

**IKE**

# Brand Guidelines





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Art Direction

# This is the IKE Brand Guidelines

These guidelines provide instructions for effectively using our brand identity, ensuring that all brand communications appear and resonate at their best.

The document is divided into four sections: logo, color, typography, art direction—elements that together shape the IKEA brand.



## Symbol

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The water dragon embodies freedom, confidence, empowerment, and security in Liquid Staking on Aleph Zero, strongly reflecting the core values of the IKE brand. Its dynamic structure evokes a catalyst, while the spreading droplets suggest ecosystem, integration, and decentralization - all in one! With its geometry and rounded shapes, the sign is harmonious and dynamic at the same time.





## Symbol - Grid

Introduction

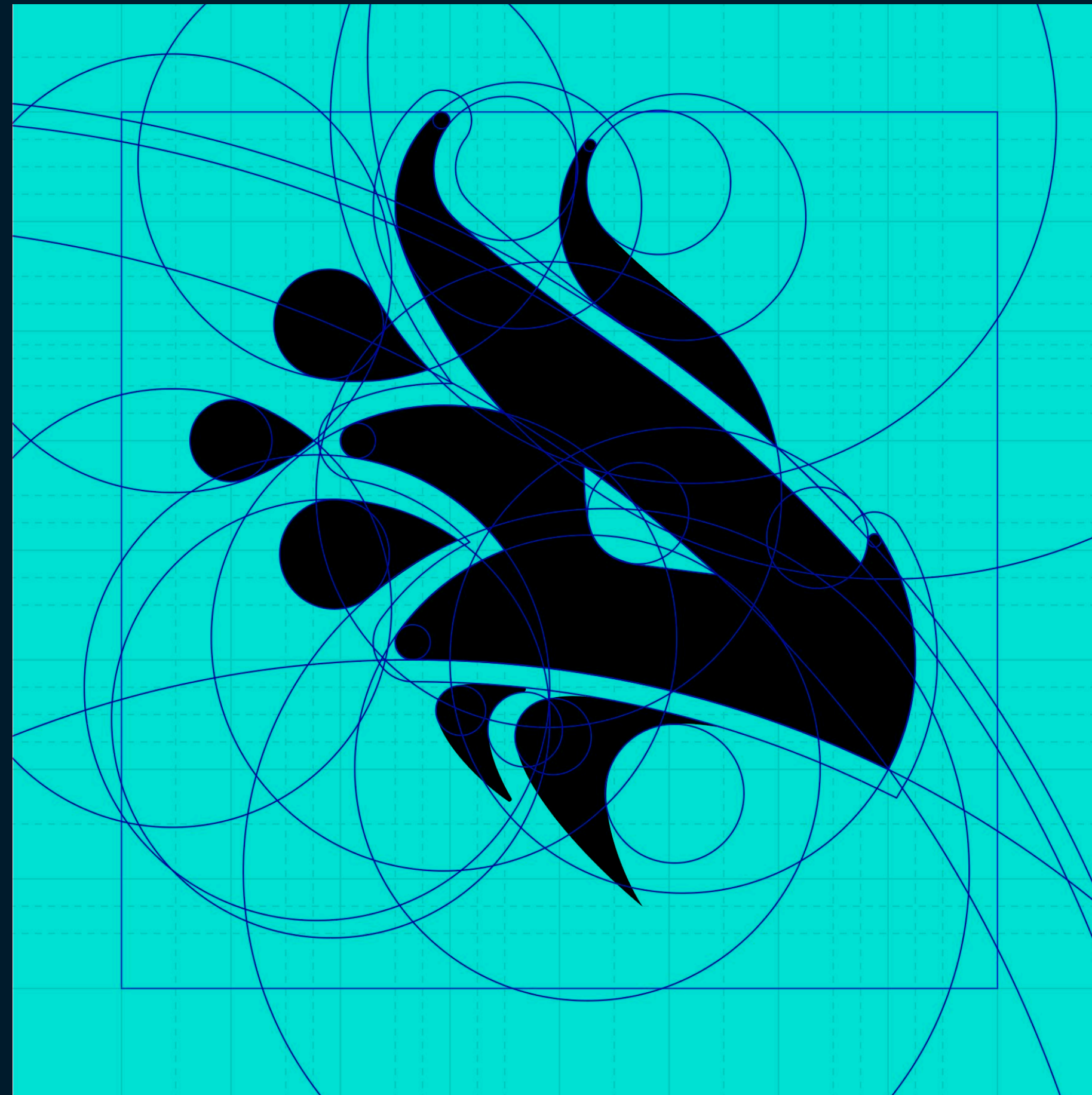
Logo

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The symbol is primarily drawn using circles. It is based on a grid, but due to its complexity, some areas were adjusted according to visual perception.





## Logotype

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The primary version of the mark focuses on increasing brand awareness through the symbol and the word "IKE." With well-matched typography, featuring both rounded and sharp ends, the elements work together harmoniously to create a modern and dynamic logo with character.





## Wordmark

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The Wordmark remains an essential identifier of our brand. While our goal is to lead with the Dragon Symbol, we enlist the Wordmark to ensure brand recognition in low-awareness markets or when there is too much of a dragon image in the design.

The origin of the word IKE comes from the word IKEBANA.

# IKE



## Clearspace

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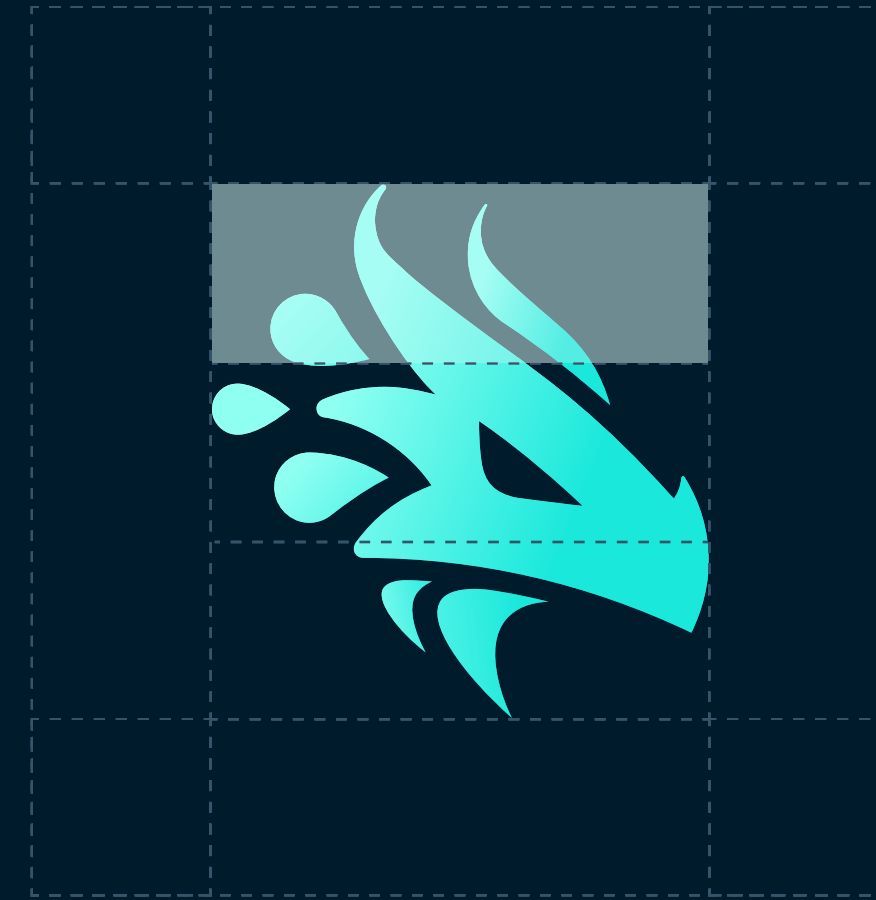
Color

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We always allow our logos space to stand out and never overcrowd them. The clear space around the mark should be equal to 1/3 of the mark's height.

The clear space around the logotype and the wordmark should match the width of the "K."





# Color

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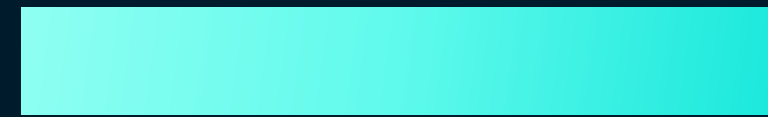
Art Direction

The symbol should be in our brand's standard gradient and the wordmark should be in our standard cyan color.

Navy blue is the base for background.



**IKE**

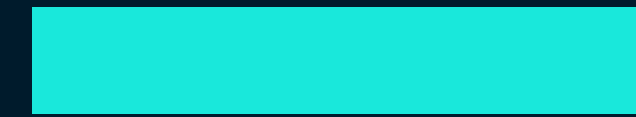


Teal - Gradient

HEX

#8FFFF2

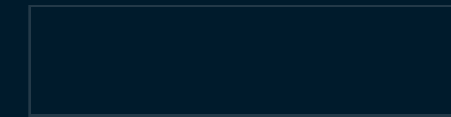
#19E8DB



Teal - Solid

HEX

#19E8DB



Navy - Background

HEX

#001B2C





## In Context

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The logo can often appear on a water-patterned background. In this case, you have two options: the primary gradient version or the white version. Use them at your discretion while ensuring readability and visual appeal.





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## Special-Use Color

The cyan gradient color on a navy background is our brand's signature, but it may appear in black or white if necessary. We understand that a white background may be required for certain uses; in such cases, apply the specified solid color.

DO NOT USE these versions without approval from the Brand Team.

1



■ Black

2



■ White

3



□ #00A59E

4



■ #00A59E



## Things To Avoid

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We know it's obvious, but it's impossible to cover every example. Please avoid these uses and aim to keep the original shape and colors of the logo. Thank you!

✘ Don't change the gradient



✘ Don't change the color



✘ Don't add effects



✘ Don't use the gradient background



✘ Don't place on a busy background



✘ Don't use the gradient version on white background.



✘ Don't flatten to one color



✘ Don't stretch



✘ Don't rotate





# Typography

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"Inter" is our default font and should be employed for all main text in communication materials.

## Inter

Regular

Aa

Composable, flexible, and fully integrated with Aleph Zero's ecosystem.

Medium

Aa

Genuine Street Address and Mailbox for Your Business

Semibold

Aa

Genuine Street Address and Mailbox for Your Business

Bold

Aa

Genuine Street Address and Mailbox for Your Business



## Brand Hero

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The dragon character builds on the story represented in the logo, where its head appears. Both the 2D graphic and animation can be effectively used in various materials. The water dragon helps establish a strong brand identity that stands out in the liquid staking market. By placing it in a watery environment, we've created exciting opportunities to incorporate the water theme as a pattern.





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To be continued...❤️