Ικαρος

Icarus

PRIMARY LOGO

Use of the Primary logo can be used with most backgrounds. It will be the primary logo for most situations espcially in larger print and digital settings. Refrain from placing this logo with clashing colors place primarily one white and black backgrounds.
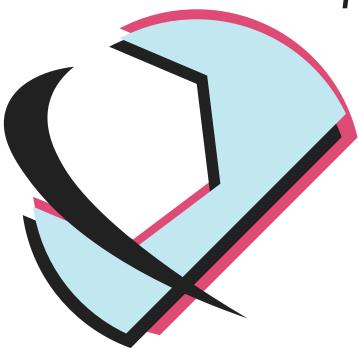
COLORS

#c2e7f0

#dd4b75

#231f20

SECONDARY LOGO

Use of the secondary logo should be reserved for smaller uses. As with less detail it is easier to use it in smaller situations without losing the clarity of the image or the logo itself. Avoid switching out colors it is better to place it as all black if need be.

COLORS

#c2e7f0

#dd4b75

#231f20

SPACING

Allow the shown amount of space (the grey box) when placing the logo. Do not allow for the overlapping of text or other images. Do not place over images. Allow for enough blank space for the logo to stand out or else it will be lost and feel cluttered. It is important to acknowledge the space around the logo to give it the weight we are looking for as a company. Keep in mind the abstract nature of the logo will not pair well with serif type faces (see next page for list of type faces to use). **NEVER** distort the logo. Do no squish or stretch the logo under any circumstances this can not be overstated.

PAIRING TYPEFACES

TITLES

When pairing a title with the logo, use **FUTURA** *medium italic as it keeps the motion of the logo.*

BODY TEXT

When pairing body text with the logo use **AVENIR** *medium oblique this will help keep things cohesive and legible.*

NOTE: IF TYPE NOT AVALIBLE USE A SANSERIF TYPEFACE