

Corporate Identity Manual



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INTRODUCTION

WELCOME TO THE IKI DECOR CORPORATE IDENTITY MANUAL

This document has been created with the purpose of establishing the guidelines and directives that will govern the visual representation of the brand IKI DECOR.

Corporate identity is a fundamental part of our identity and reflects our vision, values, and personality. Through this manual, we aim to maintain a consistent and professional image in all our communications, both internal and external.

Corporate standards normalize the correct use of the IKI DECOR brand. These pages define the symbols and attributes of the visual identity: **brand, versions, colors, integration and fonts.**

The brand must always be **reproduced following the corporate standards outlined in this manual.** In this regard, the indicated colors and proportions must never be altered.

OBJETIVOS

01

Enhance brand image.

02

Maintain brand aesthetic consistency.

03

Proper use of the logo.

04

Provide necessary information to those who wish to implement the brand in their products.

Logo and colours



LOGO AND COLOURS

This page reproduces the brand in its corporate color which should always be used.



PANTONE 676

CMYK 6/100/0/22
RGB 185/0/106
#b9006a

PANTONE 419

CMYK 0/0/0/100

CMYK 0/0/0/0
RGB 255/255/255
#FFFFFF

INTEGRATION

Color Usage: The brand on corporate-colored backgrounds and images

We show how the brand should be reproduced on corporate-colored backgrounds and images, using the logo versions as appropriate.



TYPOGRAPHY

The corporate typefaces associated with the brand in its corporate applications are **Skema Pro News Semibold** y **Myriad Pro Regular**.

— **Skema Pro News Semibold**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
1234567890€&()*?;!@

— Myriad Pro Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
1234567890€&()*?;!@

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Thank you