

**IGNITE**  
CONSULTING

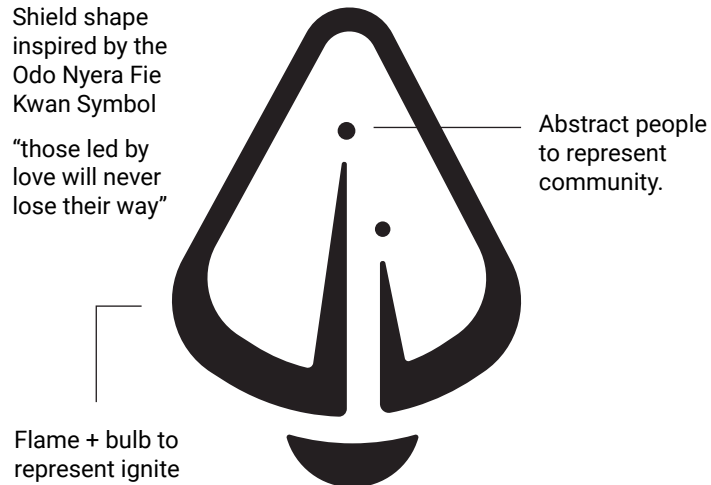
STYLE GUIDE



This document provides guidelines and tools for using Ignite Consultings visual brand. It outlines the building blocks of the logo, the visual identity, and contains sample applications to illustrate our look and feel. Our brand is our story and identity. Cohesive and thoughtful use of this document will help me strengthen our brand and reputation.

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Our Logo



**OVERVIEW**

The core values behind Ignite Consulting are Accountability, Transparency, Love & Community. Our logo mark combines visual cues of this nature. The logo must never be recreated or modified in any way. It should always be used in full colour, unless production restrictions prohibit it. In cases such as these alternative one versions found in the asset package may be used accordingly.

**LOGO**

**MINIMUM SIZE**



**CLEAR SPACE**



**SIZE AND SPACING**

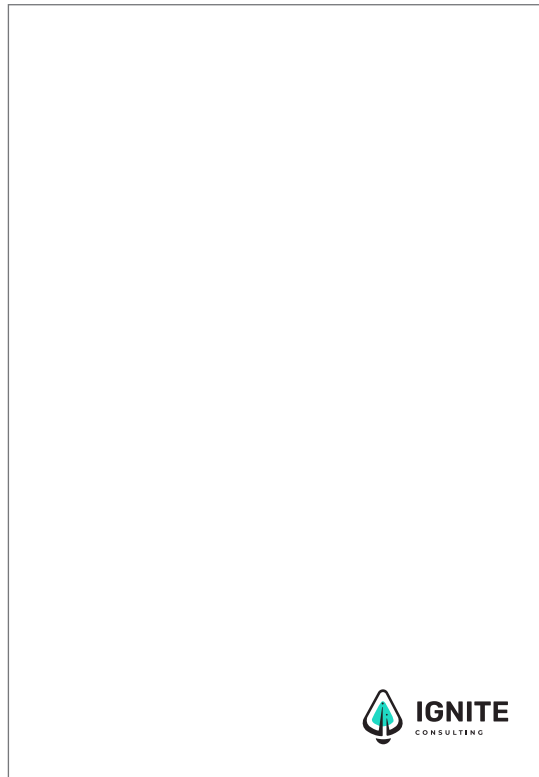
For legibility, the logo is never made smaller than 1 inch wide in print, or 100 pixels wide on-screen. It is important that clear space be maintained from all surrounding elements in order to distinguish the wordmark within a layout. Clear space is determined by the width of the base of the icon in the logo.

**LOGO**

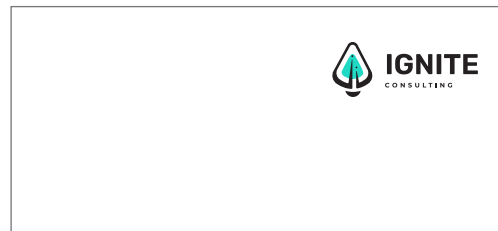
**POSITIONING**

The primary placement of the logo is in the bottom right corner of a layout. Secondary placement of the logo is in the top right corner. Size of the logo should be between a third and fourth of the document/graphic width.

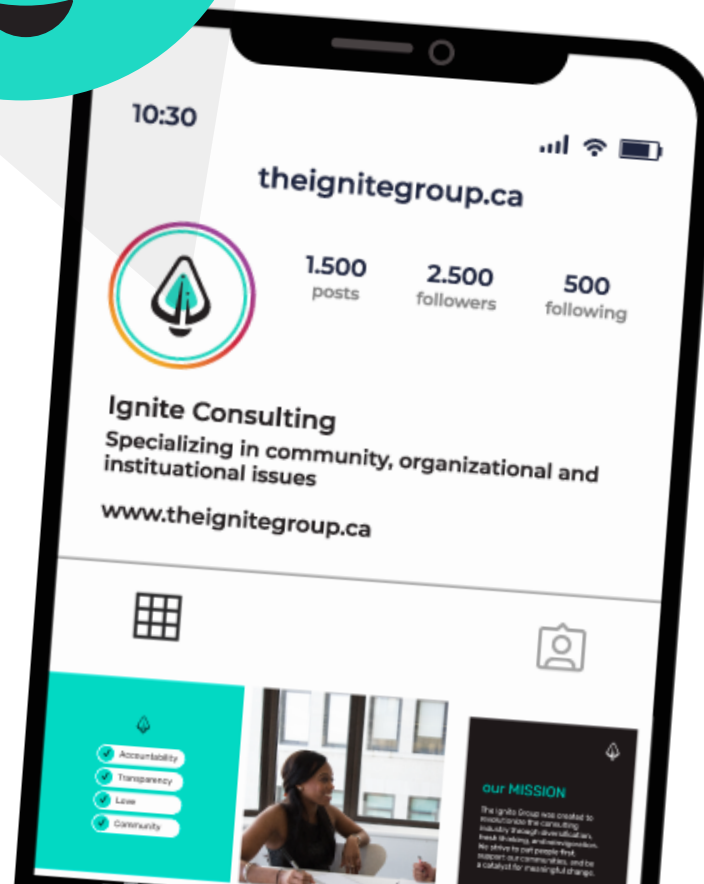
**PRIMARY**



**SECONDARY**



LOGO



SOCIAL MEDIA ICON

The social media icon uses an isolated version of the icon from the official logo. For purposes of our branding we will refer to this icon as the Odo Bulb.

The Odo Bulb can either be used in full colour or as a turquoise badge for social media profile icons. For all other marketing materials, the bulb can be used in any other colour from the palette.



# Typography

## FONTS

## RUBIK

Aa

ABCDEFGFG

HIJKLMNO

PQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

0123456789

!"#\$%&amp;'()\*+?,:;&lt;=&gt;?@

## PRIMARY

**Rubik** is the typeface for headings and paragraph text. It is used as a base for all communications. Headings should always be set at minimum 2 weights above the paragraph text weight.

It is preferred that additional weights be used only to achieve contrast in bodies of text.

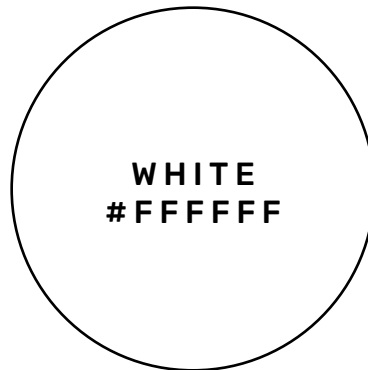
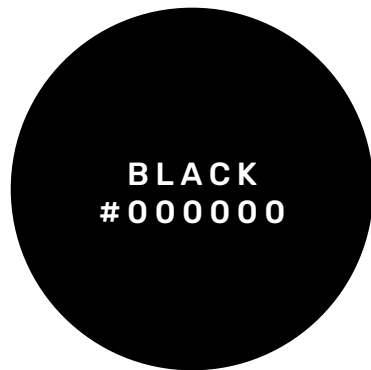
# Colour Palette

**COLOURS**

**PRIMARY**

The official palette consists of Ignite Turquoise, Dark Grey, Black & White.

Text should be set in black or white only. In instances where the background is black, you may use Ignite Turquoise in headings only.



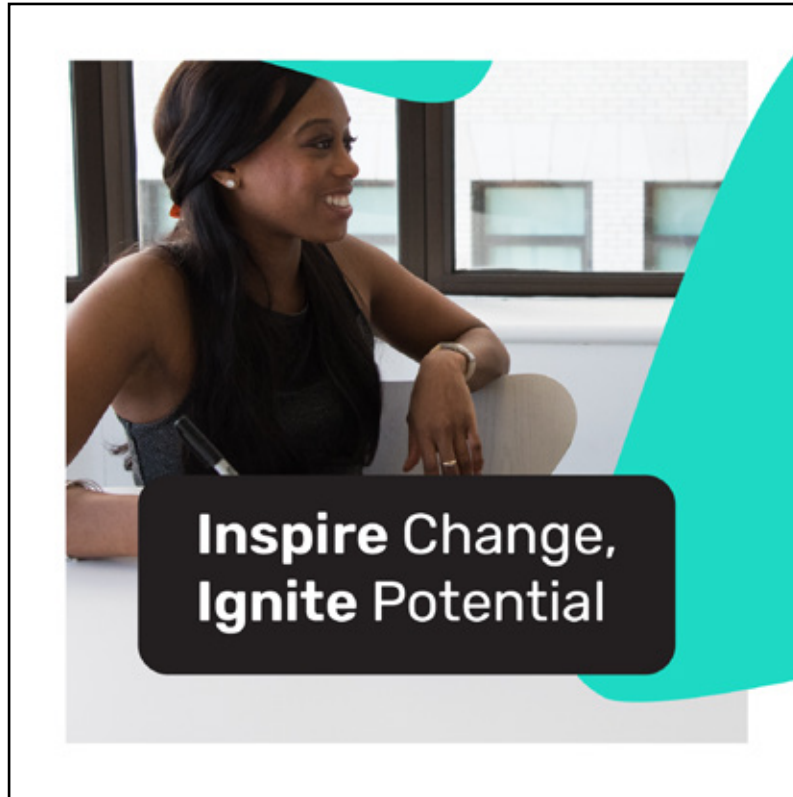
# Graphic Device

**GRAPHIC DEVICE**

**BLOBS**

The abstract blobs are extracted directly from the official logo. These blobs can vary in size, orientation, colour, etc.

**EXAMPLE**



# Usage Examples



**SAMPLES**

Social Media graphics and business cards.



# Questions?



If you have any questions about this document or other related topics, please contact us.

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