

Digital Style Guide

ICON Limited

ICON

Version 2.1 // January 2024
Identity and Visual Guidelines



Primary Mark Lockup



Nest

Logotype

Color Palette

The brand colors for the mark consist of carefully selected colors, designed to stand out across the competitive set.

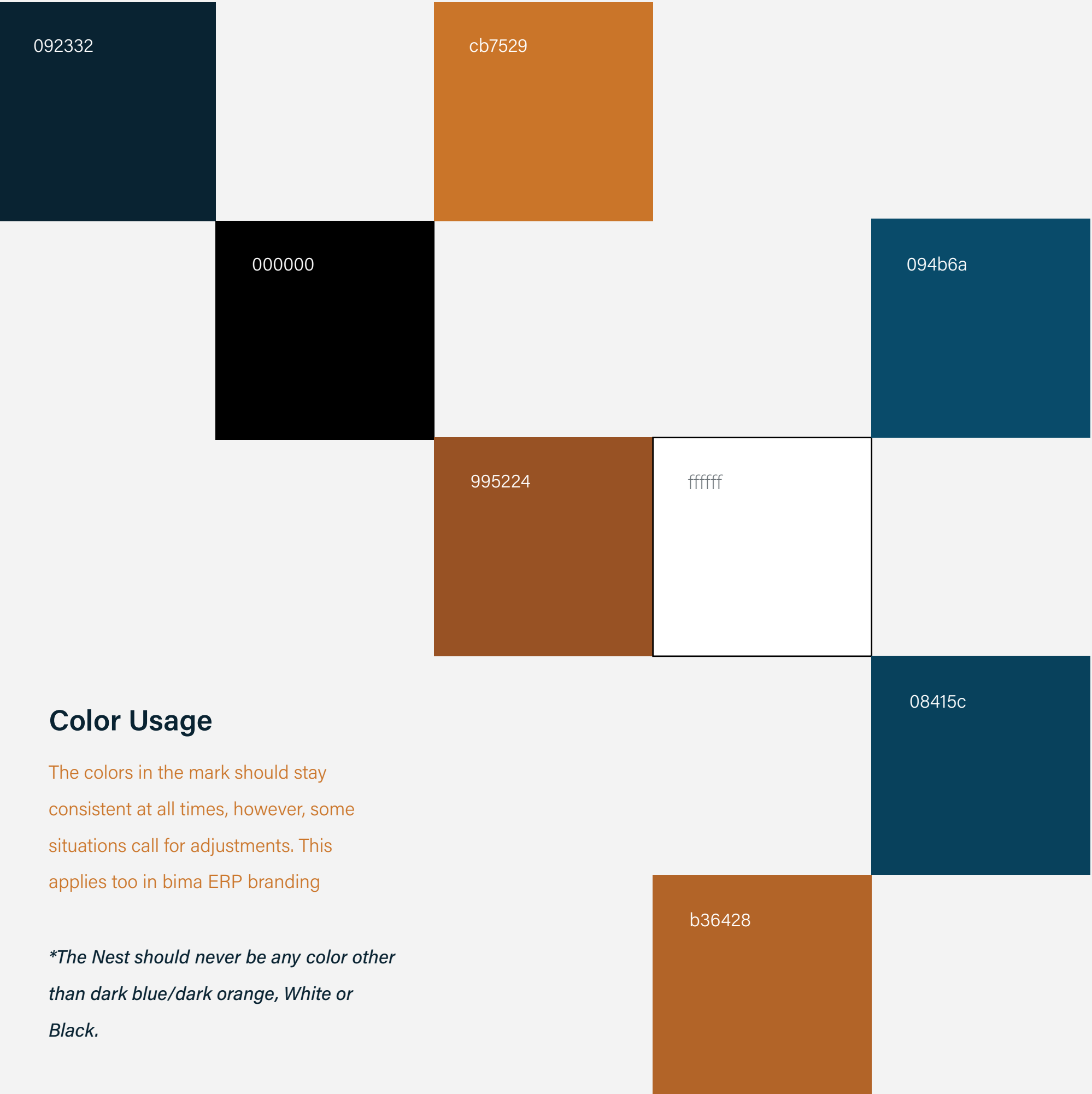
The mark/logotype should NEVER appear in colors other than shown here.

Color	Mainly Blue
RGB:	R 9/ G 35 / B 50
CMYK:	C 91 / M 73 / Y 54 / K 63
HEX:	092332

Color	Dark Orange
RGB:	R 92 / G 204 / B 120
CMYK:	C 17 / M 61 / Y 100 / K 3
HEX:	cb7529

Color	Black
RGB:	R 0 / G 0 / B 0
CMYK:	C 75 / M 68 / Y 67 / K 90
HEX:	000000

Color	White
RGB:	R 255 / G 255 / B 255
CMYK:	C 0 / M 0/ Y 0 / K 0
HEX:	ffffff



Color Usage

The colors in the mark should stay consistent at all times, however, some situations call for adjustments. This applies too in bima ERP branding

**The Nest should never be any color other than dark blue/dark orange, White or Black.*





Aliquam egestas felis vel ipsum efficitur, eget bibendum risus aliquet. Fusce hendrerit hendrerit massa ut interdum. Etiam at sodales ex, in sagittis ipsum.

Aenean euismod risus ac mi posuere, sit amet egestas odio commodo.



CONTACT

		
+254 20 3970000	iconsoft.co	ICON Limited
+254 722 577 910	info@iconsoft.co	8th Floor, Western Heights

XXXXXXXXXX

MARKETING

	88 655 646 546
	222 2344 444
	www.iconsoft.co
	marketing@iconsoft.co
	8th Floor, Western Heights



the future of business

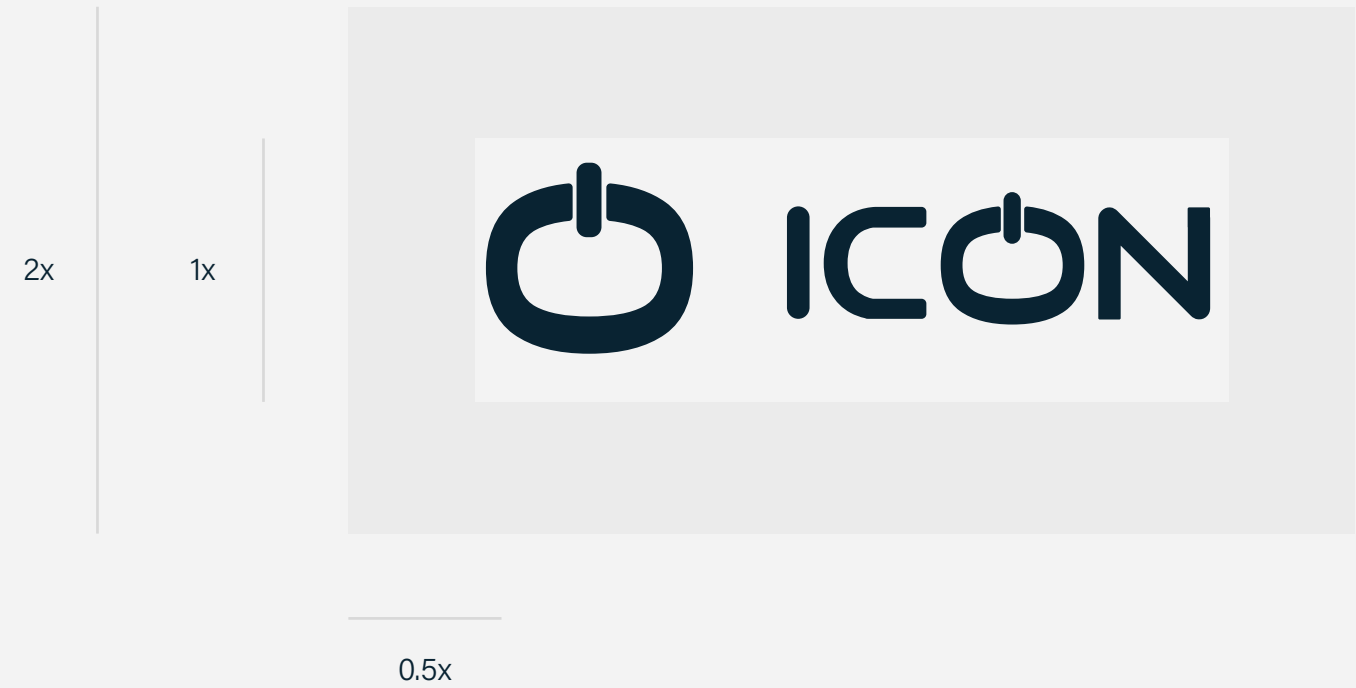
www.iconsoft.co

Clear Space

A minimum area of space must always surround the mark/logotype lockups. This area of isolation allows the identity to stand out by ensuring that other visual elements are kept clear from the mark.

This clear space is based on half of the height of the Nest.

Primary Mark Lockup





Lockups

The primary lockup is horizontal in orientation and should be used whenever possible. However if a format does not allow for this, a vertical alternate may be used (ICON Limited).

The Nest should only be used on its own in situations where the name is adjacent in some form (such as an app icon or web- based application).



Alignment

The center of the Nest should align to the center of the Logo-type.

The spacing between the "ICON" should always remain balance excluding the modified wordmark "O" that remains a bit bigger

In the vertical lockup used primarily in print design, the spacing between "ICON" and "Limited" should be no more than 5 centimeter

Please note this relationship and lockup is critical for balance, as the letter-forms have been customized.



Primary Lockup



Vertical Lockup
*(Mostly used for
professional business)*



In the age of bytes and innovation, the path to progress is paved with the bricks of digital transformation, where the ones who embrace change find themselves architects of a future beyond imagination.





Logo placement should always be at the top right of any visual marketing material, be it video or image at all times to maintain consistency. However, any creative or interactive element can be placed behind the logo for better visibility





ICON's brand identity revolves around innovation, simplicity, and technology that aids businesses go into the future. The logo features a sleek design with a blend of vibrant dark blue and orange colors.

Watch this space..... coming soon near you



Aa

Acumin Pro Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1233434543456475678979809[;l./,kl;

Aa

Acumin Pro Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1233434543456475678979809[;l./,kl;

Aa

Acumin Pro Extracondensed Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1233434543456475678979809[;l./,kl;

Aa

Acumin Pro Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1233434543456475678979809[;l./,kl;

Acumin is a versatile sans-serif typeface family designed by Robert Slimbach, intended for a balanced and rational quality. Solidly neo-grotesque, it performs beautifully at display sizes but also maintains an exceptional degree of sensitivity for text sizes.

Acumin can be found at:
<https://fonts.adobe.com/fonts/acumin>

Questions?

For any questions with this style guide, please contact:

ICON Marketing
marketing@iconsoft.co

