Logo

Logo constraints

The core ING Logo comprises of the ING wordmark + the ING Lion symbol.

Exclusion area

An exclusion area has been specifically developed to allow maximum clarity and legibility of the logo. The image to the right represents the exclusion area required around any application of the logo.

No type or graphic elements should intrude into this space.

The exclusion area is measured by half of unit (X), equal to the height of the ING wordmark.

Minimum size

The size of the logo depends on the measurements of the collateral where the logo is placed. The primary logo may be applied no smaller than 4 mm high in print or 12 pixels high for digital application.

Core ING logo - **Clear space**

X

X

X

X   X

Minimum size

Minimum size is determined by the height of the logo ('H')

H = 12 px for digital

H = 4 mm for print

Logo versions

Primary logo

Our Primary usage of the ING logo comprises of the blue ING wordmark + orange Lion.

This version should be used wherever possible and always only on a white background.

Impact logo

The Impact usage version of the ING logo comprises of a white ING wordmark + white Lion. This version is for exceptional usage where stand-out is necessary to draw attention to our brand.

It is applied only on an ING Orange background. Examples of application are: ATM home screen, Football stadium digital advertising board, ING banking app launch screen and TVC end frame.

Primary logo

Single colour version - Positive on white
For exceptional use i.e. black and white printing and simplified online forms. This logo might be coloured black or ING Mid Grey only

Impact logo - Diapositive on orange

Single colour version - Diapositive on black
For exceptional use i.e. black and white printing and simplified online forms.
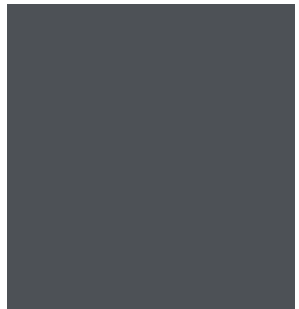
Logo colours

The primary logo version is always reproduced as a blue ING wordmark + orange Lion on a white background.

Depending on the method of output (i.e. CMYK, RGB, Pantone etc.) different ways of making the blue and orange are used.

The table to the right outlines the correct specifications to be used to achieve ING Logo Blue and ING Orange depending on the final output method.

· Please note that for digital output the ING Orange values have been updated to improve contrast and legibility.

ING Orange	ING Logo Blue	ING Logo Blue is restricted to be used in the logo only !	ING Mid Grey
HEX # FF6200	HEX # 000066		HEX # 767676
RGB R 255 G 98 B 0	RGB R 0 G 0 B 102		RGB R 118 G 118 B 118
Pantone 165 C	Pantone 281		Pantone Cool grey 9
CMYK C 0 M 70 Y 100 K 0	CMYK C 100 M 80 Y 0 K 40		CMYK C 0 M 0 Y 0 K 40
RAL 2004	RAL 5022		RAL 7037
NCS 580 - Y60R	NCS 5540 - R708		NCS –

ING Logo Blue   ING Orange

Holding shape

To enable the maximum use of our primary logo version we have created a white holding shape to contain it.

The holding shape should be used on photography and coloured backgrounds where maintaining the purity of logo placement on a clear white background would prove problematic. This white holding shape with rounded left corners and a straight side always pins to a right edge in application.

Met ING bent u thuis altijd gerust. Of toch bijna altijd.

Voor alle échte pech vindt u bij ING een geschikte verzekering.

Meer info hier of op ing.be/bescherming

Uw verblijf in België begint bij ING.

Ontdek onze financiële diensten voor expats.

Logo placement

Online

The ING logo should be applied, on a white background, at the top left of a website. It should be positioned in a clear space, sufficiently clear from any other elements. Where a suffix logo is used with a payoff it may be necessary to remove the payoff when the website scales down for smaller devices i.e. smartphones or tablets.
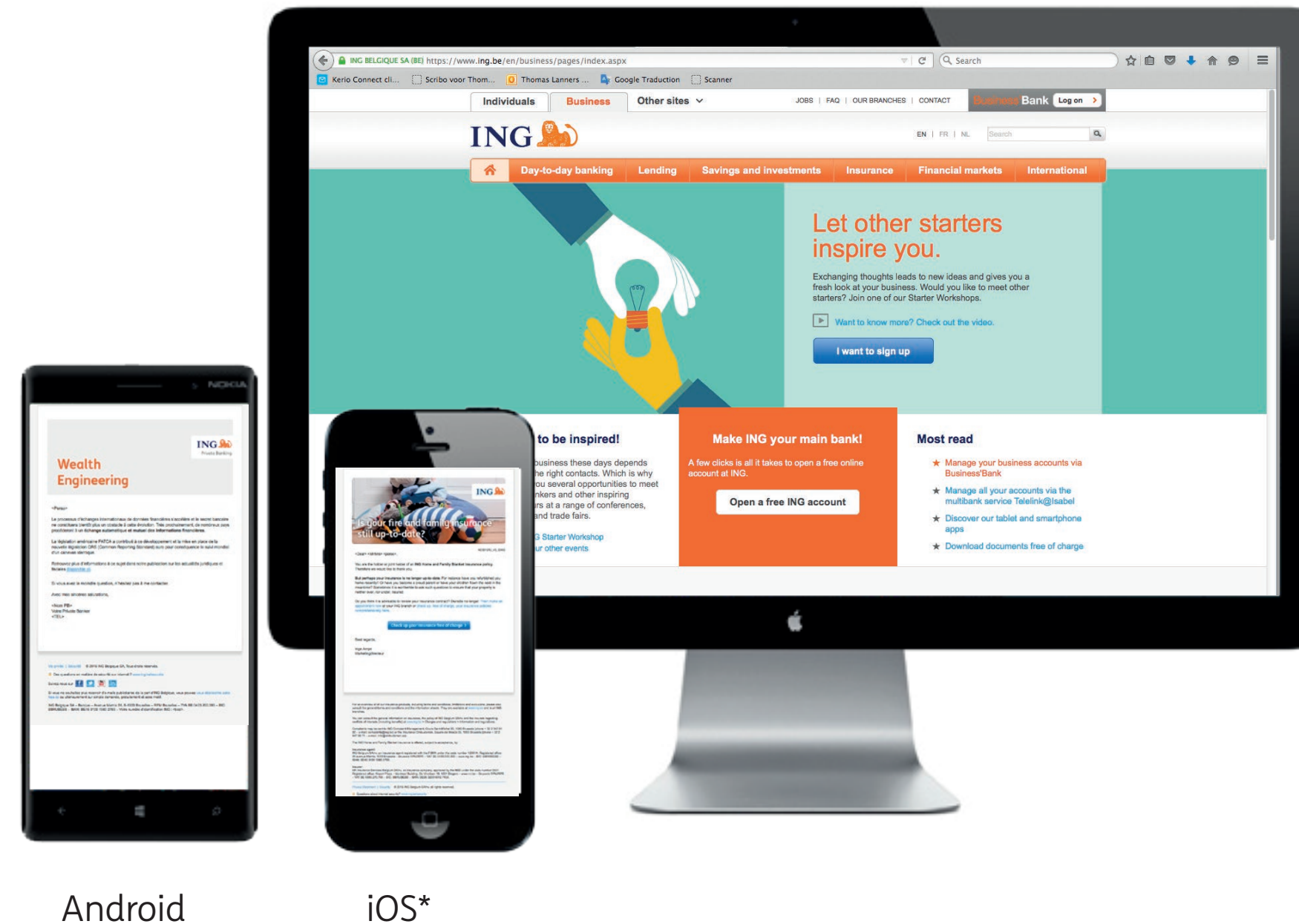
Print

In every permitation of the graphic buildup the logo still sits on the right of the white area.

- When the logo sits within a tab it is able to move up and down the right hand edge of the page. But not above or below the 10% edge of the page.

* Due to technical constraints the ING logo must be placed centrally on iOS mobile device applications.

Online

Desktop and devices

Android

iOS*

Top left when used on digital carriers and on correspondence i.e. letterhead and business card.

Print

holding shape logo

Fixed position top right and bottom right when placed on a white background or used in a tab.

Tab with holding shape logo

Fixed position top right and bottom right when placed on a white background or used in a tab.

Cropping the lion

In certain exceptional instances it is permissible to use certain specified crops of the ING Lion symbol in isolation, separate from the ING wordmark. These instances are generally used where this bold graphic element, the ING Lion symbol, plays a role in emphasising and creating stand out for the ING brand. Examples of this are using an ING Lion symbol crop on flags, banners, as a window supergraphic or backdrop and as an app icon.
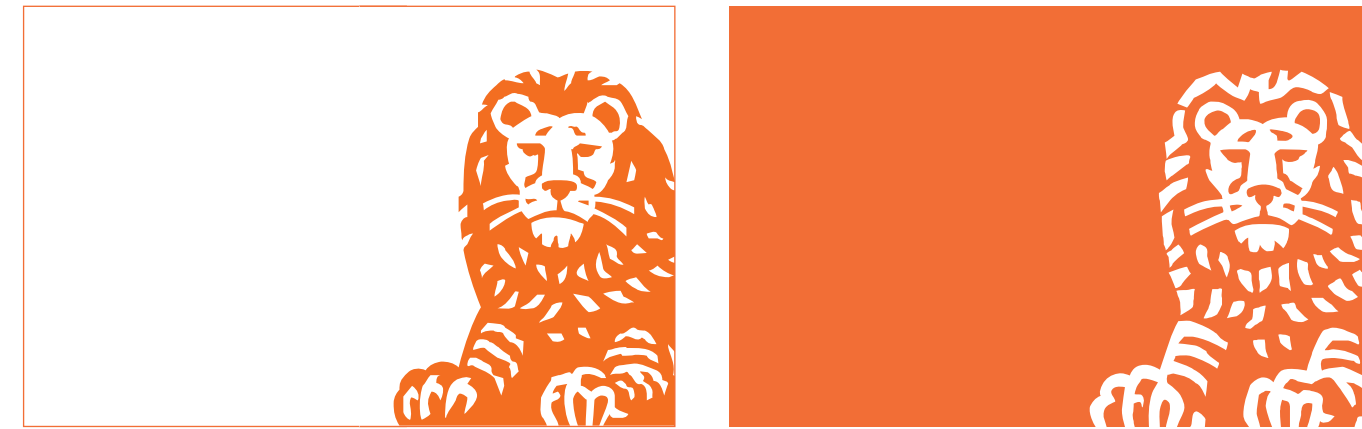
In use there are two permissible crops that may be used. These are called Half lion and Lion close-up crops and are illustrated on this page.
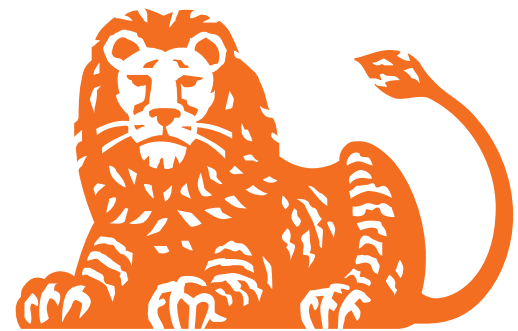
Full lion (exception)

Usage principle

This version has been used historically but should not be used in isolation anymore.

Half lion

Usage principle

The primary / standard crop of the lion, that should be used in most cases. (This mainly applies to printed matter). This crop is suitable for placing on rectangular shapes.

Colour versions

Choose either the positive (orange on a white background) or impact (white on an orange background) version, depending on how much stand out you need. As a general rule the white lion on an orange background has the greatest stand out of the two versions.

Embossing is allowed. Don't use tints or apply this crop ton-sur-ton.

Examples

Brochure covers, banners

Lion close-up

Usage principle

For smaller surfaces where impact / high visibility is required. (This mainly applies to digital output). This crop is suitable for placing on square shapes.

Colour versions

Choose either the positive (orange on a white background) or impact (white on an orange background) version, depending on how much stand out you need. As a general rule the white lion on an orange background has the greatest stand out of the two versions.

Embossing is allowed. Don't use tints or apply this crop ton-sur-ton.

Examples
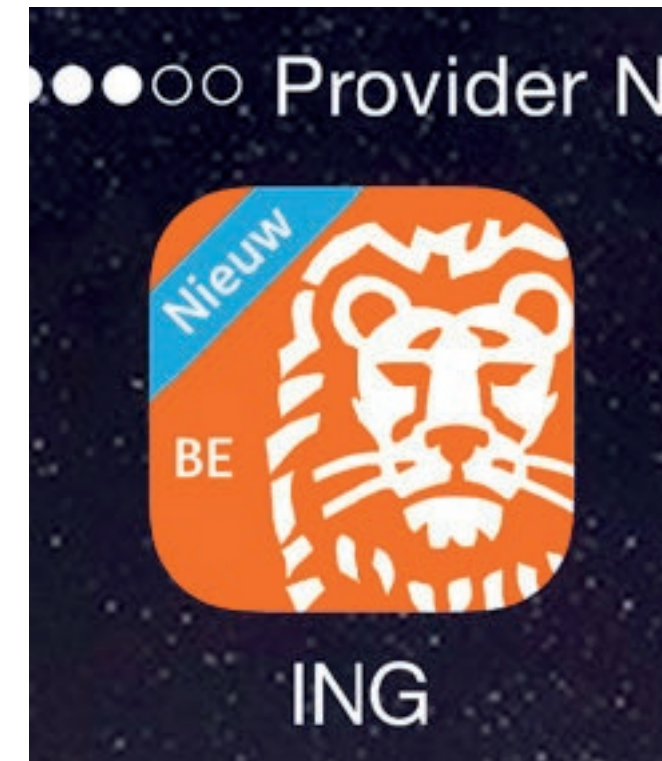
App, social media avatars, favicon

Inspiration

Half lion | **Lion close-up**

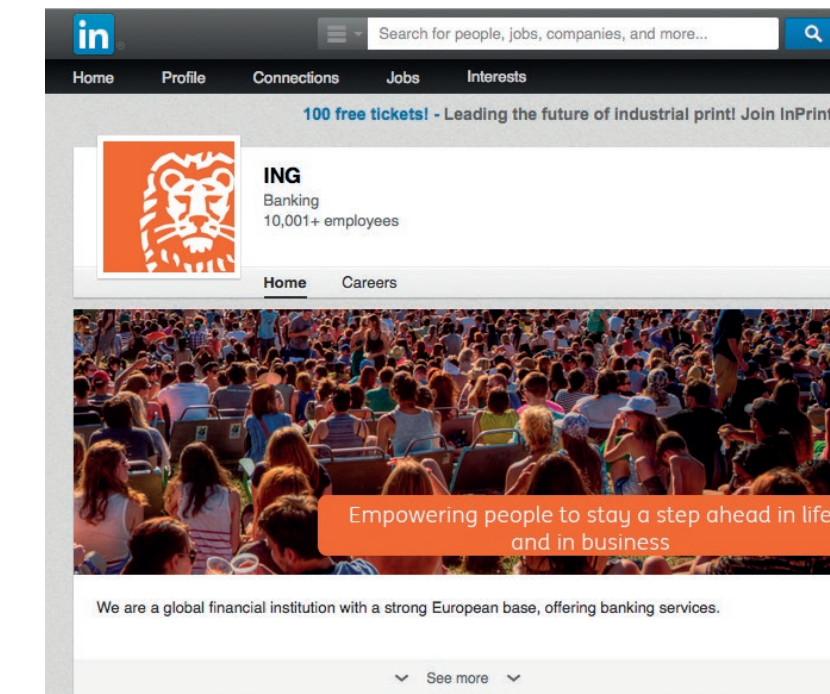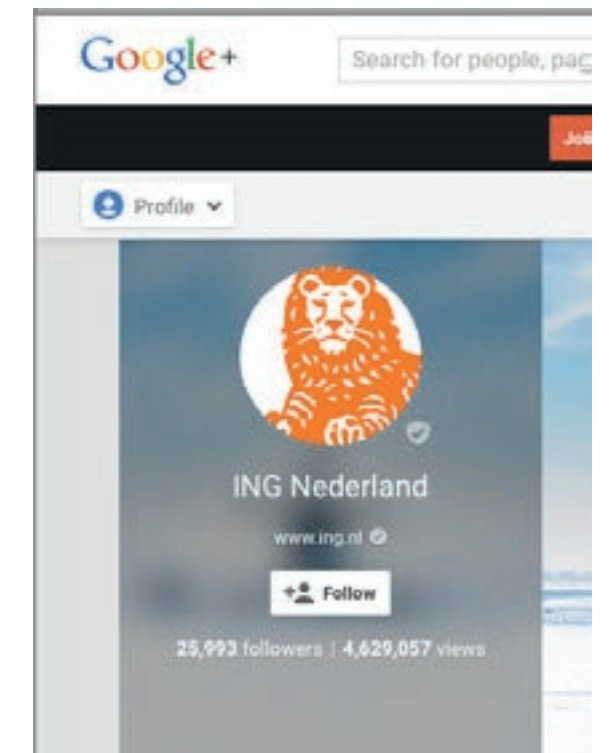iPhone covers

Drawstring bag


T-shirt

Main app

Favicon
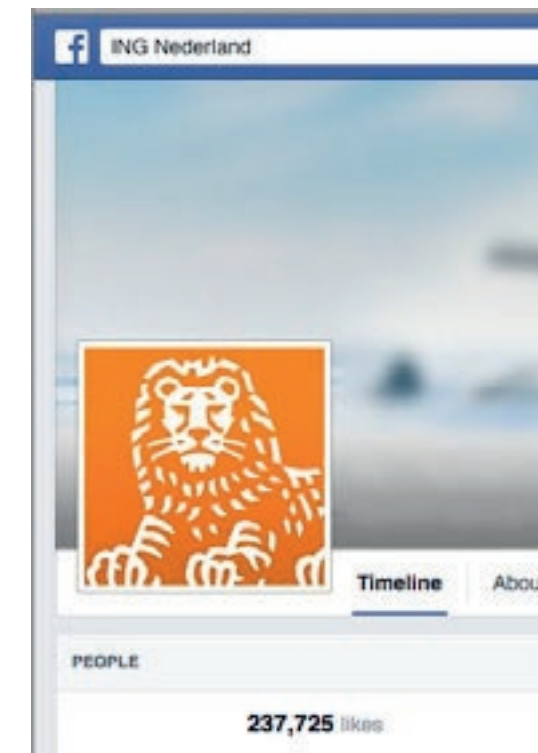
Facebook

LinkedIn

Google+

Inspiration - events

- Half lion crop on orange graphic element on a rectangular vertical banner is preferred to enhance brand standout.

- Half lion crop is preferred on a speaker lectern due to it's rectangular shape.

- Lion close-up crop is preferred on the check-in desk section due to it's square shaped front facing.
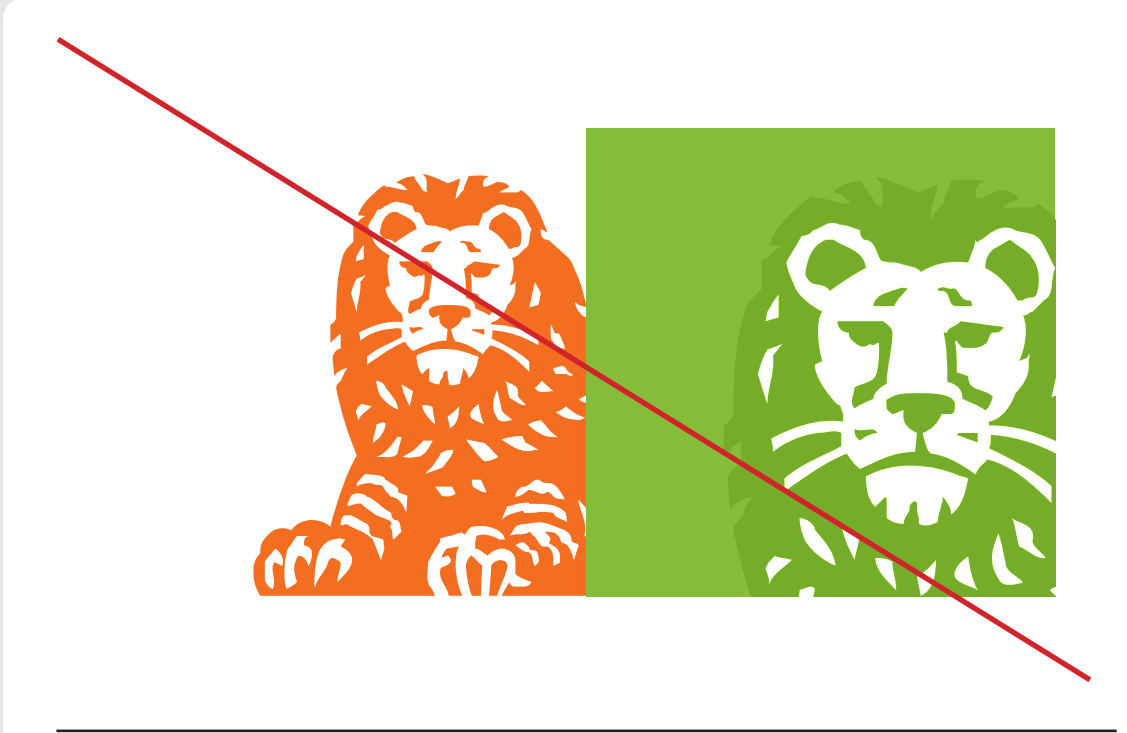

Banner

Speaker lectern

Check-in desk
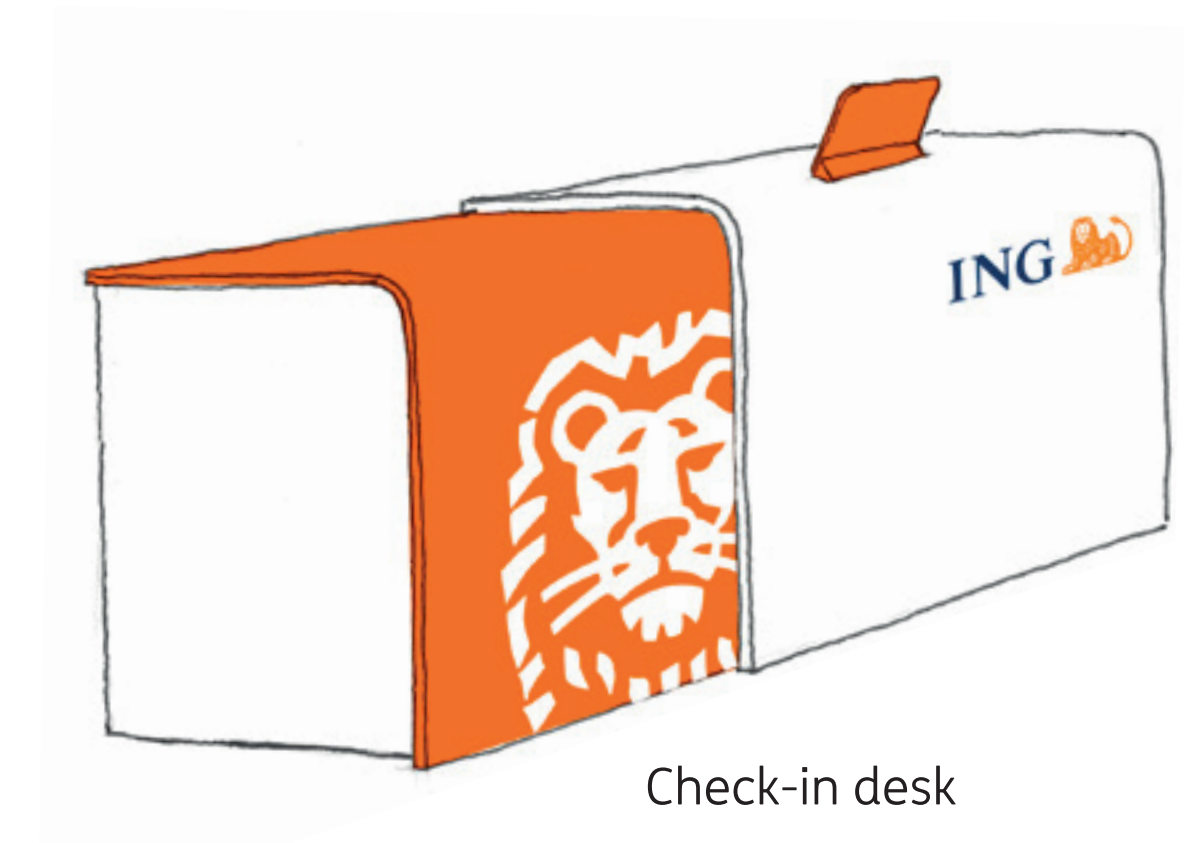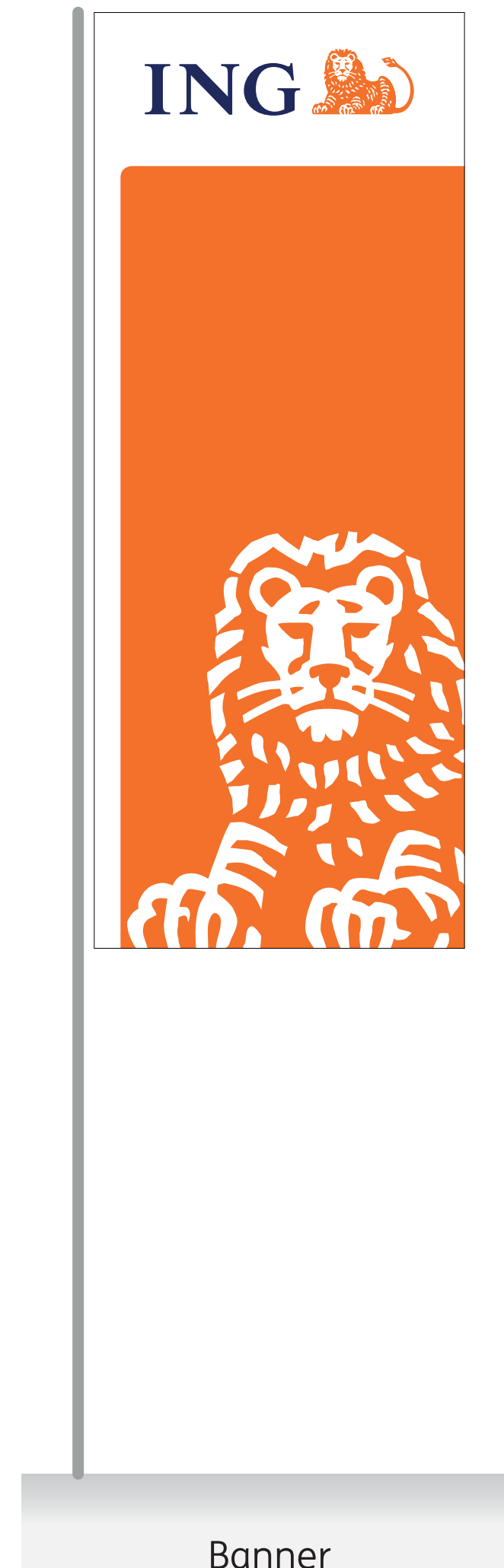
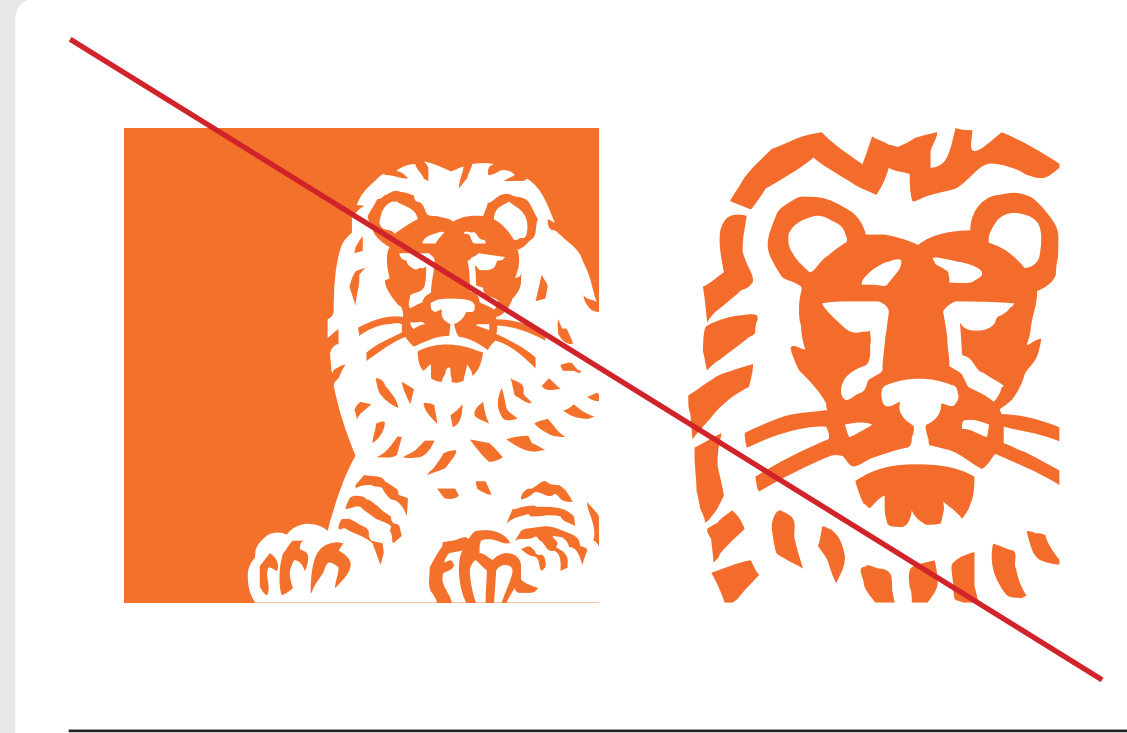# Cropping the lion don'ts
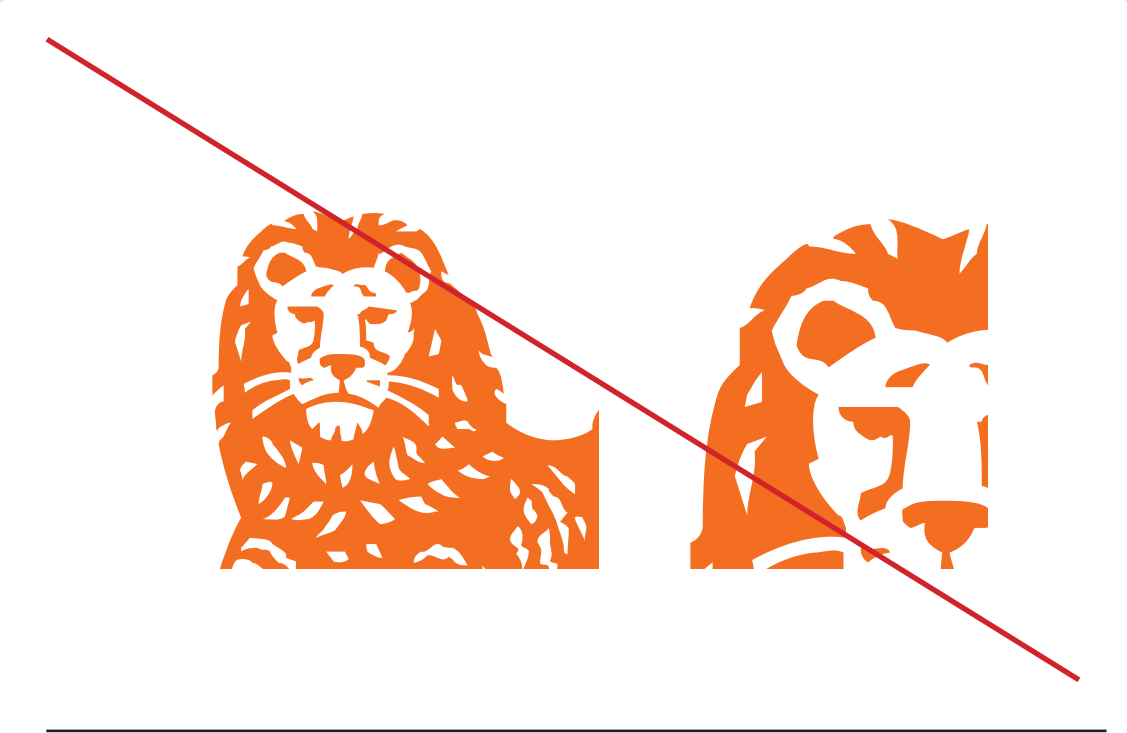
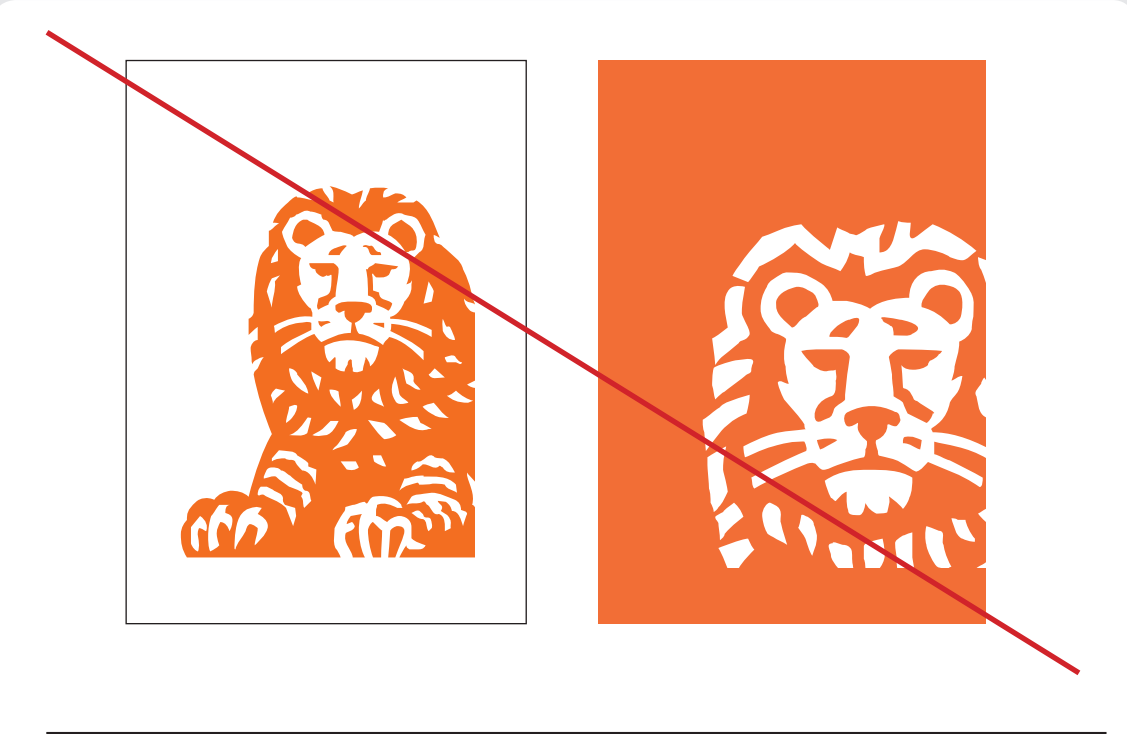**Don't** use other crops then specified
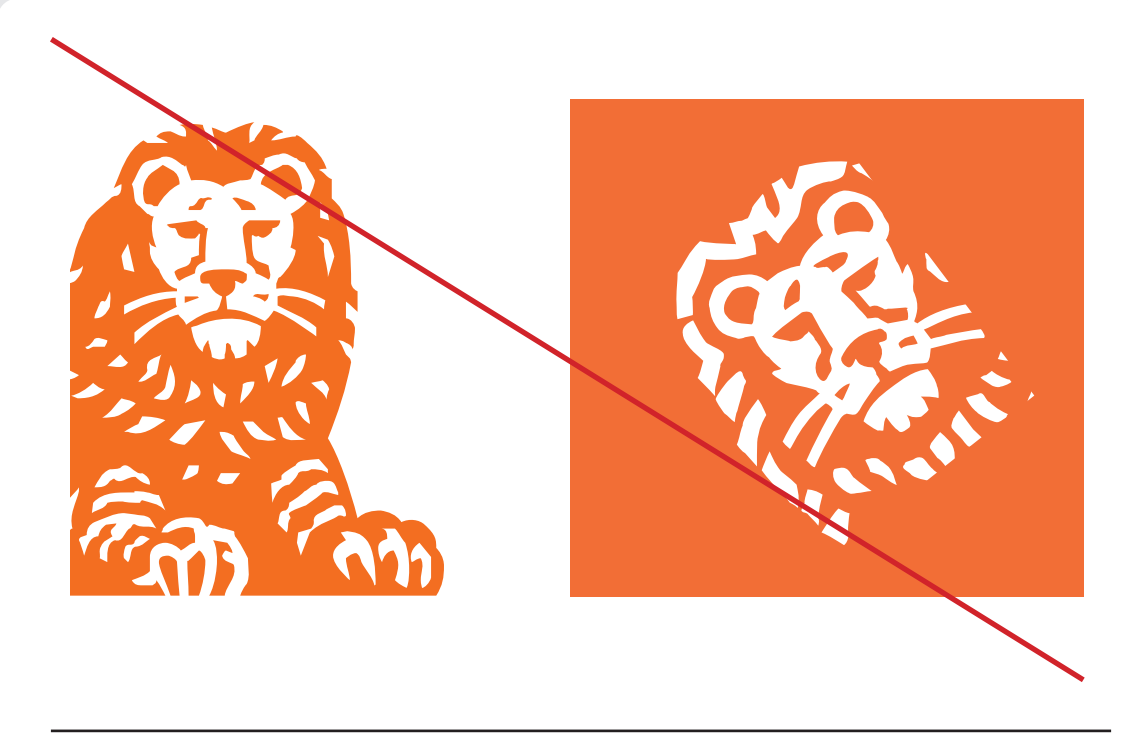
Don't flip or rotate

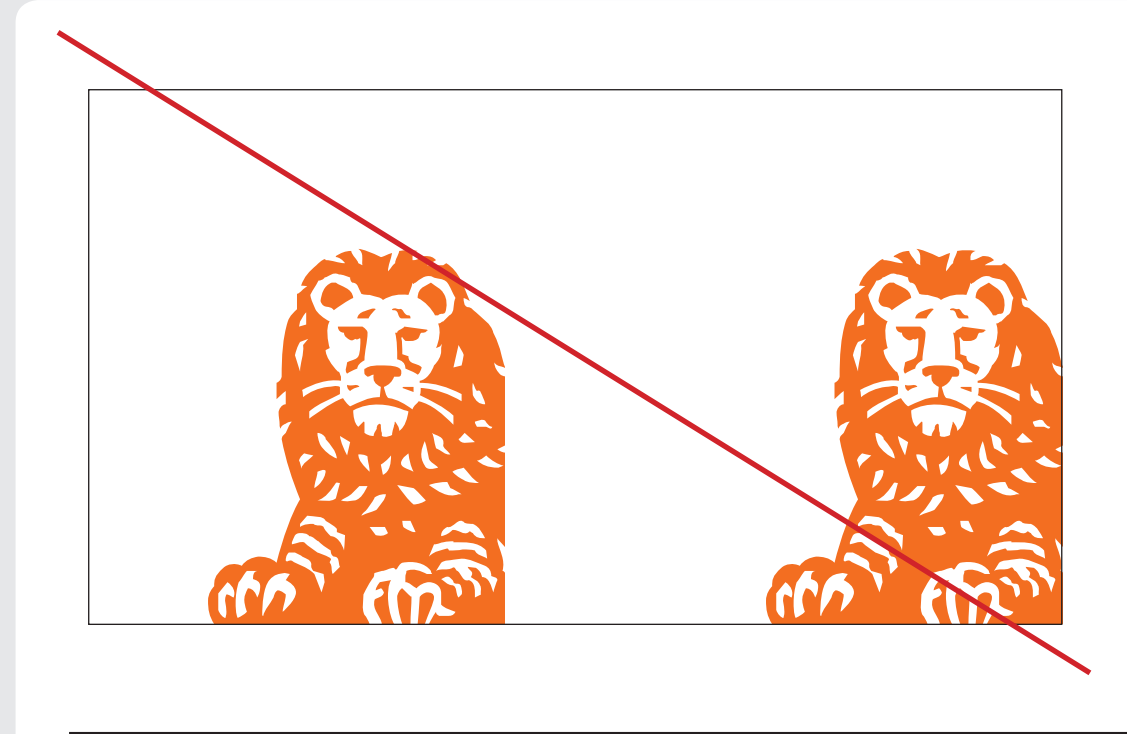**Don't** recolour the artwork or use tints

Don't swap positive for impact and the other way around.

Don't use crops free floating: They have to be anchored from the bottom right hand corner.

Don't use the crop in an equal proportion to the logo. The crop needs to be bigger in comparison.

Don't use more than one crop on the same carrier's surface.