

Logo Brand Kit

Introduction

These guidelines serve as a guide for internal team members as well as external contributors assisting with content creation. Please adhere to the guidelines provided within this document when creating marketing materials for Ink.

Logo

Wordmark

This is our primary logo, a custom, single wordmark designed to be both distinctive and enduring.

It avoids the trends commonly seen in tech and SaaS branding aimed at broader audiences, while also steering clear of generic typography designs.

The result is a unique, confident, modern identity that feels deliberate, professional, and built to last.

Ink Black

#222222



Logo

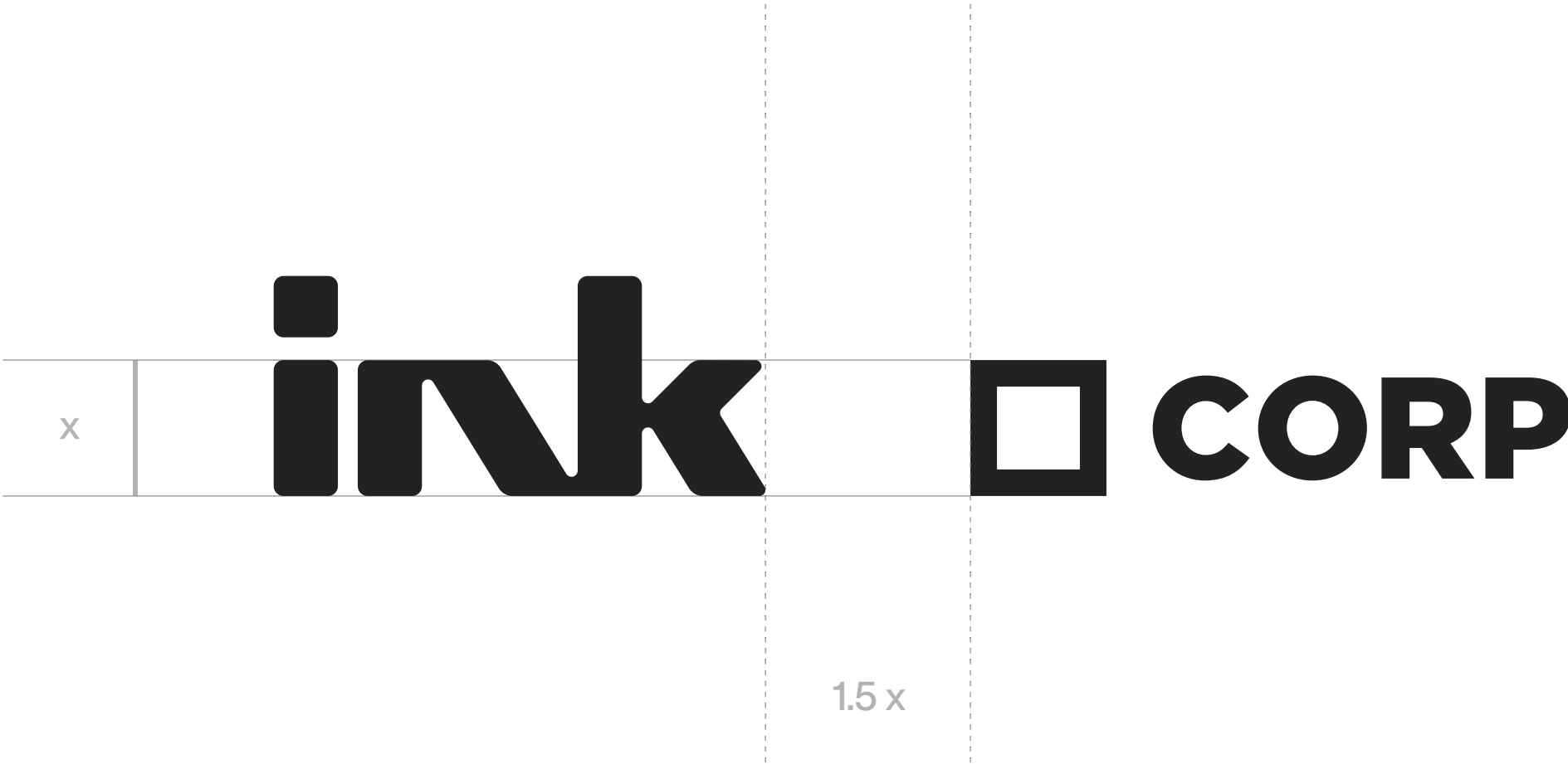
Clear space

To ensure the Ink logo has strong visual impact, always maintain sufficient clear space around it. Refer to the diagram for minimum spacing guidelines—this helps the mark stand out and remain legible across all formats.



Logo Cobranding

In co-branded situations, the Ink logo must always appear in its original form, unaltered and clearly visible. The example below illustrate the approved co-branding approach.



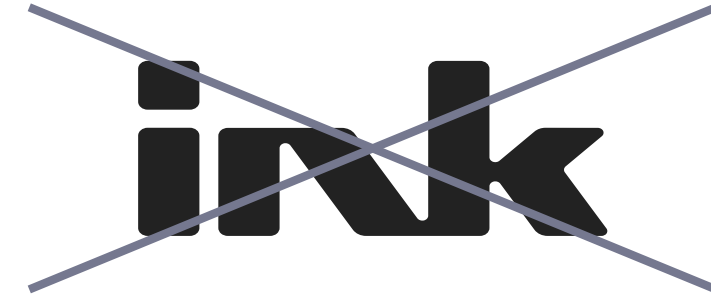
Usage

Incorrect use of logo

The Ink logo must remain unaltered at all times. Avoid applying effects such as drop shadows, glows, distortions, or any modifications that compromise its integrity.



Do not add effects, drop shadows, blurs, or glows



Do not change logo proportions



Do not change logo colors



Do not alter the logo in any other way

Usage
Logo
backgrounds

Always ensure the Ink logo remains highly legible against any background. This page shows approved logo variations for different uses. The background colour options shown here are detailed on the following page.



Ink Dark
#222222

ink

1 - Ink Grey
#ACACAC

ink

2 - Ink Grey
#CACACA

ink

3 - Ink Grey
#E5E5E5

ink

4 - Ink Grey
#F2F2F2

ink

White
#FFFFFF

ink

