

idraw

MEDIA KIT | 2019

Providing best place to order shop drawings
& drafting services online.

To deliver our services by the simplest,
easiest & most comfortable to use
online platform.

Logo

The Idraw logo is the most immediate representation of our company, our people, and our brand to the world. It is a valuable corporate asset that must be used consistently in the proper, approved forms.

The arch which completes the letter "a" represents the AEC industry (Architecture, Engineering, Construction) which is our target audience.

! Please use our logo only on solid color surfaces, leaving some space around it and do not crop, stretch or pinch it.

CLEARSPACE



FULL COLOR LOGO



FULL COLOUR INVERTED



SINGLE ARCH IS FOR ICONS AND RESPONSIVE LOGO



WHITE MONOTONE ON BRAND COLOR



WHITE MONOTONE ON PHOTOGRAPHY W/ 85% OPACITY



Color

Color is what distinguishes us from the crowd. Our brand colors reflect the colors commonly used by AEC industry.

Foundation Color - Black

Black color represents the color of drafting lines on plans and drawings.

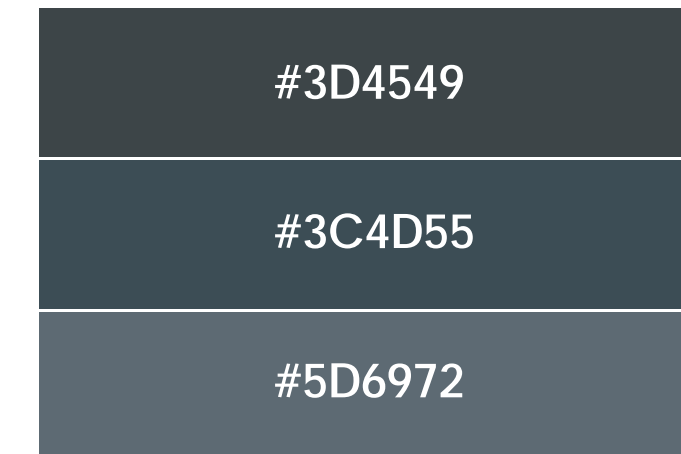
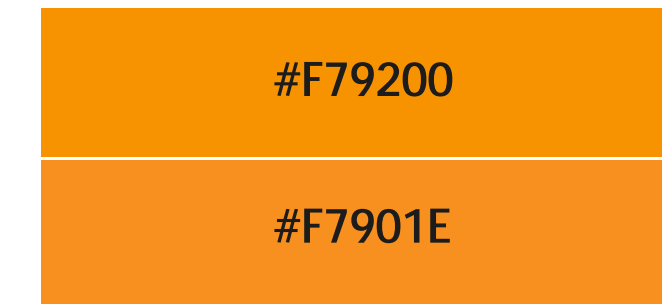
Primary And Accent Colors - Tangerine

Tangerine color represents the attention colors used in AEC industry like reflecting vests, safety signs etc.

BLACK



TANGERINE



Typography

As with our logo, consistent use of our typeface — Century Gothic — reinforces our brand identity

Century Gothic is a sans-serif typeface in the geometric style. It is strongly influenced by the font Futura, though with a higher x-height, and its design history also derives from two separate typefaces intended as Futura competitors.

Century Gothic is used across all our products for headlines and body copy. Headlines and subheadings should always be written in sentence case. Very short headings and labels can be written in all caps.

Approved font weights are **Bold** and Regular

HERO SECTION
CENTURY GOTHIC BOLD
55px

SECTION BLOCK
CENTURY GOTHIC BOLD
45px

SECONDARY SECTION HEADINGS
CENTURY GOTHIC REGULAR
24px

HEADING 2
CENTURY GOTHIC REGULAR
20 px

BODY PRIMARY
CENTURY GOTHIC REGULAR
16 px

Shop drawings and drafting, online

Quick And Easy Ordering

Quick reliable services delivered on safe and intelligent platform.

Most Ordered Services: Shop Drawings, Drafting/CAD, Design, Engineering, 3D Renderings, Architecture.

Always know the status of your order, what is getting done and what still needs doing. Use your mobile device for easy messaging or to view or download your files anywhere.

Fact Sheet

Idraw is an online platform for quick and easy ordering of shop drawings, drafting and many other related services. Clear and easy to use interface allows our customers placing orders in less than a minute and with Idraw Order Timeline™ all operations including reviewing orders, making payments or getting support are done from one web page.

Headquarter- New York City

Mission - Providing best place to order shop drawings & drafting services online.

Vision - To deliver our services by the simplest, easiest & most comfortable to use online platform.

Market - The AEC Market grows to \$ 8.4 billion in 2021, Source: Cambashi BIM Design Observatory and internal reserach

Customers - Contractors, Manufacturers, Fabricators, Architects, Engineers, Designers, Owners

Customer Benefits - Quick and easy ordering, multiple payment options, 24/7 support, mobile friendly, all files in one place always available, to view or download.

Testimonials

“ *Thanks again for the outstanding quality of work and quick turn around.*”

Tim Moren, TM Built, Inc., CA

“ *Everything looks great!*”

Pablo Cantu, Stoneworks Landmark LLC, TX

“ *These [Structural Steel Shop Drawings] Look*”

Brian Lundberg, Cedroni Associates, Inc., MI

“ *Many Thanks, Payment Has Been Sent.*”

Nicholas Kilner, Designer, NY