



SIZING

minimum size for full ION logo 50 pixels



if smaller size needed use no icon ION logo 30 pixels or smaller



ICON ONLY ION logo 50 pixels



App Icon square min-size 50x50



Brand Identity variations

standard



inverted



inverted alternative



black and white



Brand Colors

Primary

#00ADF6  
rgb(0%, 68%, 96%)



Secondary

#042D4B  
rgb(26%, 38%, 47%)



#5E68A9  
rgb(37%, 41%, 66%)



#41DD94  
rgb(25%, 87%, 58%)



#914ED1  
rgb(57%, 31%, 82%)



#56CE41  
rgb(34%, 81%, 25%)



Approved gradients

#00ADF6 + #042D4B



#00ADF6 + #5E68A9



#41DD94 + #5E68A9



#41DD94 + #5E68A9



Standard Dark Background

#111111  
rgb(7%, 7%, 7%)



TYPOGRAPHY

Primary font

**Futura LT Bold (headings)**  
kerning set to 0

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

Futura LT Book (body & sub headings)  
kerning set to 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Secondary font

**Raleway - bold (headings)**  
kerning set to 0

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

Raleway - thin (headings)  
kerning set to 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890