

IkoConnect - Brand Guidelines

How to use the IkoConnect brand assets correctly



Logo Usage

✓ Clear space



Always leave enough padding around the logo. At minimum, use the height of the “I” as spacing on all sides



Do Not:

- Stretch or squish the logo
- Add shadow or gradients
- Rotate or tilt the logo
- Use other colors



To maintain IkoConnect's clean and modern visual identity, we use the *Inter* typeface family across all materials.

Font Usage:

- Headlines:
Inter Bold
- Subheadings:
Inter Medium
- Body Text:
Inter Regular
- UI Labels:
Inter Medium

Sizing Guidelines:

- H1: 2.25rem
H2: 1.875rem
Paragraph: 1rem
Small Text: 0.875rem

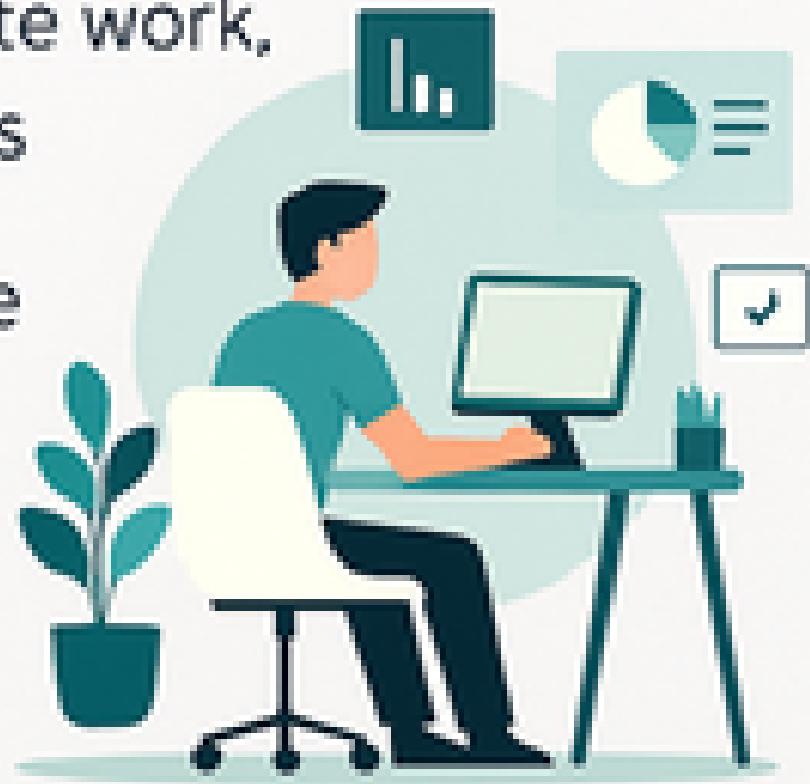
- ✓ Ensure high contrast
- ✓ Use consistent spacing
- ✗ Avoid decorative fonts

Imagery & Visual Style

IkoConnect uses a minimalist, bright, and modern visual style.

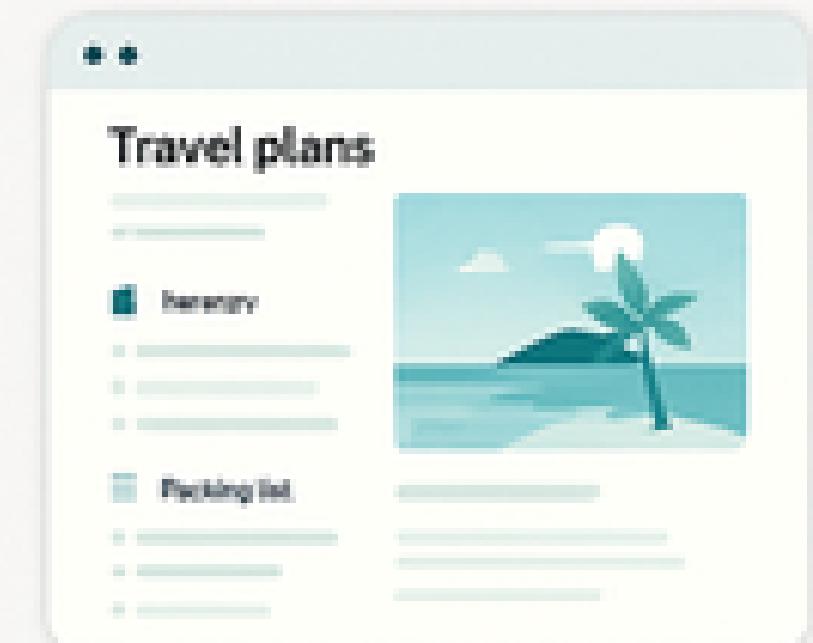
Images related as tech, remote work, productivity, and digital tools

- Icons: simple, flat or outline
- Screenshots: clean
- Illustrations: soft gradients or isometric style



Avoid:

- Cluttered visuals
- Stock photos without editing
- Dark or oversaturated images



Colors:

- Primary: #4F46E5 (Indigo-600)
- Secondary: #F97316 (Orange-500)
- Background: #FFFFFF (Light) / #1F2937 (Dark)

Fonts:

- Main Font: Inter
- Weights used: 400, 600, 800

Logo Usage:

- Minimum width: 48px
- Keep 8px padding around the logo
- Do not rotate or distort the logo

Dark Mode:

- Background: #1F2937
- Text: #E5E7EB

Contact:

For brand questions, email us at: contact@ikoconnect.com