ikon®
technologies

Brand Style Guide

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1 BASIC GUIDELINES

DESCRIPTION OF
THE LOGO

The ikon technologies logo consists of a green tracking symbol with a car in the middle and the word mark in black typface.

These two elements are inseperable and must not be altered

Please read the following pages for usage and exceptions.
The ikon technologies logo is always presented on a white background.

BANNER MARK

FREE SPACE
LOGO RULES

The logo construction frame defines the logo free space.

The free space defines how closely the logo may be positioned to the edge of a format, and how close other elements (e.g. text, images) may come to the logo.

The minimum banner mark free space for the single line banner mark is the same size as the construction frame. The construction frame is highlighted as a blue frame on the banner mark on the right.


In the example on the right, the banner mark free space defines the maximum height of the single line banner mark. The implementation area is highlighted with a black frame.

In the example on the right, the banner mark free space defines the maximum width of the single line banner mark. The implementation area is highlighted with a black frame.

Never infringe the banner mark free space. In the example on the right, the banner mark free space is not respected. The implementation area is highlighted with a black frame.
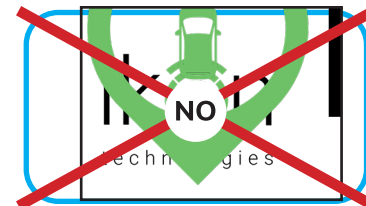
LOGO
VARIATIONS

The two-color logo is the primary banner mark for Ikon technologies. It should be placed on a white background whenever possible. However, there are circumstances where alternative banner mark versions are permitted.

The primary logo is to be used on a white background. However, there are two alternative logos that may be used when needed: a green and white version and a solid white version. The green and white logo typically may only be used on a solid black or gray background.

The white logo may be used on a solid green background.

The white logo may be used on the Ikon blue background.

In rare cases, the white logo may be used on the Ikon grey background.

USING THE LOGO **ON COLORED BACKGROUNDS**

In order to ensure consistency across elements, the primary logo should generally always be placed against a white or black background. However, there will be situations where the logo need to be applied to an image or colored background (i.e. creative design choices or technical issues).

The alternative black logo may be used on any approved colored background, as long as the contrast is strong.

Please note this version is only permitted if print colors are limited.

The alternative white logo may be used on a solid black background.

The alternative white logo may be used on a solid green background.

When the primary logo is placed on a background image, a white bounding box must be used to ensure the clarity of the logo, if no other option exists.

Always place the white logo on a black or green background.

Never place the black logo on a colored background that is not within brand standards or one that reduces its clarity.

Never place the logo directly on an image or colored background

2 **COLORS**

PRIMARY
COLORS AND
DEFINITIONS

A triadic color palette is determined in order to form a harmonious composition between the three colors established in order to project correctly our brand identity.

1. Primary Brand Colors
These two colors are our main Ikon building blocks and play key roles in all communications. Use early and often.

DARK GREY

Pantone 439
(CMYK): C:67.01 M:54.64 Y:54.21 K:56.53
RGB: R65 G65 B64
HEX: #3e4140

IKON GREEN

Pantone: 360 C
(CMYK): C:59 M:0 Y:80 K:0
RGB: R:102 G:204 B:102
HEX: #66CC66

COLOR TONES

100% 80% 60% 40% 20%   100% 80% 60% 40% 20%

IKON DARK BLUE

Pantone: 539
(CMYK): C100 M83.98 Y48.05 K60.94
RGB: R19 G32 B52
HEX: #203140

IKON BLUE

Pantone: 2955
(CMYK): C96.8 M70.47 Y30.16 K16.36
RGB: R22 G71 B114
HEX: #164772

SECONDARY
COLORS AND
DEFINITIONS

A triadic color palette is determined in order to form a harmonious composition between the three colors established in order to project correctly our brand identity.

2. Secondary Colors
Blue and Grey are secondary colors but should also be utilized frequently to convey the full breadth of the color palette.
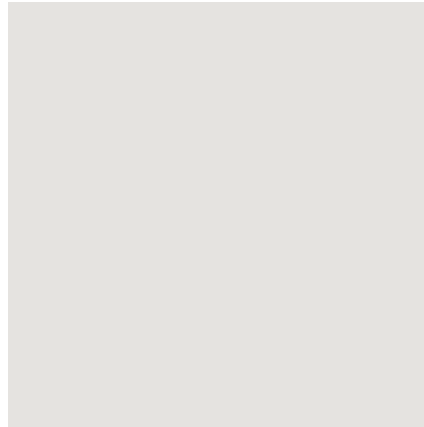
3. CTA Color
Brown should be used in CTA or detail the brand want to remark.

COLOR TONES

| 100% | 80% | 60% | 40% | 20% |

| 100% | 80% | 60% | 40% | 20% |

IKON GREY

Pantone: 423
(CMYK): C41.57 M32.55 Y34.12 K12.16
RGB: R151 G151 B149
HEX: #979795

IKON LIGHT GREY

Pantone: 663
(CMYK): C12.45 M9.66 Y11.92 K0
RGB: R229 G227 B224
HEX: #e5e3e0

IKON BROWN

Pantone: 4715
(CMYK): C28 M46 Y47 K37
RGB: R141 G109 B96
HEX: #8d6d60

2. Secondary Colors Cont'd
Blue and Grey are secondary colors but
should also be utilized frequently to convey
the full breadth of the color palette.

3. CTA Color
Brown should be used in CTA
or detail the brand
want to remark.

3 TYPOGRAPHY

PRIMARY
FONT

Muli is our corporate typeface and should be used on all communications to strengthen our visual identity. Muli is available in various weights, but the preferred ones are Muli Light, Muli Regular, Muli Bold and Muli Black.

Muli Black is preferred for headlines

Muli Bold is preferred for sub-headlines.

Muli Regular is preferred for body copy.

Muli Light is preferred for supporting copy.

Muli Light Italic is preferred for captions.

MULI

Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Numbers

0 1 2 3 4 5 6 7 8 9

ARIAL

Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Numbers

0 1 2 3 4 5 6 7 8 9

ALTERNATIVE
FONT

If Muli is not available for a given piece of communication, Arial should be used. Arial is available in various weights and versions, but the perferred ones are Arial Regular, Arial Bold, Arial Black Arial Italic. Arial is a part of the standard font package and does not require any extra installation.

Arial Black is preferred for headlines

Arial Bold is preferred for sub-headlines.

Arial Regular is preferred for body copy.

Arial Italic is preferred for supporting copy and captions.