.

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The wordmark

Use the supplied outlined wordmark, lowercase with its brick full stop. The compact “w.” identifies small product surfaces. The underlying letterforms belong to the same Instrument Sans family as ITC.

Keep clear space at least equal to the dot height. Preserve aspect ratio. Use the full wordmark at 120px or wider on web; use the compact mark below that. For print, proof the actual reproduction size. Do not retype the logo, add effects or change letter spacing.

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Color and recognition

White and ink remain the foundation. ITC brick marks primary actions. Glacier blue replaces ITC lilac on Winrove product surfaces; deeper blue identifies selected navigation and keyboard focus.

Use glacier blue #e8f1f8, selection #315f7c, ink #212222, brick #b5311e, muted #515652 and rules #c5c8c5. A wash identifies an environment, not a positive outcome. Never use the product color as a substitute for a status label.

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Typography and hierarchy

Use Instrument Sans for headings, body copy, navigation and working documents. Use Arial, Helvetica and sans-serif fallbacks for email. Keep headings direct and sentence case.

Body copy begins at 16px. Meaningful secondary copy begins at 14px. Use medium-weight headings, tabular figures for comparable data and a restrained display scale. Avoid decorative italics, ornamental mastheads and all-capital paragraphs.

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Layout and spacing

Use white space and thin rules to make relationships visible. Marketing pages explain the audience, task and outcome. Application pages put the current record, owner, status and next action in view.

Use the 4, 8, 12, 16, 24, 32, 48, 64, 96 spacing scale. Corners are square. Keep controls at least 44px where practical. Sidebar navigation identifies location; tabs change views within that location. Do not build a different visual language for each capability.

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Interaction and system states

Show what happened and what can happen next. A saved state needs a committed event. A draft remains a draft. Explain a failed action without implying that work was saved or sent.

Every interactive control needs an accessible name and visible focus. Support keyboard operation, errors adjacent to fields, loading and empty states, retry after recoverable failure, and a clear confirmation for consequential choices. Never rely on color alone.

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Icons and information graphics

Use the supplied 24px line icons for actions and navigation. Keep stroke weight, corner treatment and scale consistent. Decorative icons do not replace readable labels.

Use real evidence in charts, with dates, units, source and uncertainty. Repeated series keep the same color. Prefer direct labels. Generated artwork may explain a concept but must not depict fabricated employees, customers or operating results.

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Image direction

Favor the work itself: legible interface details, real environments and artifacts with a clear purpose. Keep imagery calm and consistent with the white, ink and glacier palette.

Secure permission for identifiable people and client material. Remove unnecessary location or personal metadata. Mark synthetic examples. Higgsfield studies are visual exploration; exact logos and interface states come from the controlled source kit.

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Motion and sound

Motion supports orientation and feedback. The logo treatment is a brief opacity and vertical-position transition; it does not morph the mark.

Use 120ms for small feedback and 180–220ms for view changes. Respect prefers-reduced-motion. Avoid forced autoplay, looping decorative movement and essential information conveyed only through animation or sound.

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Voice and product language

Say what the person is looking at and what they can do. Use specific verbs: review, save, assign, share, revoke, request and record. Write errors with the same care as the public homepage.

Contracting documents a pursuit decision. Skills supports practice and sharing choice. Hiring supports a human review of permitted evidence. Onboarding gives readiness work an owner. Evidence shows source, permission and version. Delivery and Compliance remain labeled planned until operational proof supports activation.

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Email and correspondence

Every product email uses the common branded frame where its provider permits it, with a category that matches why it is being sent. Document provider limitations and apply every supported brand element. Human correspondence, support, account security, billing, work notifications, marketing and internal reporting have different delivery rules.

Render both HTML and plain text. Keep sensitive material behind current access checks. Use a specific action label and a truthful receipt reason. The sending adapter owns recipients, consent, permissions, dates, money, attachments, threading and idempotency. No template proves that a service exists.

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Documents and print

Use the supplied layouts for reports, invoices, quotes, letters, meeting records and document covers. Keep the document owner, date, version and distribution clear.

A layout is not an approved contract, invoice, certification or legal policy. Replace all example content with reviewed facts. RGB source files need a supplier proof for CMYK conversion, stock, bleed and physical legibility. Do not invent a print color match.

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Relationship across channels

Use the same mark and voice in the product, email, social images, presentations, event materials and support. Each channel changes density and format; it does not create a new identity.

Corporate content belongs to ITC. Product task messages belong to Winrove. Co-branded work must make ownership clear and use the other party's approved assets. Do not imply endorsement through an unapproved logo placement.

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Source and governance

Current source lives in BrandHouse: 01_ITC and 03_Winrove, with shared asset generation and email rendering. The review studio is a way to inspect those patterns, not an alternate source of business facts.

Use exact asset hashes and a versioned catalog. Unknown email events start disabled. Run the brand audit and required technical review before release. Retired source material must not be copied back into active repositories or promoted through a rollback. Record actual deployment and delivery evidence separately from design validation.