



# IDEAS NEVER IMPLEMENTED

## BRAND ASSETS

*Everything you need to know about us and a few guidelines you need to know about using our brand resources.*

### **THE FINE PRINT**

This is a friendly legal reminder that these graphics are proprietary and protected under intellectual property laws.

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## OVERVIEW

Ideas Never Implemented (INI) founded in June 2003 is built on the philosophy that games serve multiple purposes – entertainment, education, escape and much more. In a world where myriad technologies enable communication without personal engagement, old-fashioned games with a modern sensibility can bring people together as no other innovation can.

INI creates boundless entertainment for people of all ages and leaves them eager to share their stories and experiences with friends, family, and co-workers.

## OUR NAME

Jay Vohra (CEO/Founder) always knew he wanted to own his own business and change the world with his inventions, as well as inspire others to do the same, which led to the company name, *Ideas Never Implemented*.

## OUR CORPORATE LOGO

We always pair our company name with the one-line pencil art icon (a.k.a. Jay). And Jay is always thinking and looking for the next great idea.



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## OUR BRAND LOGO'S



## PRODUCT PHOTOS

Click link below to download our product photos:

<https://bit.ly/3WxFCqP>