

**ILKARI**

**ILKARI BRAND GUIDELINES**  
LOGO

# MASTER LOGO

The master logo is the foundation of our brand identity.

Our logo distinguishes us from our competitors and other companies. It's the symbol of our brand, representing everything we do and everything we offer our users.

The master logo is our unique brand signal.

It should never be redrawn, rearranged or distorted.

# ILKARI

# MASTER LOGO

The mono logo should be used if print colours are limited or you've been asked for a single-color logo.

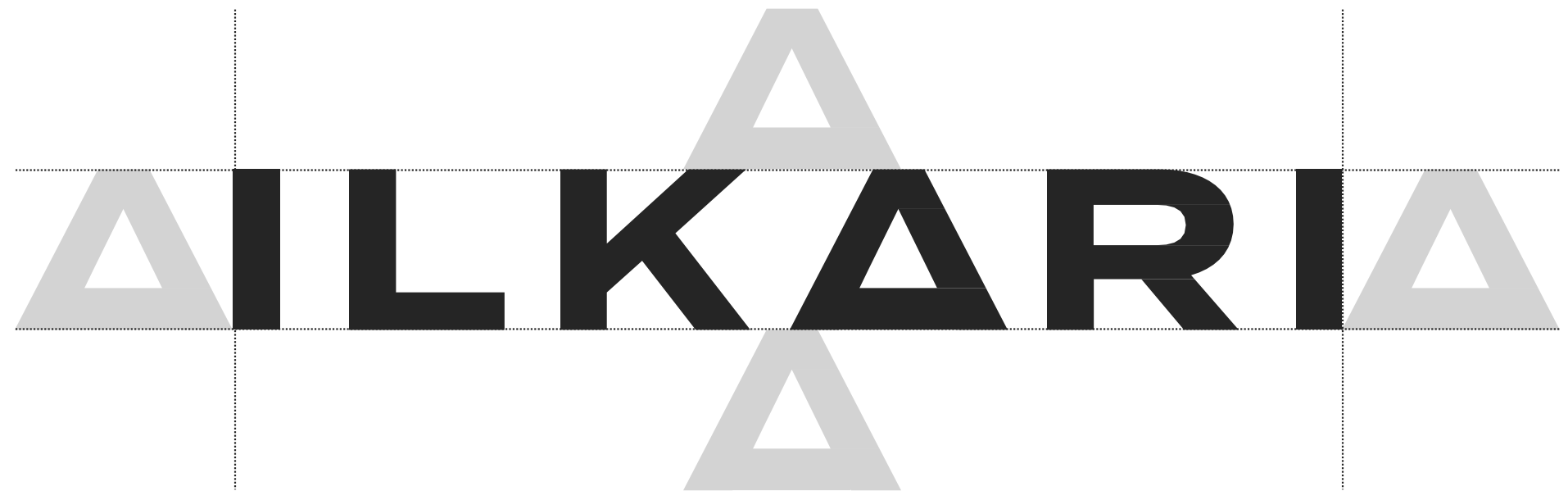
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# LOGO SPACING

In order to be clear and legible the logo should always be surrounded by enough clear spaces.

The minimum space surrounding the full logo is equal to the height of the logo 'A'.



# RESPONSIVE LOGO

The full logo should be used until it reaches the minimum sizes.

If the logo drops below 20mm in print form, or 130px on the web or digital, you should replace it with the standalone icon.

Print:



Web:



# WHAT TO AVOID

These are the rules when using the Ilkari logo.  
All the examples to the right should be applied  
to both our mono and reversed logo.

## Be sure to avoid the following 6 donts:

1. Avoid scaling the logo disproportionately
2. Don't outline the logo
3. Don't use other colors
4. Don't use inaccessible color pairings
5. Don't rotate the logo
6. Don't edit the logo



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