

Identity

Primary Identity



The symbol and wordmark should only be locked up horizontally. The symbol may be used by itself, but the wordmark should never be used without the symbol. Please use the primary identity when possible.

Symbol



Minimum Size

For Print



For Digital



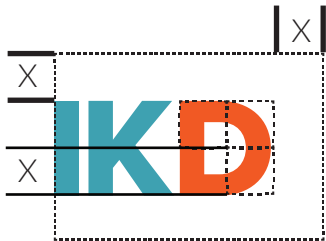
To preserve the integrity of our identity, we must ensure that both the symbol and wordmark are always recognizable and readable, and that the identity stands out from all other design elements.

The minimum allowable reproduction sizes for all IKD identity components are listed at left, with the minimum size of the symbol setting the standard. Reproductions below these sizes are not recommended since the forms of the symbol and the wordmark may begin to fill in, compromising legibility.

Identity



Symbol



Clear Space

A minimum clear space must surround the IKD identity. No other competitive design elements may be positioned within this space—including typography, photography, and illustration.

Please note that photography or illustration can be used as a background, but single images or illustrations must not violate the clear space rules.

As shown at left, the minimum clear space for the identity and the symbol is based on the height of the black triangle, expressed as x. If the tagline is used alone, the clear space is indicated as z, the cap height of the letters. More clear space is always preferred.

Color Palette

Primary Color Palette



IKD GREEN

PANTONE 368 C
PANTONE 7467 U
CMYK: 71C 20M 27Y 0K
RGB: 69R 161G 178B
HEX: #45A1B2



IKD ORANGE

PANTONE 021 C
PANTONE 021 U
CMYK: 0C 81M 100Y 0K
RGB: 240R 87G 34B
HEX: #Ff5501



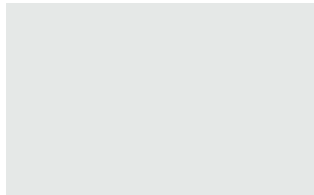
BLACK

CMYK: 0C 0M 0Y 100K
RGB: 0R 0G 0B
HEX: #000000



WHITE

CMYK: 0C 0M 0Y 0K
RGB: 255R 255G 255B
HEX: #FFFFFF



LIGHT GRAY

PANTONE COOL GRAY 1 C
PANTONE COOL GRAY 1 U
CMYK: 4C 2M 4Y 8K
RGB: 204R 204G 204B
HEX: #CCCCCC



DARK GRAY

PANTONE COOL GRAY 9 C
PANTONE COOL GRAY 9 U
CMYK: 30C 22M 17Y 57K
RGB: 102R 102G 102B
HEX: #666666

Color is essential to the IKD visual image. There are Three primary IKD colors: Green, Orange and Black.

Color palette colors are not restricted to the IKD identity (symbol and wordmark). They may be used judiciously in communication materials to reinforce the brand.

Please follow this general rule of thumb: The more public facing the piece, the more appropriate it is to use the identity palette within communications. If you are only allowed to work with limited color, it's best to select from the identity palette as well.

Careful matching of these colors is critical. Differences in substrate and process can affect color. The CMYK and RGB equivalents provided are guidelines only and should not be considered to provided an exact match. Always proof carefully against the PANTONE Color Standard.

Design Control

Do Not alter the identity in any way.



Do Not add modifiers.



Do Not reproduce the identity in any other color than those approved.



Do Not set the identity on an angle.



Do Not reproduce the identity at a size smaller than those specified.



Do Not set the identity on a background that will detract from its readability.



Do Not create new lock ups for the symbol and wordmark.



Do Not do anything creative with the IKD symbol.



Do Not use the wordmark without the symbol.



The IKD identity should always be reproduced from approved artwork. The examples at left illustrate unacceptable uses of our identity. In essence, our identity is not the place to exercise creativity, but rather the place to exhibit design control.

It must not be compromised or manipulated in any way.