



KOINOIKE

Brand Identity Guidelines

For Mario and Luigi, created by Maiara Lewis Cipriano

LOGOTYPE

The Koinoike logo captures the essence of the koi fish, with a particular emphasis on its graceful, flowing tail – a signature trait of these elegant creatures.

The choice of the color red holds significance, as it is not only a prevalent hue in the koi's striking appearance but also deeply rooted in Japanese culture, from which the koi fish originates.

MARK



PRIMARY COLORS

Koi red

#D52B29

C: 10
M: 97
Y: 98
K: 2

White

#FFFFFF

C: 0
M: 0
Y: 0
K: 0

Black

#000000

C: 0
M: 0
Y: 0
K: 100

SECONDARY COLORS

Shade

#A52121

C: 24
M: 99
Y: 100
K: 18

Tint

#FF9999

C: 0
M: 75
Y: 52
K: 0

Dark

#665353

C: 54
M: 61
Y: 56
K: 30

MARK & COLOR VARIATION

ON WHITE BACKGROUND

RED

FULL COLOR



BLACK



ON BLACK BACKGROUND

RED

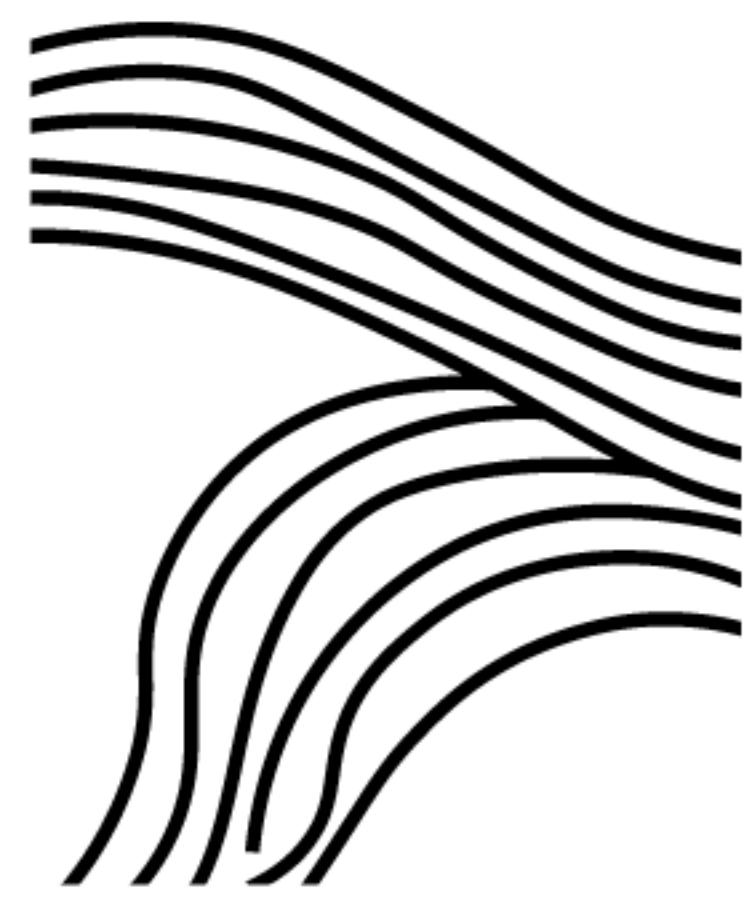
FULL COLOR



BLACK



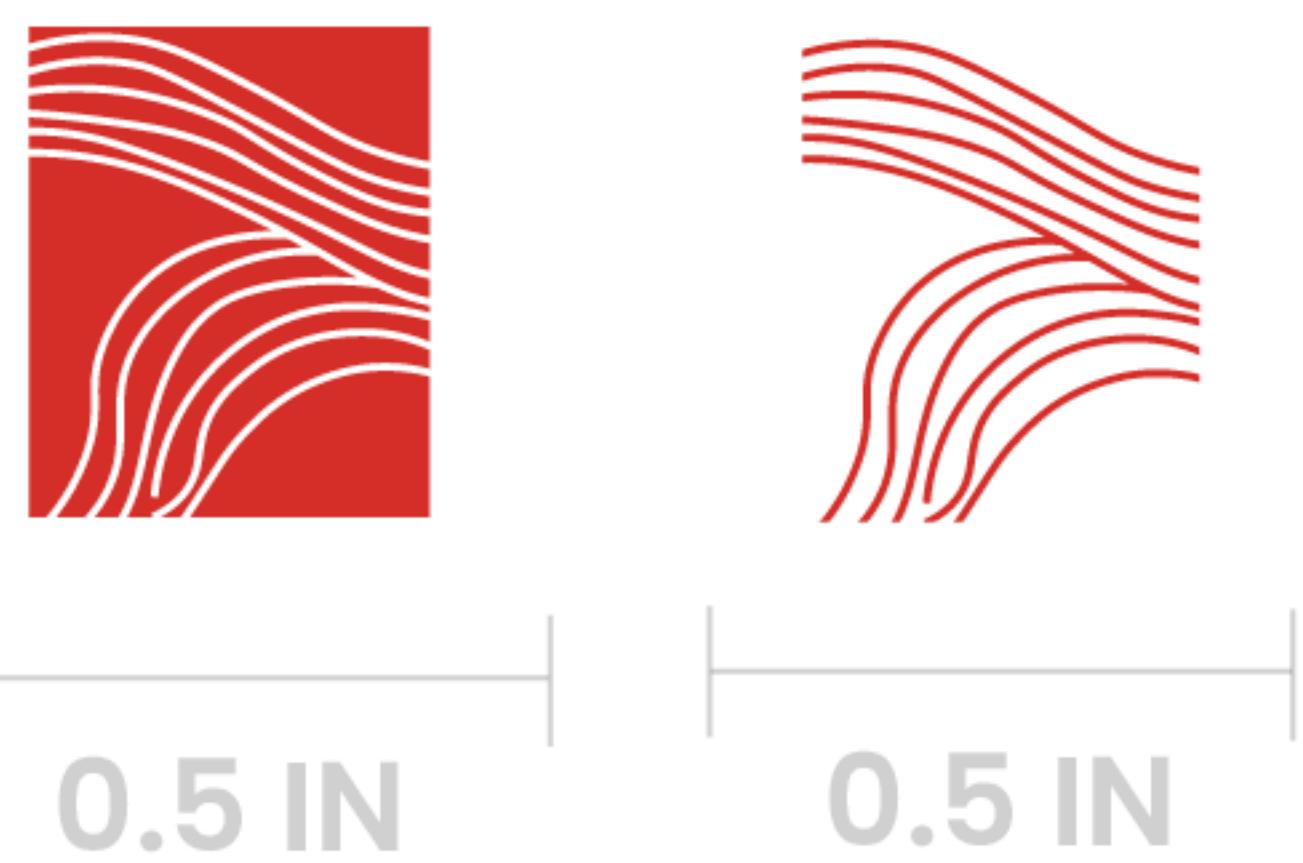
STROKE BASED



STROKE BASED



LOGOTYPE VARIATIONS: SCALABILITY



MINIMAL MARK SIZE

0.5 inches or 36 pt



EXTENDED LOGOTYPE WITH TAGLINE

Only include tagline logotype with width = 2.5" or larger



EXTENDED LOGOTYPE WITHOUT TAGLINE

Width = 2" or larger



KOINOIKE

Nurturing Koi, Building Bonds



KOINOIKE

1.5 IN

COMPACT LOGOTYPE WITH TAGLINE

Only include tagline logotype with width = 2" or larger

COMPACT LOGOTYPE WITHOUT TAGLINE

Width = 1.5" or larger

TYPOGRAPHY STYLES

SIGNATURE

PORTOFINO - *SANS SEFIR* - REGULAR

HEADINGS

Serif - Sabon LT Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TAGLINE, BODY TEXT

Sans Serif - ITC Avant Garde Gothic Pro Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MANDATORY FREE SPACE

The Koinoike logotype and mark should always be accompanied by the mandatory free space.

For the stand alone mark, use the width of the letter "N" in the signature koinoike.

For all logotypes, use the letter "K" instead.



PHOTOGRAPHY STYLES



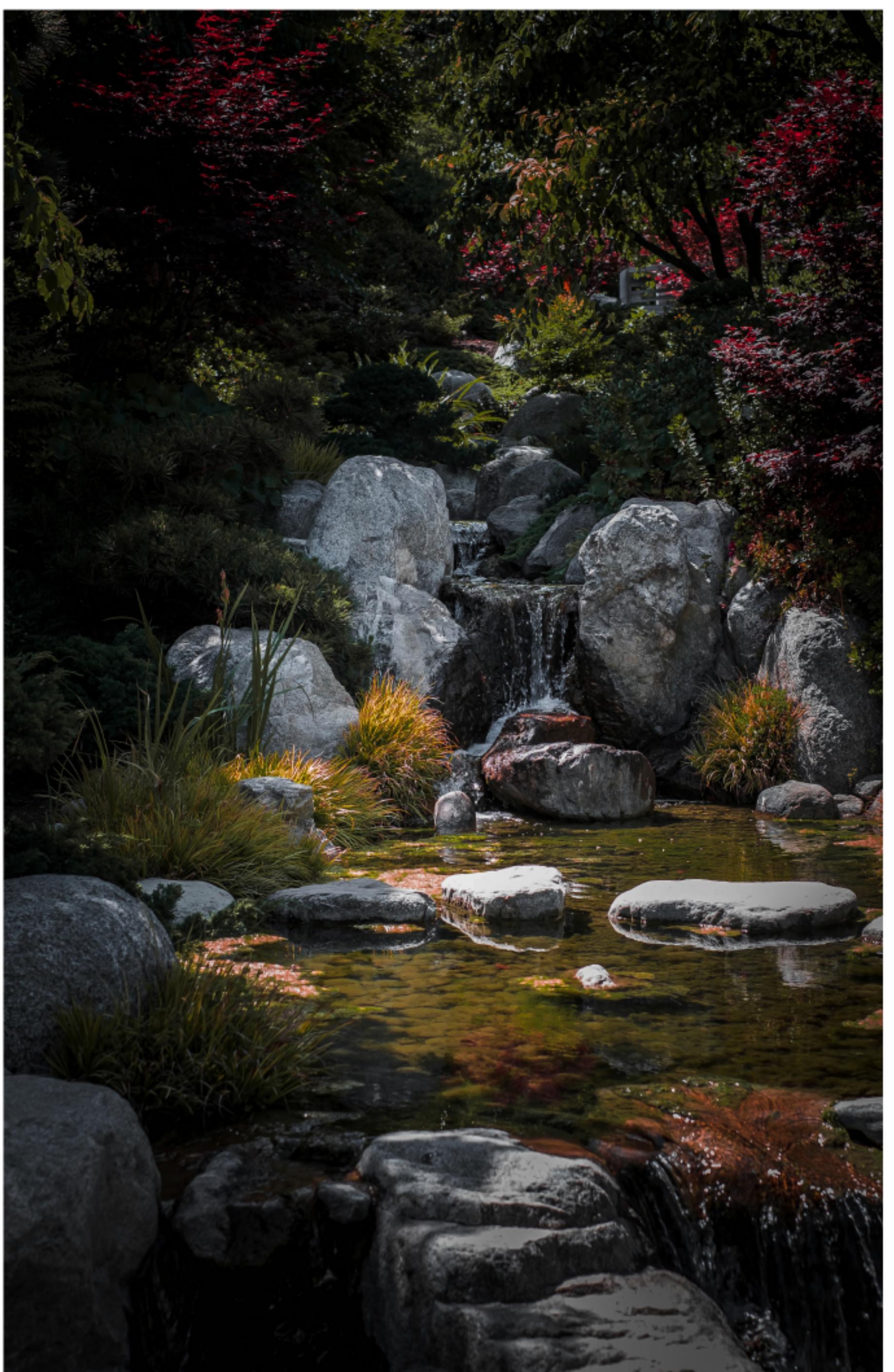
By Lucas Calloch - Unsplash



By Madeira- Pixabay



By Chris Sheldon - Unsplash



By Lance Anderson - Unsplash



By Kumiko Shimizu - Unsplash



By Samuel Berner - Unsplash

APPAREL APPLICATIONS

Examples:

Compact logotype without tagline, centered, width set to 5 inches.

