



Branding Guidelines

This document lays out the branding guidelines for Iqonic. It is designed to make it easy to integrate our brand into your own content, marketing materials and presentations.

DETAILS

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Logos

Iqonic has four identities: the **vertical lock-up**, the **horizontal lock-up**, the **workmark** and the **icon**.

WHICH IDENTITY SHOULD I USE?

The **vertical lock-up** is our primary logo. Prefer it in most situations, especially where Iqonic is the primary brand (such as in promotions for Iqonic itself). The vertical lock-up is the only logo that contains our motto. Never attach the motto to any of our other logos.

The **wordmark** should be used only inline with text where the font is Montserrat Extra Bold. The **icon** can be used in situations where space is at a premium, but only once the Iqonic brand has been established with one of the logos.



Vertical lock-up (preferred)



Horizontal lock-up



Workmark (for use inline with text)

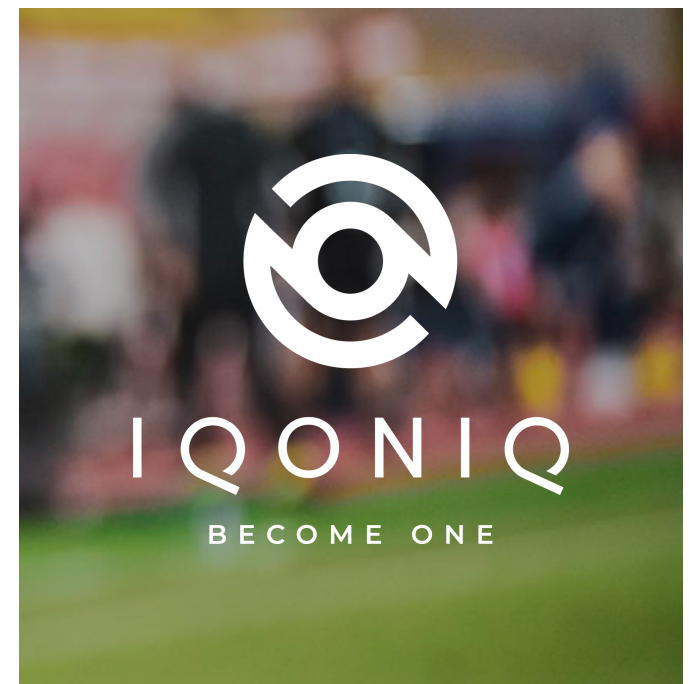


Icon

Logo colours

Our primary colourway is purple on white. Never use the purple logo on a dark, colour or photographic background.

The white version of the logo can be used on dark, colour or photographic backgrounds. Care must be taken to achieve proper contrast and readability. Never use any logo on a light or overly detailed photograph. We also have a black logo, for use only on white.





Logo Whitespace and Sizing

Exclusion zone (left)

The exclusion zone represents the minimum amount of whitespace/padding which must surround the logo. This exclusion zone equals half of the width of the icon, marked 'x'.

Minimum size (below)

The width of the vertical lock-up should never be smaller than 20mm in print, or 70px wide on digital. The width of the horizontal lock-up should never be smaller than 30mm in print or 105px in digital.



Colour Palette

Purple is our primary colour and can be used for text, colour-washes applied to photography (more on this later) and graphics of all kinds.

Black as used by Iqonic is a charcoal grey. Pure black (#000000) may also be used if required, but these two blacks should not be mixed.

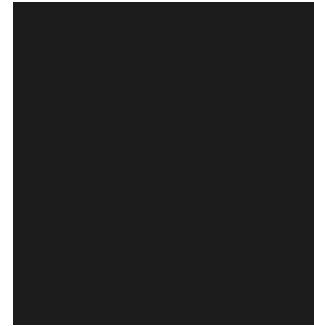
Neon Cyan and **Neon Magenta** are accent colours and should be used sparingly to add vibrancy.

Our **white** colour is pure white. We never use off-white or light, tinted versions of our colours.



Purple

Pantone 267c
#5F249F
R95 G36 B159
C81 M91 Y0 K0



Black

#1C1C1C
R28 G28 B28
C76 M66 Y60 K82



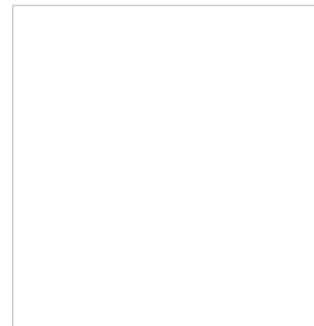
Neon Cyan

#01FFBA
R1 G255 B186
C60 M0 Y47 K0



Neon Magenta

#9B10BC
R155 G16 B188
C63 M87 Y0 K0



White

#FFFFFF
R255 G255 B255
C0 M0 Y0 K0

Typography

Our display font is Montserrat Bold. Primary and secondary headings should be in this font and weight.

Our tertiary headings are Montserrat Semi-Bold, all caps and in colour (purple on a white background or Neon Blue/Neon Magenta on a dark background).

Our paragraph text is Open Sans Regular.

Main Heading

Secondary heading

TERTIARY HEADING

Normal Text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.