

# ***Ignxtion*** Branding guidelines

ign<sup>x</sup>tion

## **Anatomy of the logo**

*The Ignxtion logo captures the moment of lift-off — the critical spark that launches a business forward. At its heart is the stylised 'x', abstracted into a dynamic upward force. With fins below and an arrow-like apex, it echoes the form of a rocket in motion — a symbol of acceleration, direction, and purposeful energy. The surrounding lowercase letterforms provide balance and clarity, reinforcing a sense of technological confidence and accessibility. The vivid pulse-green accent of the rocket contrasts with the deep anchor blue typography, suggesting innovation ignited within a stable framework. This logo doesn't stand still; it launches. It's a visual metaphor for strategic propulsion — fast, focused, and future-ready.*

# Logo colour, size & clear space

**What to avoid**

- Do not stretch or compress the logo
- Do not apply drop shadows or gradients
- Do not use unapproved colours
- Do not place it on visually complex backgrounds
- Do not rotate, crop, or rearrange elements



**Clear Space**

A clear space area twice the width of the **X** must be kept left and right of the logo, and once the height of the **X** top and bottom as indicated (note that this applies to the x-height of the letters and not the curves – as indicated on the “n”).

**ingxtion**

**Minimum logo size**

The minimum size of the logo in print applications is 35 mm wide and 100 pixels wide for online applications (with a proportional height).

**Colour Palette**

The three corporate colours can be used interchangeably only as indicated. Their colour references are as follows:



**Anchor Blue**

Suggests stability and trust.

**R22 G52 B86**

**HEX 163456**



**Pulse Green**

Captures energy and growth.

**R178 G203 B7**

**HEX b2cb07**



**White**

Conveys clarity and simplicity.

**R255 G255 B255**

**HEX ffffff**

Use colour intentionally to balance innovation and professionalism.

# Graphic device

**The avatar**

**Colour & Use**

The avatar may be used in the combination of corporate colours as indicated, or reversed from a background. It can also be used as a holding device for graphic content.

Furthermore, it can be used as a social media avatar or in e-signatures, where the complete logo is not needed.

**Application in layout**

The avatar may not be altered in shape

When on white, the avatar can be used in either of the three variations below. Please note that the avatar is weighted optically in the circle.



**In layouts**

When on a background, the avatar needs to be used in a single colour, with a 90 | 80 | 70% split if not as a UV varnish.



# Tagline

**Usage**  
The tagline may be used separately from the logotype. When used with the logo, it needs to be centrally aligned and in caps as indicated.

Never stretch the tagline.

When used on its own, it may be stacked, though ideally, it should be in one line.

Please note that the kerning (letter spacing) has been optically adjusted to give the tagline space to breathe.

A tight kerning is not desired. In the example to the right, the kerning is **200**.



IGNITING YOUR BUSINESS POTENTIAL

Akagi Pro Bold, All caps

Kerning: 200

# Font Usage

**Akagi Pro**

Akagi is a sans-serif typeface family designed by Neil Summerour and published by Positype.

It’s known for its contemporary, clean, simple, and friendly aesthetic.

Akagi Pro, a rebuilt and expanded version of the original Akagi, offers a robust character set, flexible weights, and expansive OpenType features.

**Alignment Rules**

- Body copy is always to be aligned left
- The tagline may be centrally aligned

**Preferred Style**

- Use designated font weights only
- *Italics* should be avoided whenever possible

Soft shadows can also be used behind the text

The quick brown fox jumps over the lazy dog  
**Akagi Pro Book**

The quick brown fox jumps over the lazy dog  
**Akagi Pro Medium**

The quick brown fox jumps over the lazy dog  
**Akagi Pro Semibold**

The quick brown fox jumps over the lazy dog  
**Akagi Pro Bold**



# Backgrounds


**Purpose**  
Backgrounds are used to reinforce mood and consistency across platforms.

The Ignxtion background design was inspired by the geometry and movement found within the logo's core: the stylised 'x' and its sense of propulsion. Angular lines, directional patterns, and gradient overlays reflect the brand's visual metaphor of forward motion and upward momentum. The background represents acceleration, clarity, and cohesion, serving as a consistent visual layer across digital and print.

- Rules**
- Use approved blue-gradient visuals or tech-patterned overlays
  - Only use white or Pulse Green text over backgrounds
  - **Do not** use green backgrounds
  - Avoid high-noise or clashing photography beneath copy




**Background Colours**  
Gradient fill colour as a base



**Anchor Blue**

R22 G52 B86

HEX #163456



**Bright blue**

R39 G170 B255

HEX #27aae1

**Background pattern elements**  
The background pattern elements are White with an opacity of 1% to 2%



**White**

R255 G255 B255

HEX ffffff

**Background Colours**  
Solid White fill colour as a base




**White**

R255 G255 B255

HEX ffffff

**Background pattern elements**  
Light gray with opacity ranging from 1% to 11%, with 20% used as the darkest level




**Light gray**

R193 G193 B193

HEX c1c1c1


The six diagonal lines in the upper section use a gradient at an opacity of 13% to 15%



**Dark grayish blue**

R147 G149 B152

HEX 939598



**Grayish blue**

R188 G190 B192

HEX bcbec0



# Photography

**Mood**  
Bold, tech-forward, high contrast

**Subject**  
Real people, environments that suggest innovation

**Branded Integration in Photography**  
Photos used in presentations should carry a logo or avatar nearby so that the brand becomes part of the story conveyed by the image.

Background elements can be overlaid on photography using transparent PNGs

Modern vector elements can also be integrated into imagery where appropriate to emphasise digital-first, forward-thinking themes

- Avoid**
- Low-quality imagery
  - Overused stock photos
  - Cluttered compositions
  - Excessive filters





# Slide presentation

**Slide size**  
1920 X 1080 px

Use Anchor Blue or dark gradient backgrounds

**Slide hierarchy**  
Title slide:  
The logo, 'X' graphic and headline  
Large 'X' graphic + headline  
The logo + headline

Content slide:  
Logo bottom right, headings in bold  
Heading + copy: aligned to the left

Text on slides to be left aligned in general. However, a slide may have centrally aligned text as a title page.

Maintain consistent spacing and margin across slides

The Tagline: Akagi Pro Bold, All caps. Kerning = 200



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# Akagi Pro Bold

Akagi Pro Medium (aligned to the left)

Akagi Pro Medium

Akagi Pro Medium  
1.4 Line Height



# Akagi Pro Bold Line height 0.92

Akagi Pro Medium (aligned to the left)

Akagi Pro Medium

Akagi Pro Medium  
1.4 Line Height



# Social Media

**Typography Rules (In Canva)**

- Main Headings: Akagi Pro Bold | Line height: at least 0.92
- Subtext: Akagi Pro Medium | Line height: 1.4
- (Adjust only if readability is affected)*

**Text Alignment**

- Default: Left-aligned
- For carousels: First & last slides may use centred text

**Visual Rules**

- Use branded backgrounds: Dark blue gradient or abstract line patterns

You can also use:

- Plain photography with the Ignxtion logo overlaid
- The white background version with subtle abstract patterns
- Text colours: Only White, Anchor Blue or Pulse Green
- Never use green backgrounds

**Final Touches**

- Maintain consistent spacing and padding across all posts
- For static posts or the first slide of a carousel, always include the Ignxtion logo or avatar (including the stylised 'X')
- On frames 2+ of carousels or video, the logo can appear in a corner placement

