



BRANDING GUIDELINES

LOGO & ICON



Logo



Icon

FONTS

Headline: **EXPANSIVA BOLD**

Title: **HELVETICA NEUE MEDIUM CONDENSED**

Subtitle: **HELVETICA NEUE LIGHT CONDENSED**

Copy: **Helvetica Neue Light Condensed**

COLORS

Primary Palette:



RGB: 251 228 68
CMYK: 3 5 85 0
Pantone: 106C
Hexcode: fce444



RGB: 232 196 30
CMYK: 11 19 100 0
Pantone: 129C
Hexcode: e8c41e



RGB: 109 113 99
CMYK: 57 45 59 18
Pantone: 417C
Hexcode: 6d7163



RGB: 35 34 34
CMYK: 71 66 65 72
Pantone: NEUTRAL BLACK C
Hexcode: 232222

Secondary Palette:



RGB: 242 116 35
CMYK: 0 68 98 0
Pantone: 158C
Hexcode: f27423



RGB: 224 45 73
CMYK: 6 96 70 1
Pantone: 710C
Hexcode: e02d49



RGB: 159 50 146
CMYK: 42 95 1 0
Pantone: 513C
Hexcode: 9f3292



RGB: 106 97 170
CMYK: 67 69 1 0
Pantone: 7669C
Hexcode: 6a61aa



RGB: 162 173 203
CMYK: 37 27 7 0
Pantone: 7681C
Hexcode: a2adcd



RGB: 164 205 237
CMYK: 33 9 0 0
Pantone: 291C
Hexcode: a4cded



RGB: 135 202 190
CMYK: 47 2 29 0
Pantone: 564C
Hexcode: 87cabe



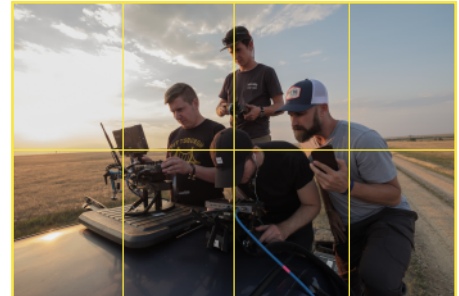
RGB: 158 189 60
CMYK: 44 9 99 0
Pantone: 367C
Hexcode: 9ebd3c

PHOTOGRAPHY

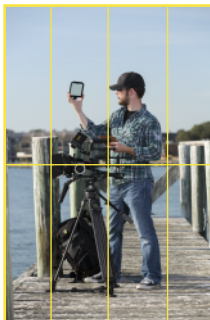


BRANDING TIPS

- Keep composition in mind
- Don't crop in too close!
Leave breathing room for text and graphics
- Keep different orientations in mind (based on product, and negative space)



Application, Lifestyle or Staged BTS



Gear in the Wild

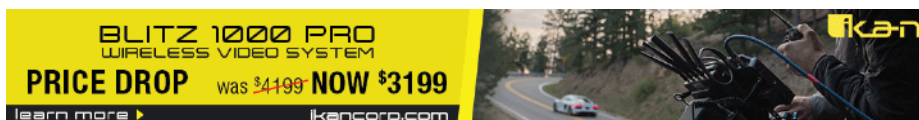
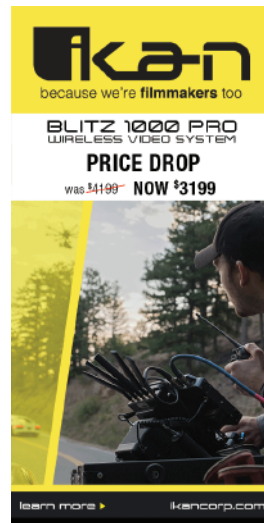


BRANDING GUIDELINES

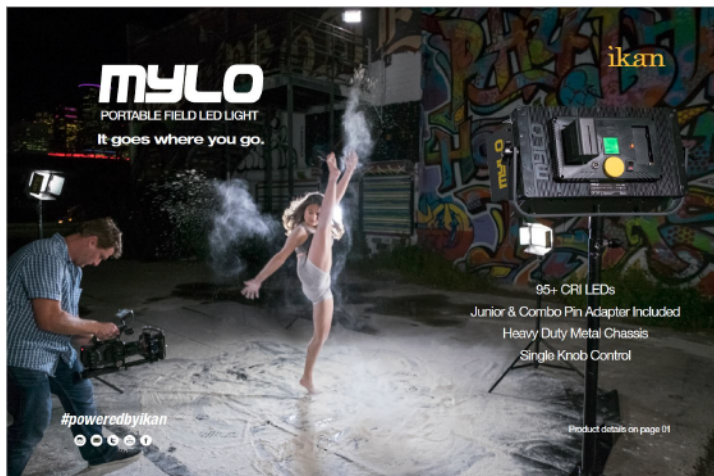
PHOTOGRAPHY IN USE



Ikan Website Banners



Digital Banner Ads



Ikan Catalog Ads