



Stay ikeegai

After the hard work put into creating a cohesive brand design, we want to make sure it stays that way when it heads out to the world. Following these guidelines will ensure the design elements are used in a way that upholds the aesthetic standards and keep your brand looking professional and consistent.

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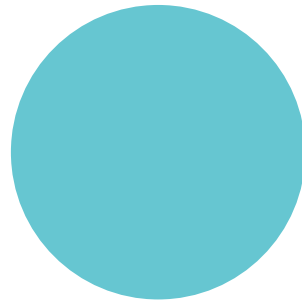
4.0 Typography

1.0 Logo

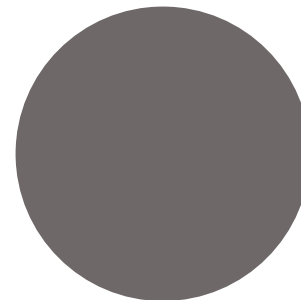
1.1 Primary Palette

Blue and grey are our primary colours.
To maintain consistency and recognition they should be the lead colours.

For consistency it is essential that colours are reproduced as accurately as possible. Care must be taken in selecting the correct colour reference for different backgrounds.



ikeegai Blue
C69 M2 Y22 K0
R45 G186 B200
HEX 2dbac8



ikeegai Grey
C56 M51 Y50 K18
R111 G106 B105
HEX 6e6a69

1.2 Master logo - Stacked Version

The full colour stacked master logo is our preferred version and should be used wherever possible.

The white version of the master logo is for coloured backgrounds only. Note that the position, shape, colour and tagline of the logo should not be changed.

Avoid placing text or any other graphic object near the logo. The minimum amount of room to leave around the logo is indicated by the clear zone.



CMYK



White version on ikeegai blue



Clear zone

1.3 Master logo - Horizontal Version

The horizontal version of the master logo should only be used when there is minimum space available: ie. online banners or classified size advertising.

The white version of the master logo is for coloured backgrounds only. Note that the position, shape, colour and tagline of the logo should not be changed.

Avoid placing text or any other graphic object near the logo. The minimum amount of room to leave around the logo is indicated by the clear zone.



CMYK



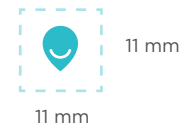
White version on ikeegai blue



Clear zone

1.4 Size and Scaling

The logo can be scaled and re-sized when in proportion. However, note that the tagline is being removed once the logo is scaled down to **50 mm (w) x 50 mm (h)**. The pin badge remains when it is being down sized to **24.5 mm (w) x 24.5 mm (h)**. Ikeegai's logo should not be used and not exist after **11 mm (w) x 11 mm (h)**.



1.5 Logos on images

There are a couple of ways the logo can be used on photographic backgrounds, but each option should be exercised with care, making sure the logo and type aren't obstructed by the image.

Apply a darker transparent overlay on an image to help make the text more legible. Also use a solid white or solid black logo on top of a background image.



1.6 Bad use of logo on images

Here are a few examples of bad logo usage.

- 1) Do not use the coloured logo on a dark background. Ensure that the colours of the image compliments the logo.
- 2) Do not select a busy image to put the logo on. This would create a noisy layout.
- 3) Avoid using the white logo on a bright background. It has a bad contract between the colours.

1)



2)



3)



1.7 Unacceptable Logos

Our logo is very important to us, and we have spent much time and effort into carefully crafting it to be a perfect embodiment of our brand.

The following examples are merely a few practices that would violate the logo and ultimately ikeegai's brand image.

1) Do not alter the colours of the logo except when in accordance to colour rules.

2) Do not add any effects to the logo, including drop shadow, gradients etc.

3) Do not in any way distort the logo, either by stretching or warping the logo.

4) Do not change the typeface or font style of any part of the logo.

5) Do not in any time angle the logo. It always sits on a 0 degree angle.

6) Do not reposition any part of the logo.

1)



2)



3)



4)



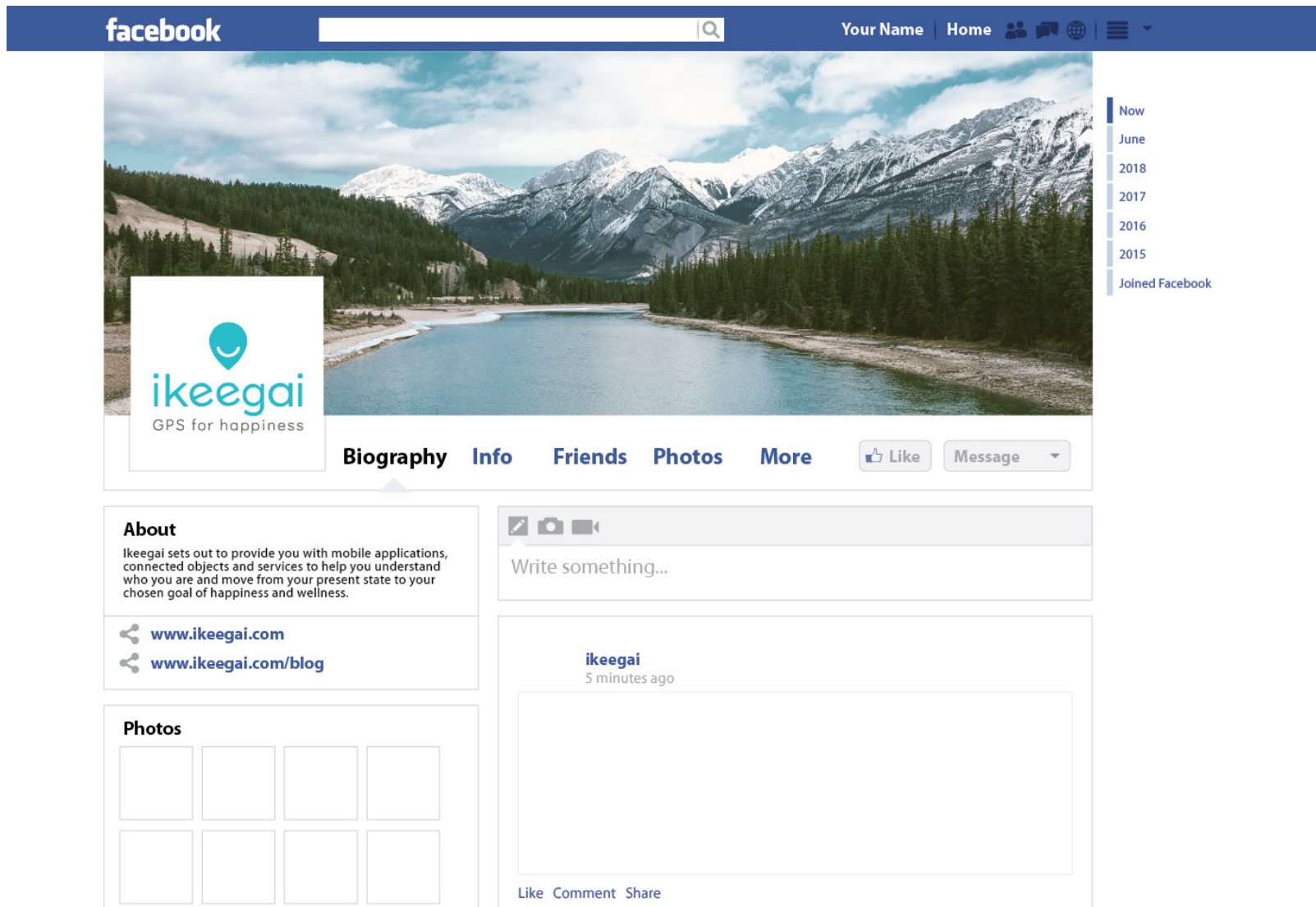
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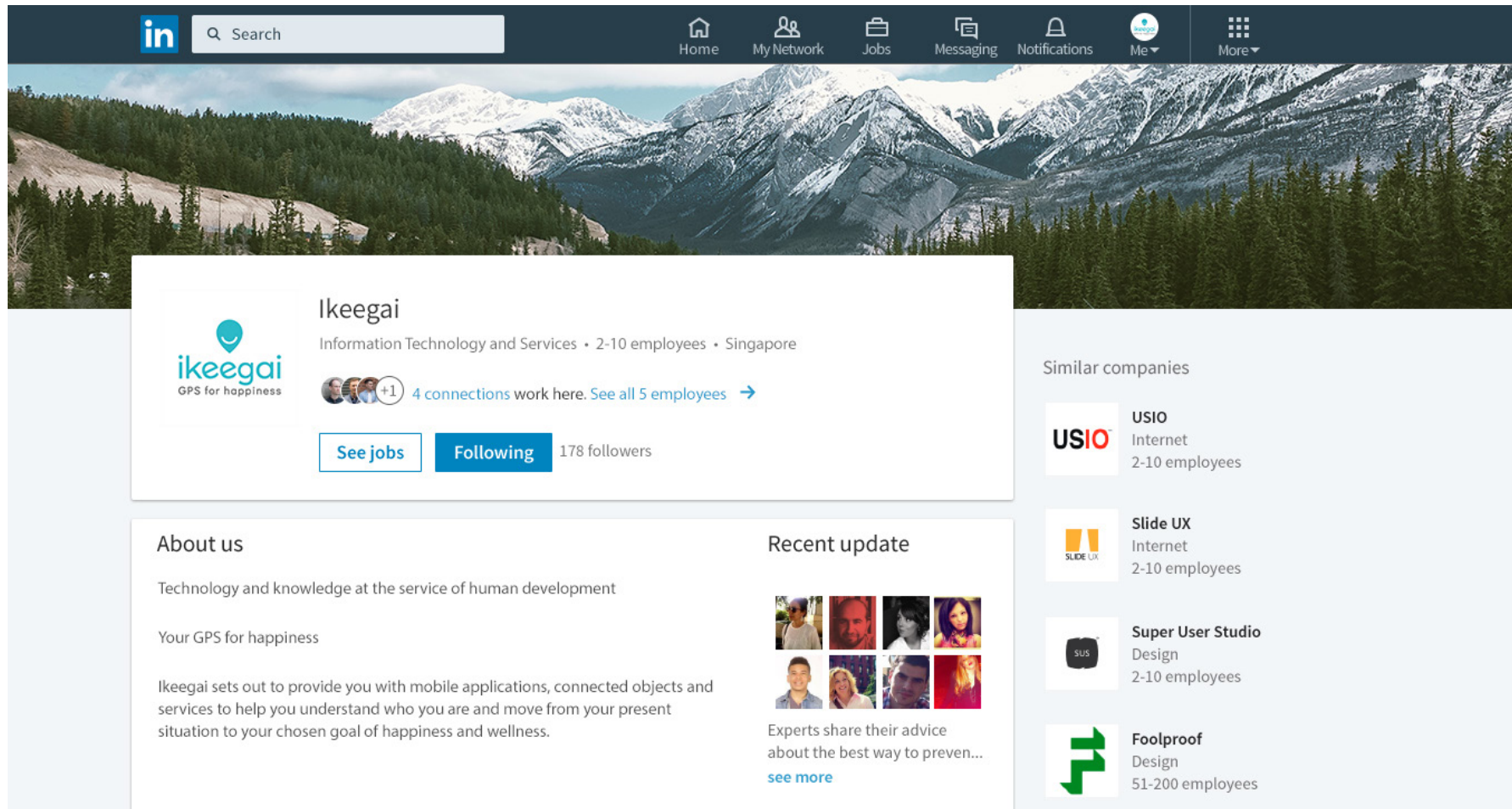
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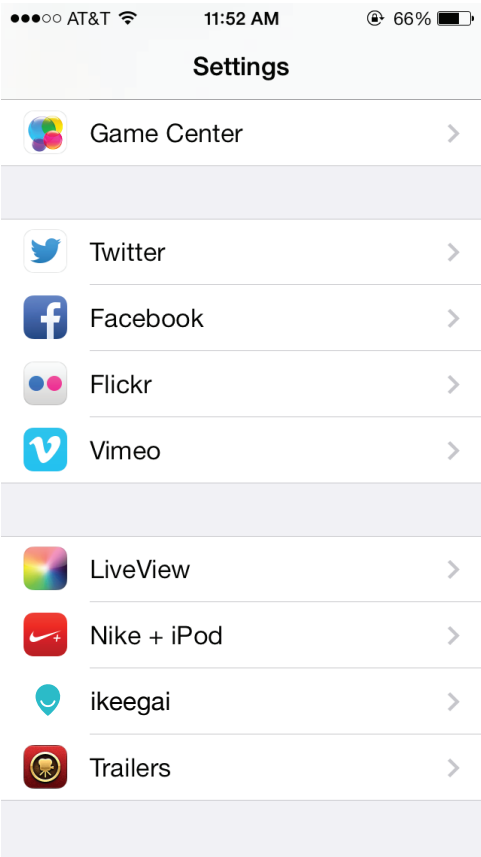
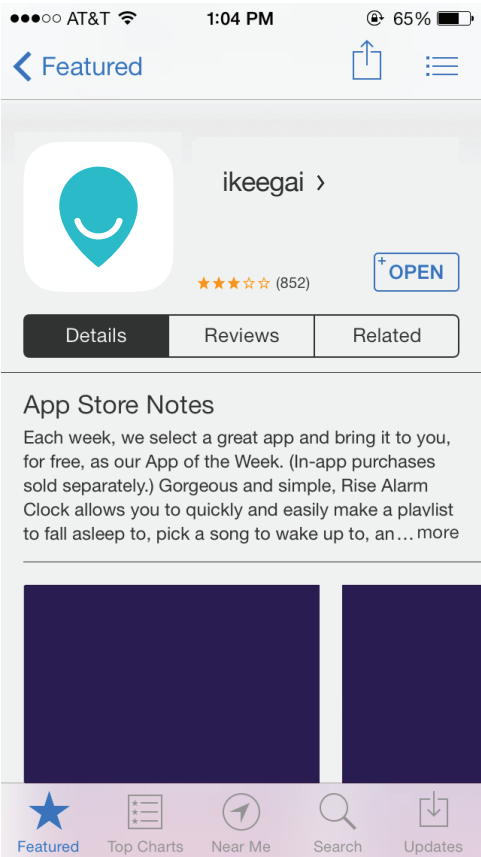
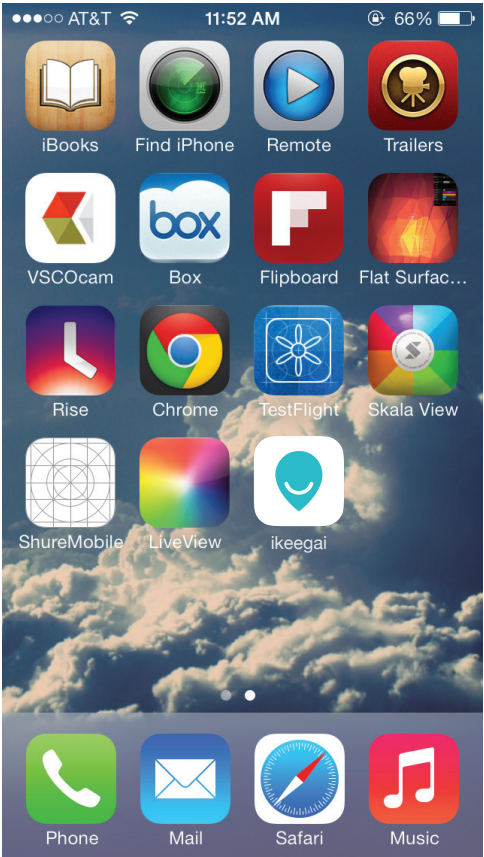
1.8 Logos for Social Media - Facebook Page



1.8 Logos for Social Media - LinkedIn Page



1.9 App Icon

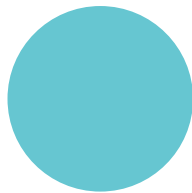


2.0 Colour Palette

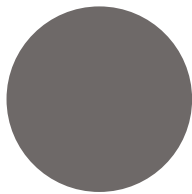
2.0 Colour Palette - Secondary Colours

Blue and grey are our primary colours. To maintain consistency and recognition they should be the lead colours. These secondary colours complement the palette and provides a rich foundation to bring any collateral to life.

Primary Colours



ikeegai Blue
C69 M2 Y22 K0
R45 G186 B200
HEX 2dbac8



ikeegai Grey
C56 M51 Y50 K18
R111 G106 B105
HEX 6e6a69

Secondary Colours



C63 M0 Y19 K0
R74 G195 B209
HEX 4ac3d1



C48 M0 Y16 K0
R85 G210 B218
HEX 79d2da



C40 M0 Y14 K0
R145 G218 B223
HEX 91dadf



C31 M0 Y12 K0
R171 G226 B228
HEX abe2e4



C67 M27 Y31 K0
R90 G153 B166
HEX 5a99a6



C54 M0 Y37 K0
R110 G205 B181
HEX 6ecdb5



C38 M0 Y25 K0
R155 G219 B202
HEX 9bdbca



C15 M0 Y11 K0
R213 G204 B231
HEX d5f0e7



C0 M52 Y98 K0
R246 G144 B34
HEX f69022



C3 M17 Y93 K0
R247 G206 B40
HEX f7ce28



C9 M0 Y92 K0
R241 G237 B44
HEX f1ed2c



C13 M0 Y77 K0
R232 G239 B90
HEX e8ef5a



C5 M0 Y42 K0
R245 G247 B167
HEX f5f7a7



C0 M82 Y42 K0
R242 G86 B110
HEX f2566e



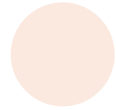
C29 M47 Y46 K2
R182 G139 B127
HEX b68b7f



C12 M37 Y33 K0
R221 G168 B156
HEX dda89c



C2 M13 Y16 K0
R248 G222 B206
HEX f8dece



C1 M11 Y11 K0
R250 G229 B219
HEX fae5db



C64 M61 Y56 K39
R77 G72 B74
HEX 4d484a



C50 M44 Y42 K7
R133 G129 B130
HEX 858182



C36 M29 Y30 K0
R167 G168 B167
HEX a7a8a7



C17 M14 Y21 K0
R210 G207 B196
HEX d2cfc4



C7 M4 Y14 K0
R236 G236 B220
HEX ececdc

3.0 Imagery

Images in this section and throughout the brand book are to be used as guidelines for image selection. Images selected should maintain the mood and “feel” of ikeegai, that is peace, light, and purposeful.



ikeegai brand guidelines



4.0 Typography

Ikeegai's primary typeface is Montserrat. It should be used every time it is available.

Montserrat 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

Montserrat Medium

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