BRAND GUIDELINES

This document defines the foundational visual and strategic elements of the OKIKE brand. It exists to ensure clarity, consistency, and long-term coherence across all brand touchpoints — from digital platforms and products to communications and partnerships.

OKIKE is designed to scale. As such, this guide prioritizes structure over decoration, systems over trends, and intention over aesthetics.
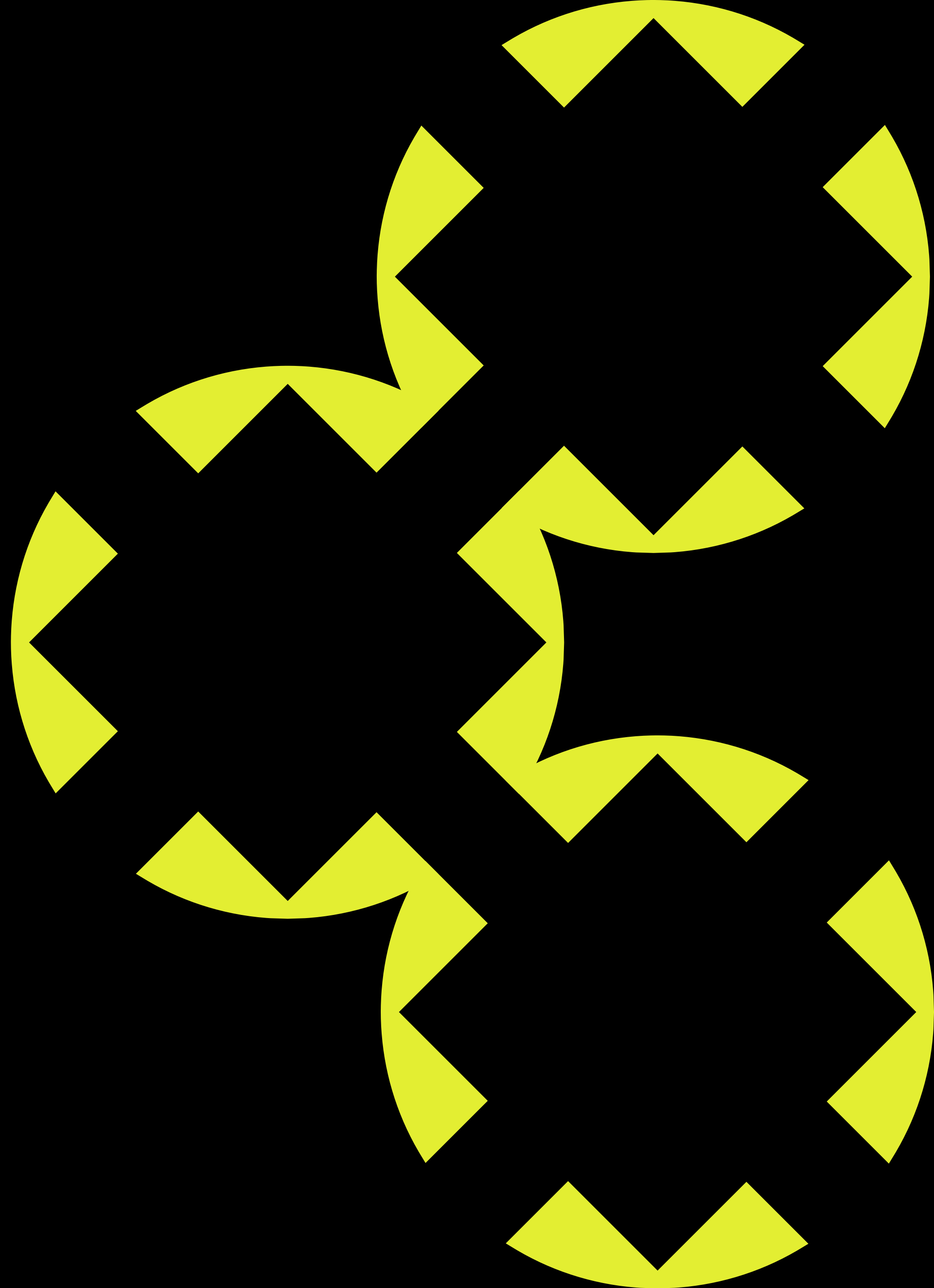
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INTRO

Brand Essence

OKIKE is a creative and technological institute that builds early-stage startups through structured systems rather than isolated outputs.

We treat ideas as components of a larger architecture — designing frameworks that organize culture, strategy, and technology into scalable enterprises. By focusing on structure before scale, OKIKE enables founders to build ventures that endure, adapt, and grow with intention.

Brand Positioning

OKIKE is a culturally intentional creative and technological institute that builds, guides, and structures early-stage ventures into enduring enterprises.

Rather than operating as a traditional service provider, OKIKE positions itself as a builder of systems — an institution that births other institutions.

Brand Attributes

OKIKE expresses its identity through the following core attributes:

- **Calm** — deliberate, steady, and confident
- **Architectural** — structured, intentional, and system-oriented
- **Culturally Rooted** — informed by heritage without relying on symbols or clichés
- **Forward-Facing** — modern, adaptable, and future-ready
- **Loyal** — committed to long-term partnerships and growth

These attributes inform every visual and verbal decision within the brand.

Audience

OKIKE's audience consists primarily of founders, startup operators, and early-stage business leaders building technology-enabled ventures.

They are creators at the beginning or early growth stages of their journey — individuals and small teams responsible for turning ideas into functional systems, products, and companies. Many operate in fast-moving environments with limited structure, where clarity, direction, and long-term thinking are critical.

This audience values:

• Clear systems over improvisation
• Structure over surface-level aesthetics
• Calm, experienced guidance over hype
• Brands that think long-term and build for durability

They are not looking for vendors.
They are looking for **partners who understand how institutions are formed.**

See sample persona below.

Meet Daniel

Industry: Technology / Digital Services / Startups
Role: Founder / Technical Lead / Product Builder
Company Stage: Idea to early growth
Team Size: 1–15 people

Goals

• Turn a raw idea into a structured, viable business
• Build systems that scale beyond personal effort
• Establish a clear foundation for products, brand, and operations
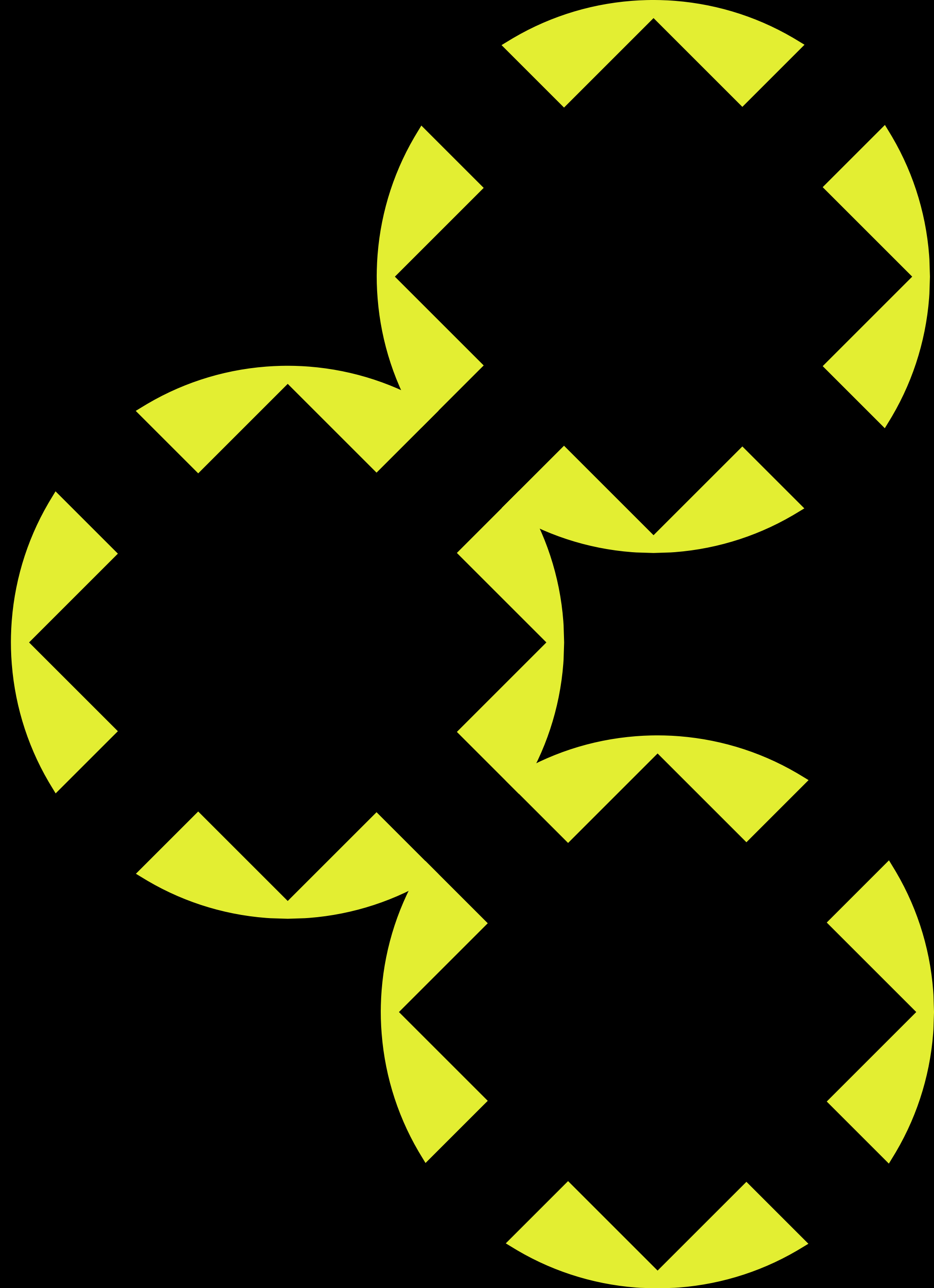• Avoid costly rework caused by poor early decisions

Challanges

• Fragmented processes and unclear direction
• Pressure to move fast without proper structure
• Limited access to experienced guidance
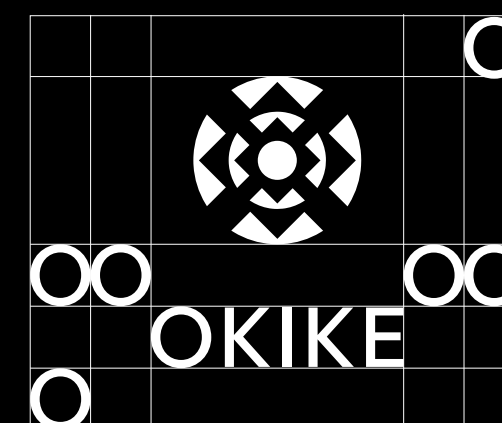• Difficulty translating vision into organized execution

Needs from OKIKE

• Clear frameworks for building startups from the ground up
• Calm, strategic direction across design and technology
• Systems that can grow and evolve with the business
• A trusted institute that thinks beyond short-term delivery

LOGO
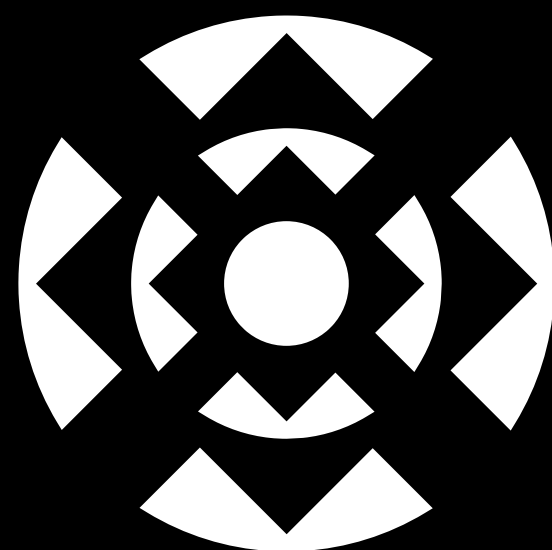
Logo

Logo Philosophy

The OKIKE logo is designed as a system anchor, not a decorative mark. It represents structure, continuity, and capability rather than expression or personality.
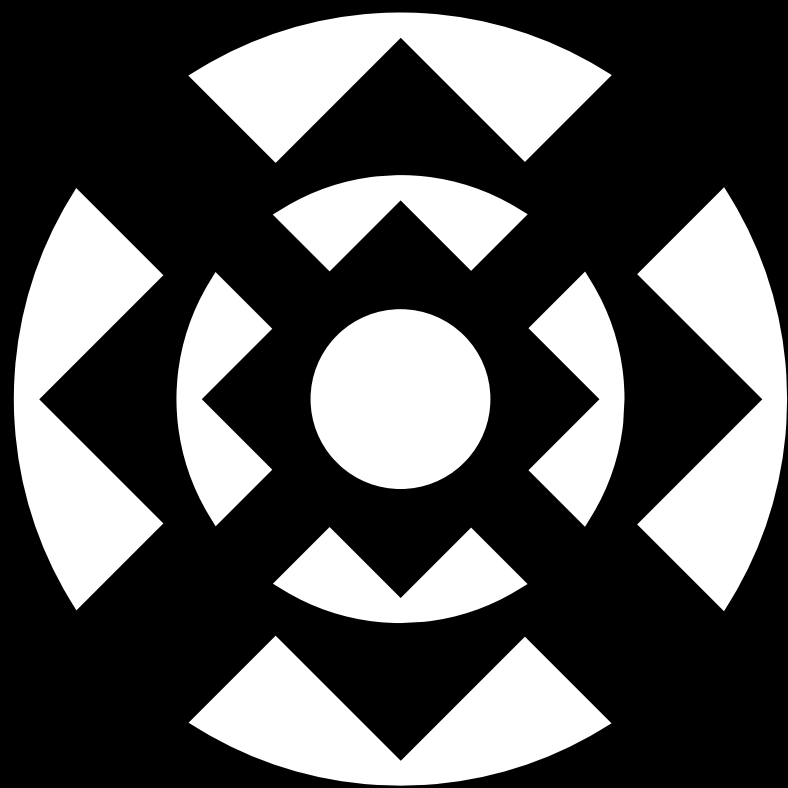
The logo system is intentionally minimal and controlled, allowing OKIKE to support and host other brands, products, and ventures without visual conflict.

Logo Components

The OKIKE logo system consists of two primary elements:

- **The Symbol (Primary)**
- **The Wordmark (Secondary)**

Each element has a distinct role within the system.

Role of the Symbol

The OKIKE symbol is the core identifier of the brand. It is designed to function independently across most applications and should be treated as the primary expression of the brand.

The symbol represents:

- Structure and construction
- Systems thinking
- Cultural rhythm expressed through form, balance, and restraint

It is intentionally abstract, allowing meaning to be felt before it is explained

Symbol Logic & Construction Rationale

The symbol is constructed using a controlled geometric logic, reflecting OKIKE's role as an architect of systems rather than a creator of artifacts.

Key principles behind the symbol:

- **Grid-based construction**, reinforcing order and scalability
- **Balanced form**, communicating stability and trust
- **Intentional negative space**, signaling clarity and intelligence
- **Non-literal abstraction**, avoiding direct cultural or technological imagery

This approach allows the symbol to feel culturally grounded without being symbolic, and modern without appearing trend-driven.

Primary Use Cases for the Symbol

The symbol should be used on its own in most brand applications, including:

- Website headers and navigation
- Product interfaces
- Social media avatars
- Favicon and app icons
- Watermarks and stamps
- Presentation covers

When space is limited or clarity is paramount, the symbol alone is sufficient.

OKIKE

Role of the Wordmark

The OKIKE wordmark functions as a supporting identifier. It is used selectively in contexts where clarity, legibility, or formal identification is required.

The wordmark is never intended to overpower the symbol.

Wordmark Usage Guidelines

Use the wordmark when:

- Legal or formal identification is required
- Introducing the brand in text-heavy environments
- The symbol alone may cause ambiguity
- Space allows for full brand naming without clutter

Avoid using the wordmark as a decorative or dominant element.

Relationship Between Symbol and Wordmark

- The symbol always leads the identity system
- The wordmark supports, clarifies, or contextualizes
- The two may appear together, but are not inseparable

This hierarchy reinforces OKIKE's institutional positioning rather than a personality-led brand

Variations

Primary Configuration

Symbol used independently

Secondary Configuration

Symbol paired with wordmark

All configurations must maintain:
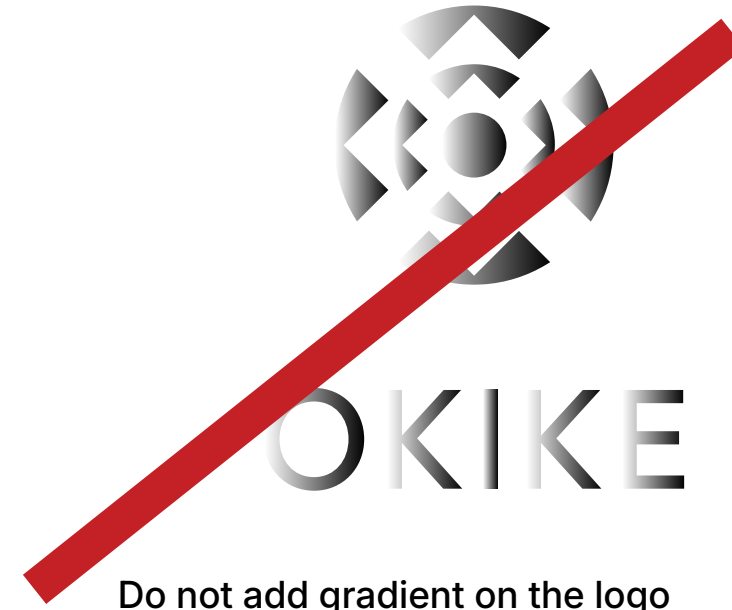
- Proper spacing
- Clear legibility
- Visual balance

No alternative lockups or rearrangements should be created outside defined use cases.

Do not crop the logo

Do not add any visual element on the logo

Do not add gradient on the logo

Do not add effect on the logo

Do not ad element alongside the logo

Do not use horizontal lookup

Do not outline the logo

Do not use any other colour on the logo
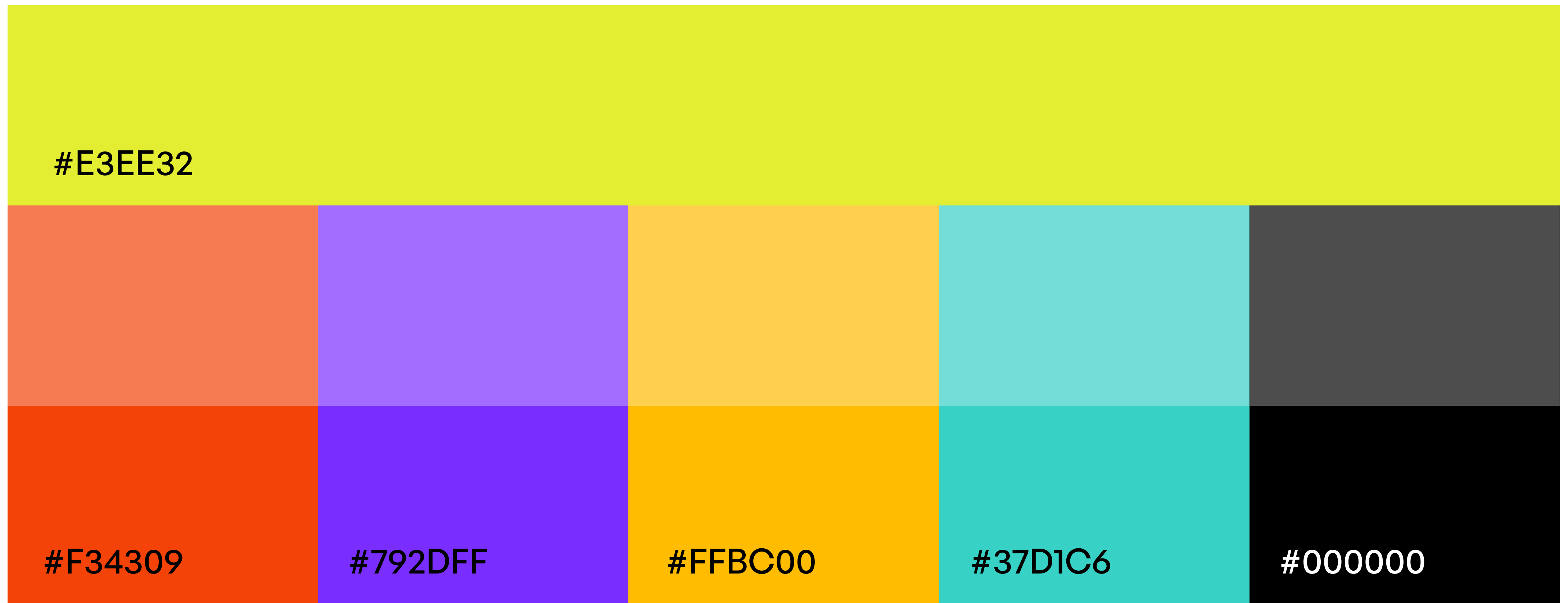
Do not skew/stretch the logo

Do not change the logo's orientation

Misuse

COLOUR

#E3EE32

#F34309

#792DFF

#FFBC00

#37D1C6

#000000
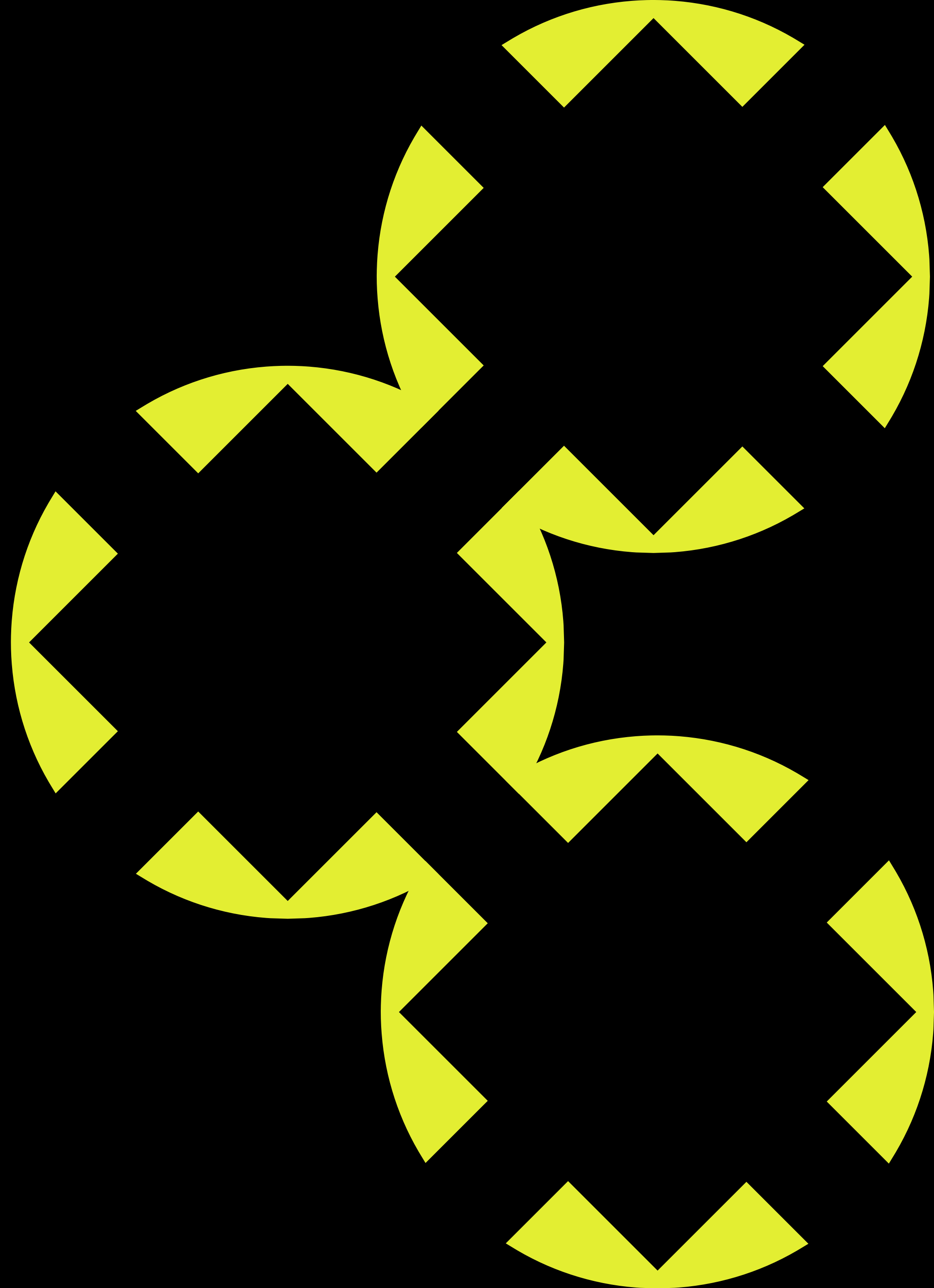
Palette

Color Philosophy

Color in the OKIKE identity is restrained and intentional. The logo must function effectively without color before any palette is applied.
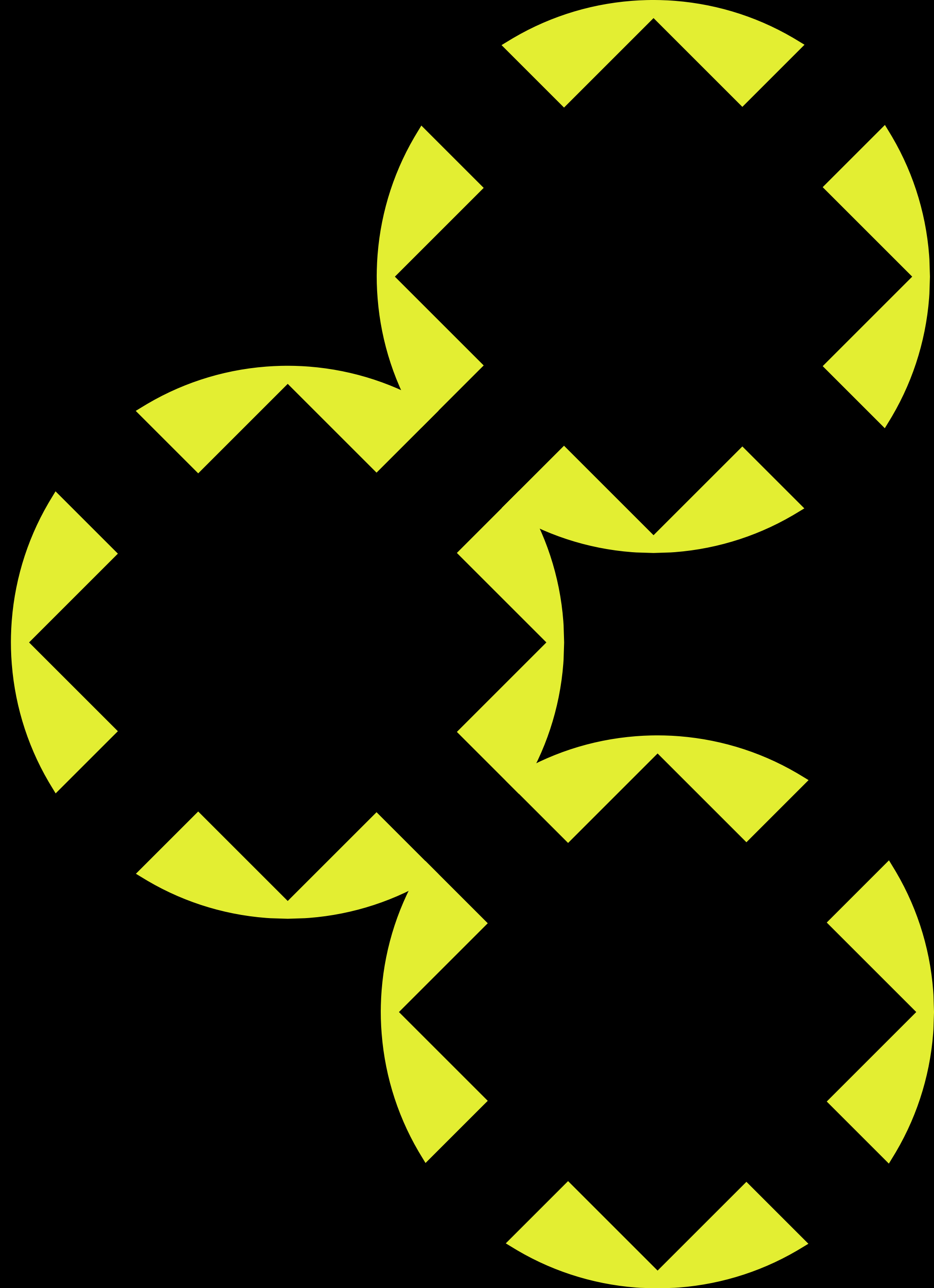
Approved Logo Color Usage

- Primary: Single-color application (black, white, or neutral)
- Accent color usage: Optional and minimal
- The logo should never rely on color for recognition

Avoid:
- Gradients within the logo
- Multiple colors in a single mark
- Decorative outlines or effects

Color supports the logo — it never defines it.

TYPOGRAPHY

General Sans

Brand Font

O O O

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

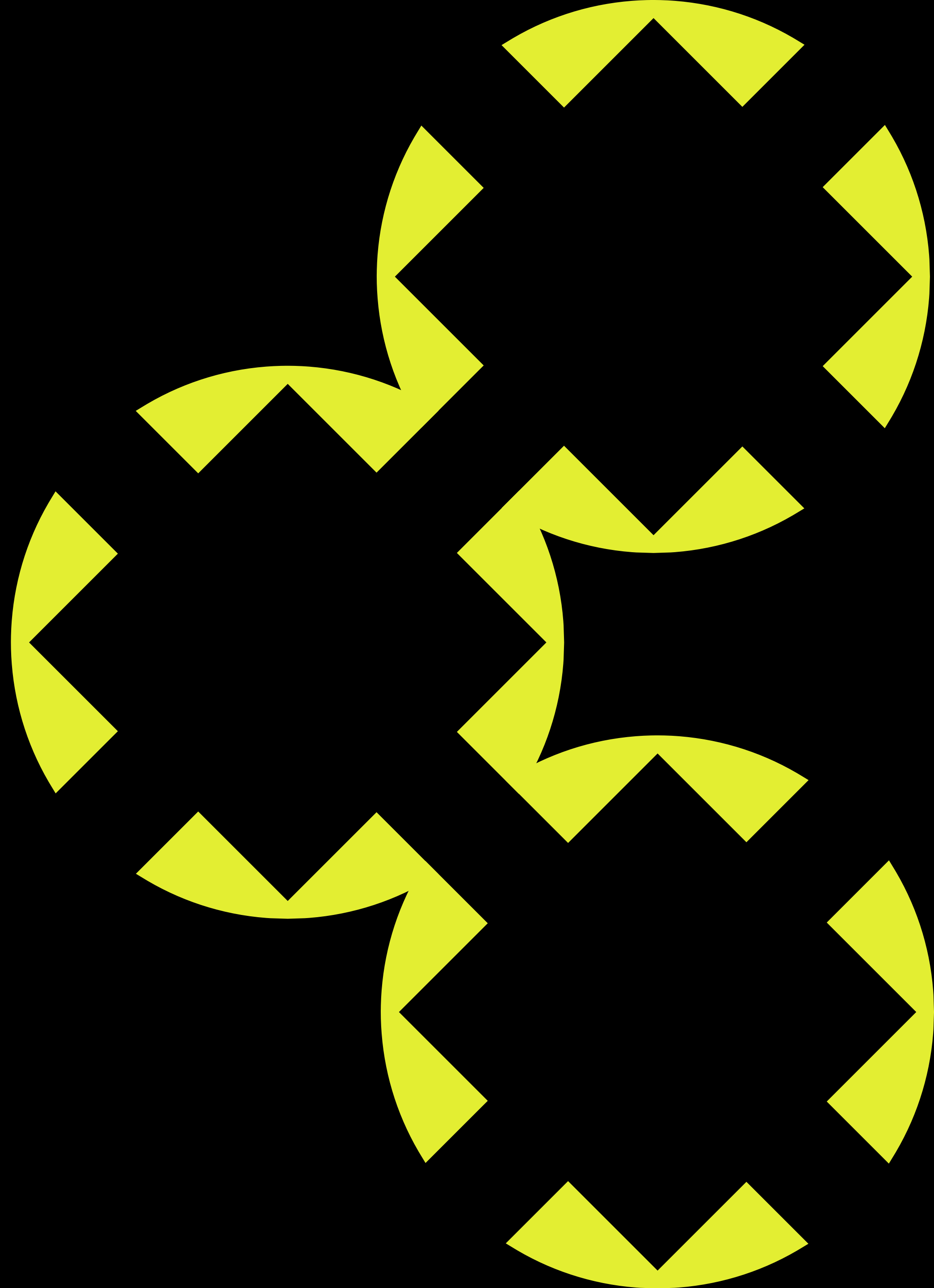# Weight

Regular   Medium   SemiBold   Bold   Black

Aa Bb Cc Dd Ee Ff Gg Hh
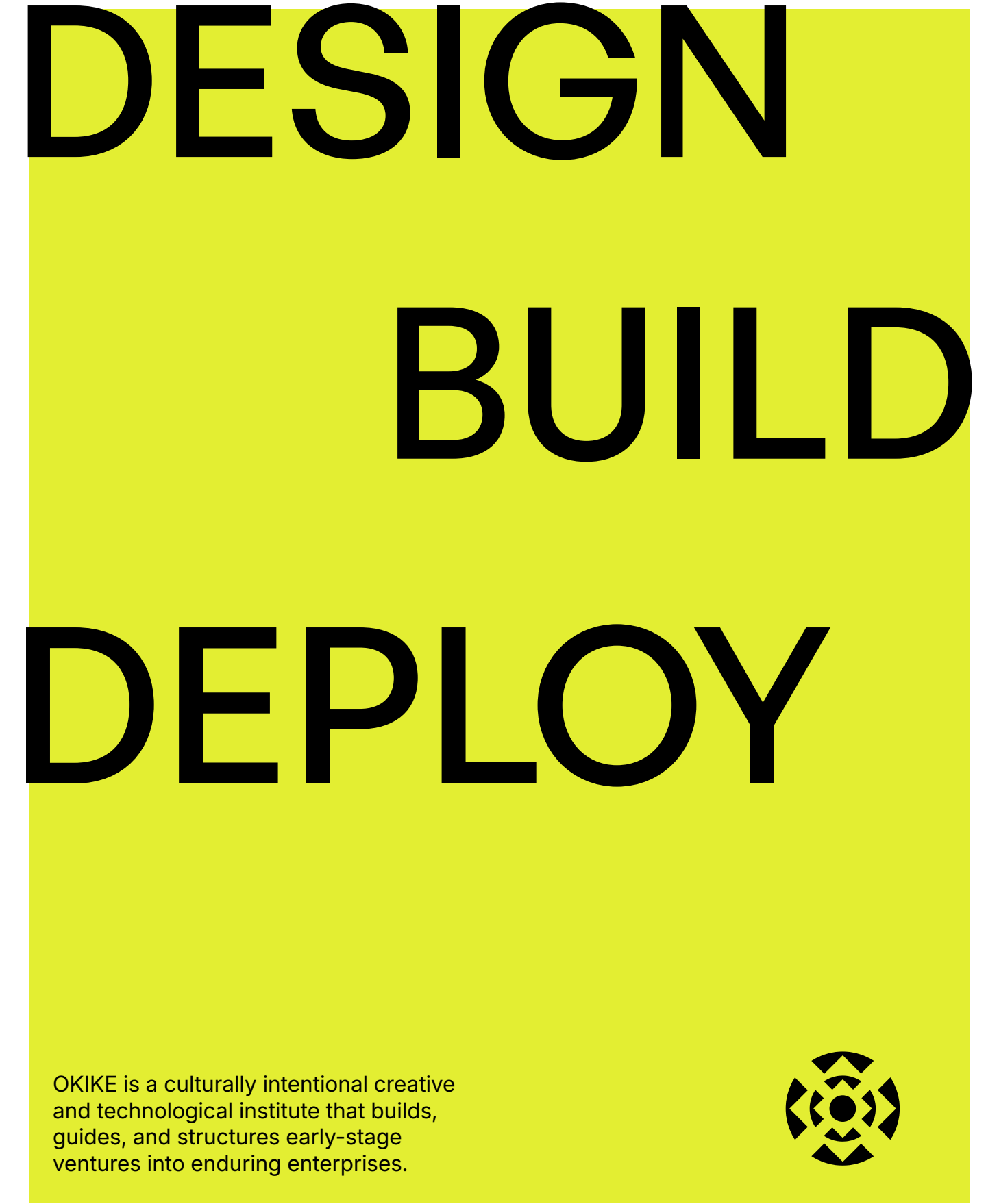Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
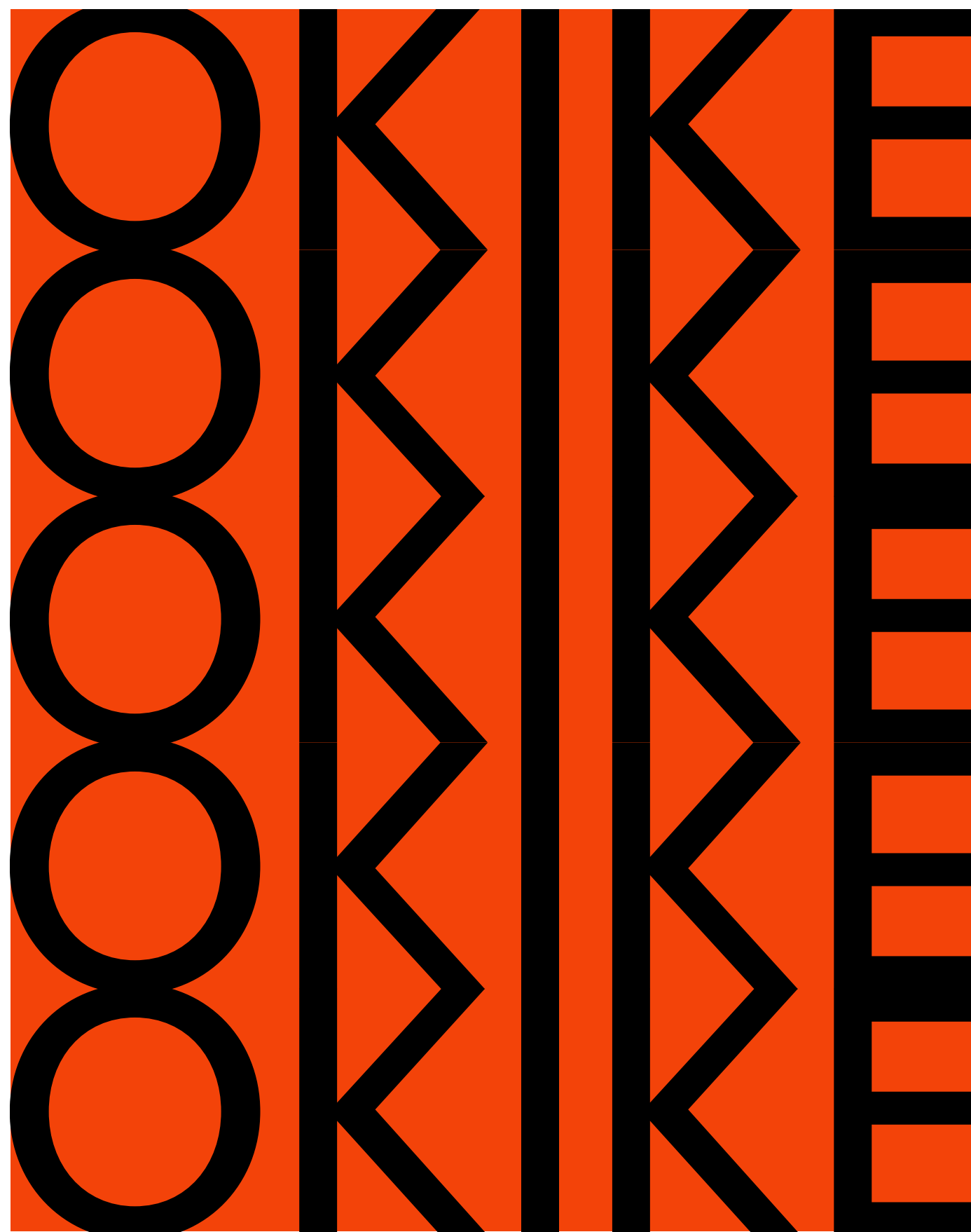Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
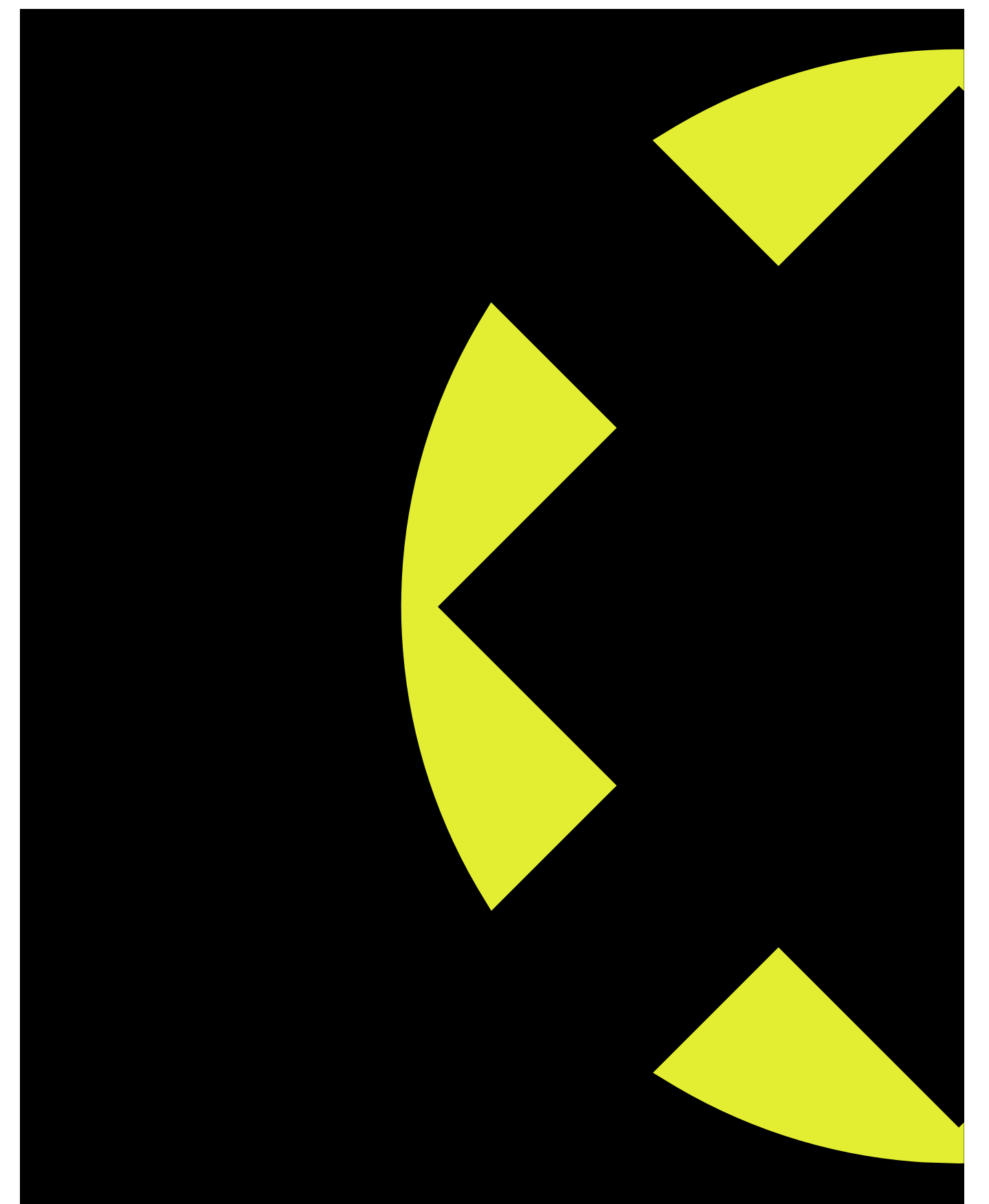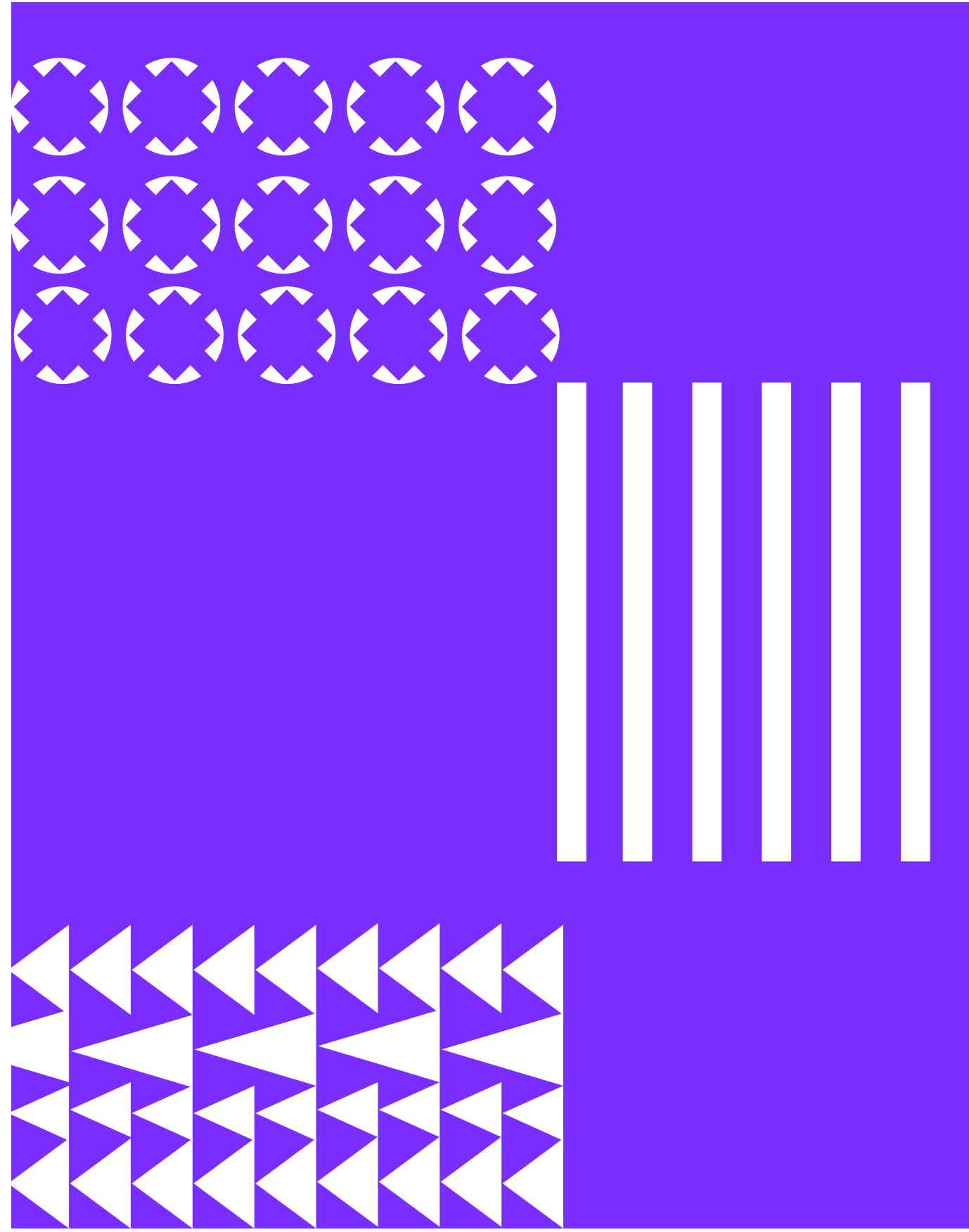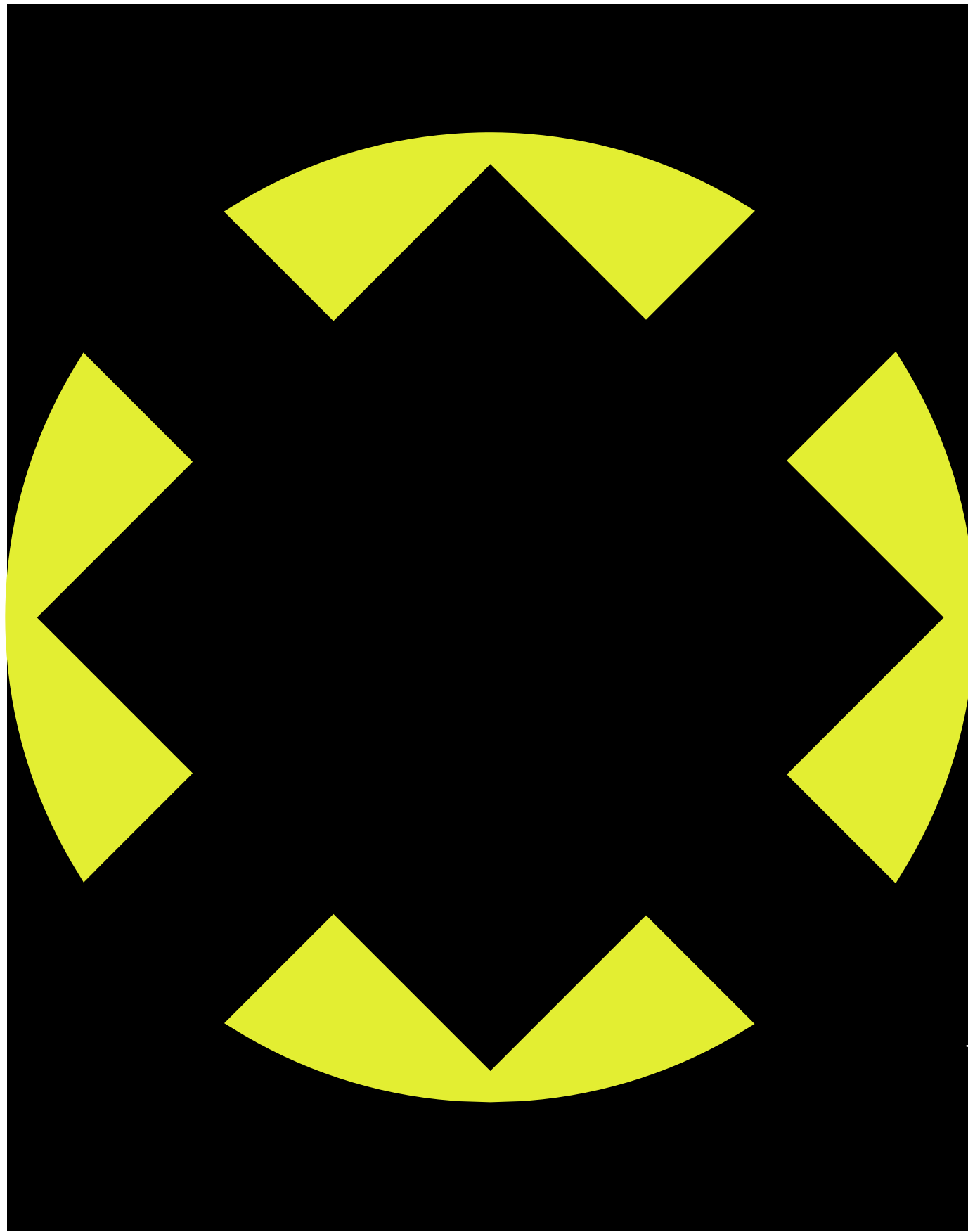**Ss Tt Uu Vv Ww Xx Yy Zz**
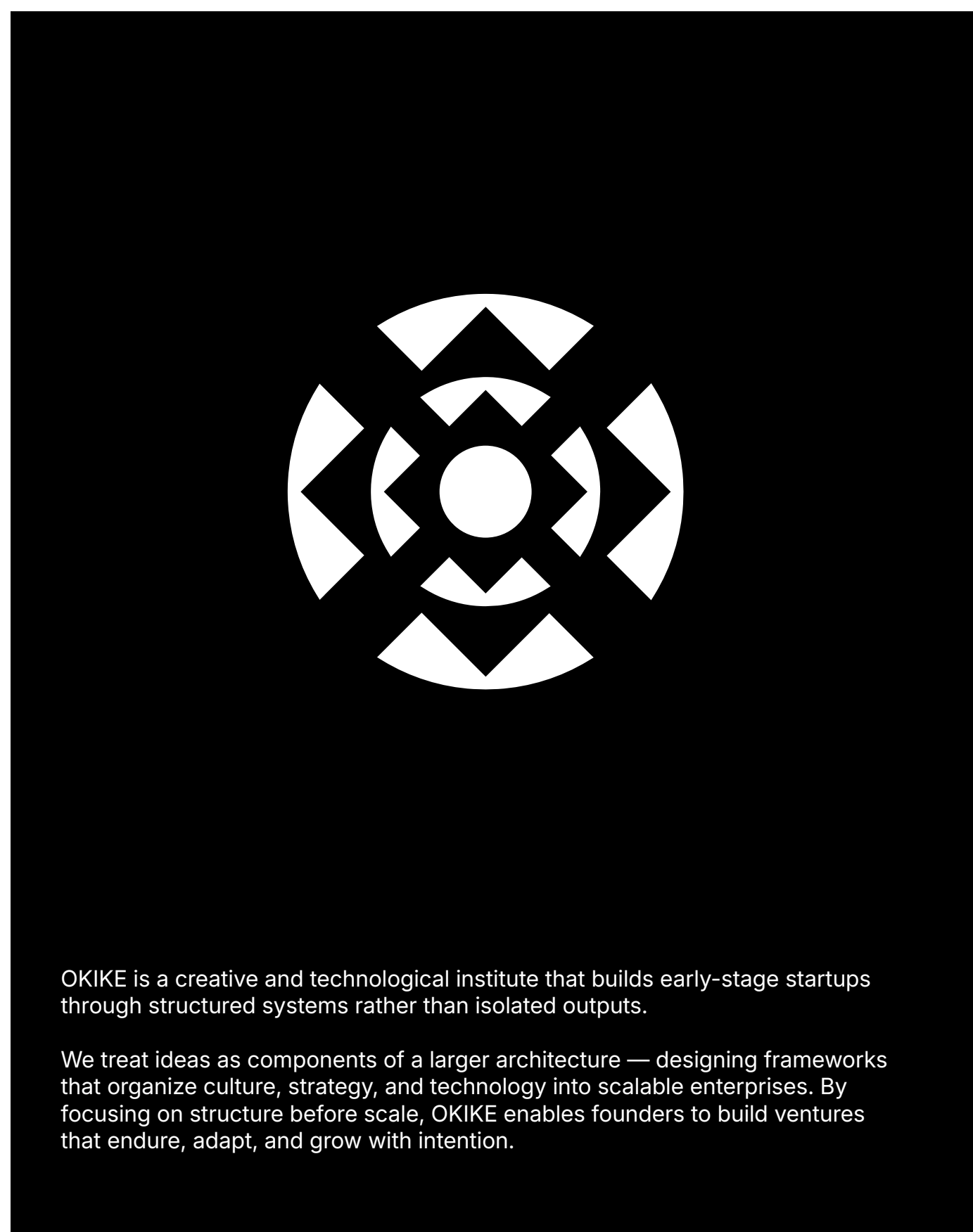**0123456789**

Inter

Secondary Font

VISUALS

DESIGN
BUILD
DEPLOY

OKIKE is a culturally intentional creative
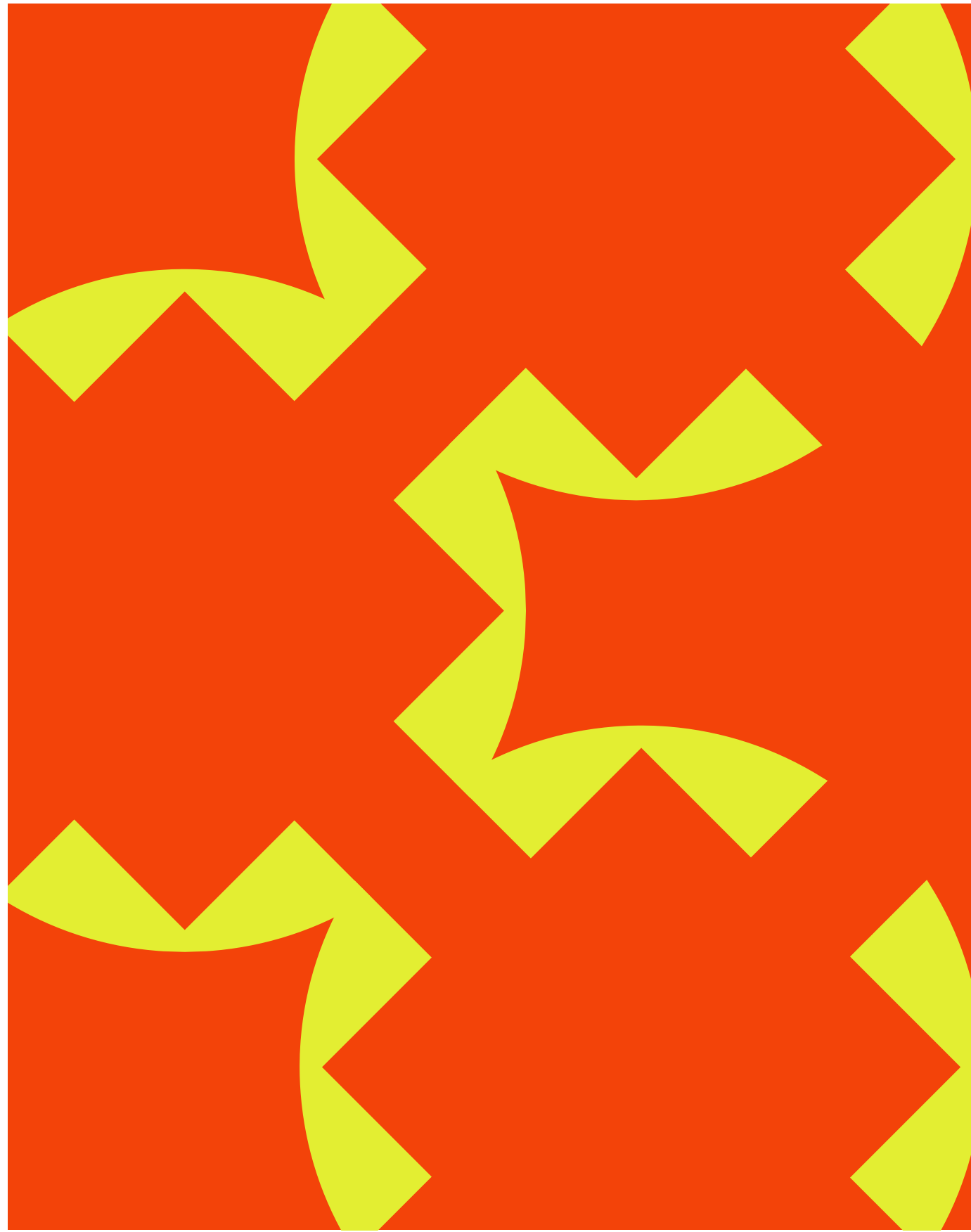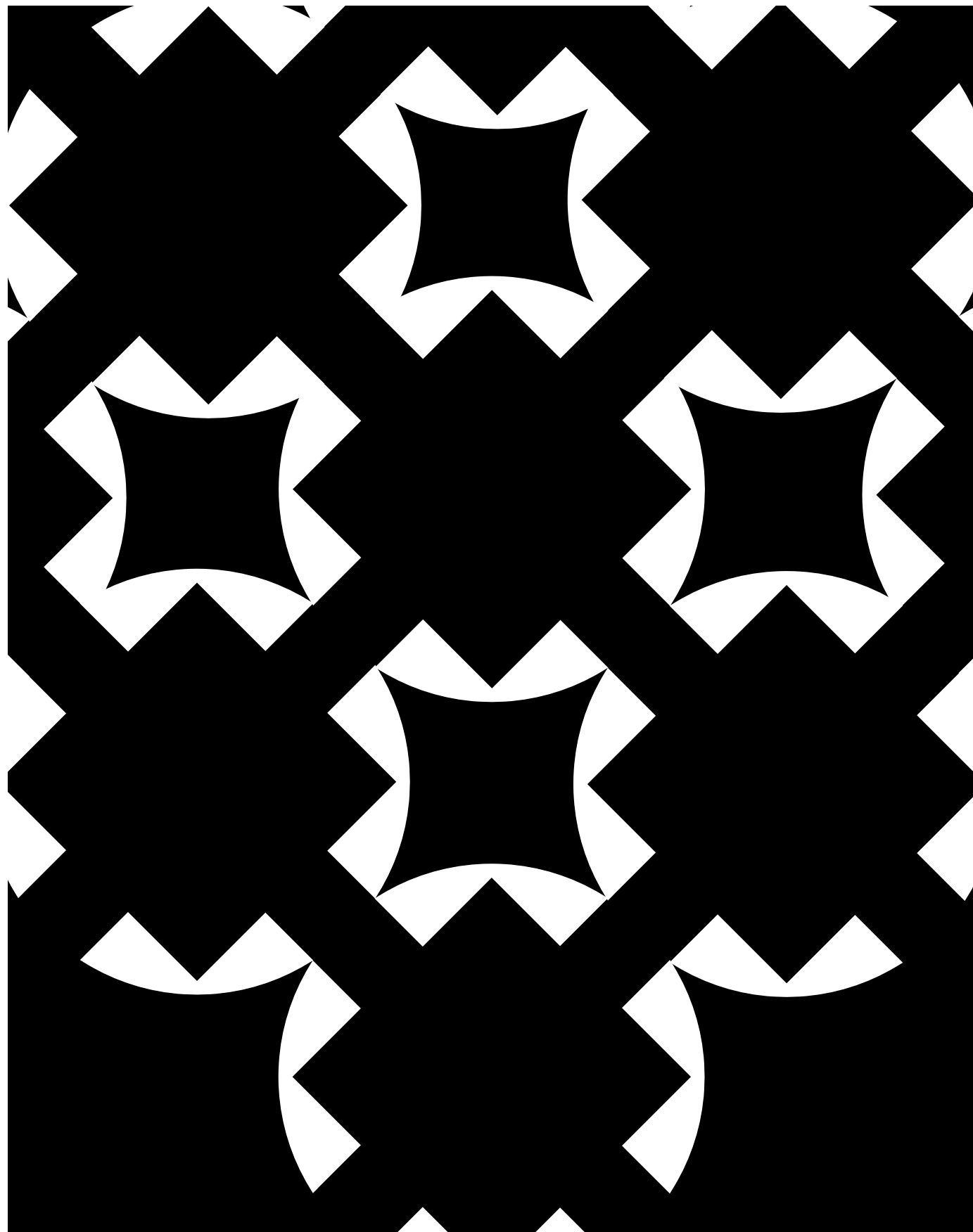and technological institute that builds,
guides, and structures early-stage
ventures into enduring enterprises.

Typography as form

The symbol

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The symbol