



# BRAND GUIDELINES

## THE ICONICBOT LOGO:

The IconicBot corporate logo is the most immediate representation of our company, our people and our brand to the world. It is a valuable corporate asset that must be used consistently in proper approved form.



You can download the official IconicBot Logo and images for integration at <https://iconic.wtf/presskit.zip> .

## IconicBot or iconic-bot?

When writing, just keep it simple: **IconicBot** (First I and B always in capital letters)

## LOGO COLOUR:



C: 0 M: 50 Y: 100 K: 0  
R: 247 G: 148 B: 29  
HEX: F7941D



C: 0 M: 80 Y: 100 K: 0  
R: 241 G: 90 B: 34  
HEX: F15A22



C: 73 M: 67 Y: 66 K: 83  
R: 17 G: 17 B: 17  
HEX: 111111

## CLEAR SPACE:

- Always maintain clear space around the IconicBot signature to protect the logo from distracting graphics or typography.
- For the signature, measure clear space by the height of the “o” in IconicBot for vertical and horizontal space.
- Never allow typography or other elements to “invade” the signature or the symbol.



## MINIMUM SIZE:

The minimum signature size should be used only when layout space is extremely limited.



LOGO AGAINST WHITE OR LIGHT BACKGROUND:



LOGO AGAINST DARK BACKGROUND:



THANK YOU