Brand guidelines

> DECEMBER 2019

ilke
HOMES

Logo

It's important that our logo is presented clearly and consistently across all collateral.

The primary logo should be used wherever possible. However, there might be circumstances (for example, landscape formats) where the secondary logo is better suited.

Please do not try to recreate, rotate or stretch the primary or secondary logo.

Please note: when our brand name – ilke – appears in copy, it is to be written in lowercase – never uppercase.

ilke HOMES

PRIMARY LOGO

ilke HOMES

SECONDARY LOGO

Primary logo variants

For flexibility, the primary logo can be used in four colour combinations, as shown on the right.

It can be applied to a white background, as well as ilke Navy, Orange or Grey backgrounds.

Please **do not** use the logo in any other colour combination, only those shown here.

ilke HOMES

ilke HOMES

ilke HOMES

ilke HOMES

Secondary logo variants

For flexibility, the secondary logo can also be used in the same four colour combinations, as shown on the right.

It can be applied to a white background, as well as ilke Navy, Orange or Grey backgrounds.

Please **do not** use the logo in any other colour combination, only those shown here.

Positive and negative logo variants

If our primary or secondary logos cannot be used due to colour limitations, our positive and negative variants can be used, as shown here.

Logo spacing

Following this minimum clear space recommendation will ensure our logo is always reproduced accurately and consistently.

The minimum clear space around our logo should be equal to the height of the 'e' within our logo at any given size.

Please make sure nothing encroaches on this space above, below, to the left or right of the logo.

Please note: this is just the minimum space required – more room can be left, if it's available.

Sizing & positioning

To make sure our brand is either the first or last thing that gets seen, our logo should appear top left or bottom right of a communication. A corner box shape can be used to hold our logo.

To guarantee legibility and accessibility, we have a minimum width of 15mm for print and 70px for digital.

ilke
HOMES

Minimum width

Print = 15mm

Digital = 70px
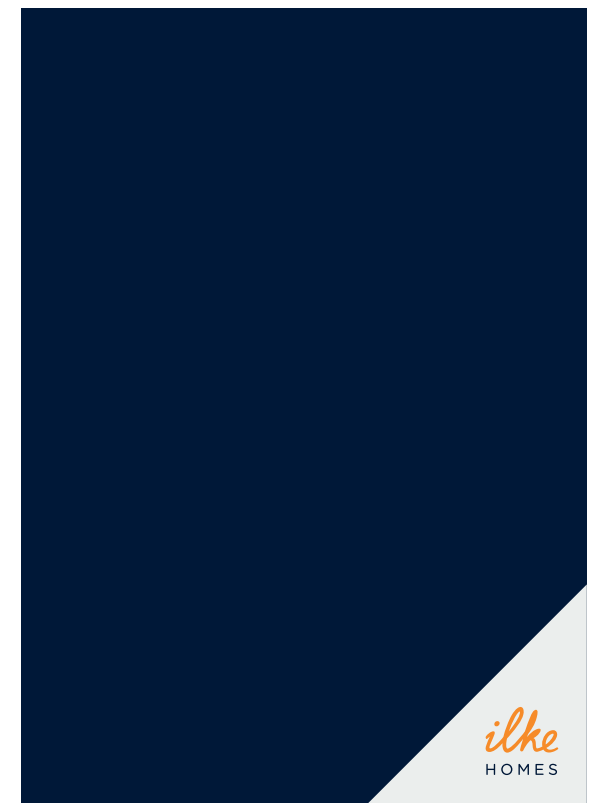
Primary colours

Colour plays an essential role in our visual identity. Our primary colour palette consists of ilke Navy, Orange and Dark Navy.

Using these core brand colours across all communications ensures all collateral is recognisably ours.

ilke Orange and Navy should be the first choice of colours. ilke Dark Navy is to be used as a softer alternative to black.

ilke Navy

CMYK	100 . 65 . 22 . 75
RGB	0 . 26 . 57
HEX	001a39

ilke Orange

CMYK	0 . 55 . 95 . 0
RGB	246 . 139 . 40
HEX	f68b28

ilke Dark Navy

CMYK	100 . 80 . 35 . 90
RGB	0 . 0 . 20
HEX	000014

Secondary colours

Our secondary colour palette consists of ilke Dark Orange, Yellow, Grey and Petrol.

All four colours are used to support and complement the primary colours. Examples of suitable usage include for background panels, icons, keylines, highlights and sub-headlines.

Please note: these secondary colours should be used sparingly. For example, to highlight an important section of content or for colour variety to help clarify the hierarchy of messaging.

ilke Dark Orange

CMYK	5 . 85 . 90 . 0
RGB	229 . 78 . 50
HEX	e54e32

ilke Yellow

CMYK	0 . 30 . 100 . 0
RGB	253 . 185 . 19
HEX	fdb913

ilke Grey

CMYK	65 . 45 . 30 . 15
RGB	93 . 114 . 135
HEX	5d7287

ilke Petrol

CMYK	85 . 50 . 30 . 15
RGB	41 . 102 . 132
HEX	296684

Functional and Academy colours

Our functional colour palette consists of black, white and ilke Light Grey.

White is used for text and backgrounds.

Black is used where restrictions warrant it i.e. one colour reproduction.

ilke Light Grey is used to break up the white page and as a tonal partner to white in headline copy.

ilke Academy Blue is used when referencing the Academy in any communication.

Black

CMYK	0 . 0 . 0 . 100
RGB	0 . 0 . 0
HEX	000000

White

CMYK	0 . 0 . 0 . 0
RGB	255 . 255 . 255
HEX	ffffff

ilke Light Grey

CMYK	7 . 4 . 5 . 0
RGB	234 . 236 . 235
HEX	eaeceb

ilke Academy Blue

CMYK	66 . 00 . 42 . 00
RGB	0 . 207 . 180
HEX	00cfb4

Typography

All communications, both internal and external, should use the Sailec font family – either in Bold, Medium or Regular.

Sailec is a clean, contemporary font that works in digital and print.

Each weight is used for a different purpose, which will be explained on the next page.

The *italic* version of each weight is only used to emphasise key words.

For documents and formats where Sailec can't be used, please use **Arial**.

SAILEC BOLD

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmn opqrstuvwxyz 0123456789

SAILEC BOLD ITALIC

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmn opqrstuvwxyz 0123456789

SAILEC MEDIUM

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmn opqrstuvwxyz 0123456789

SAILEC MEDIUM ITALIC

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmn opqrstuvwxyz 0123456789

SAILEC REGULAR

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmn opqrstuvwxyz 0123456789

SAILEC REGULAR ITALIC

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmn opqrstuvwxyz 0123456789

Typography hierarchy

Our typography hierarchy helps deliver every message clearly, with each weight being used for one typographic element only – Bold for headlines, Medium for sub-headlines and Regular for body copy.

Sticking to this hierarchy ensures all branded collateral is consistent, professional and clear.

ilke Navy is the primary colour for type. ilke Orange should be used sparingly to call out key words in headlines where there are 4 or more words, or messaging like sub-headlines.

When typesetting, please follow the font weight, colour, leading, tracking and case rules outlined to the right.

Never capitalise 'ilke'.

All titles in brochures etc, should be uppercase lowercase e.g. 'Skills shortage'

All titles need a full stop at the end e.g. 'Skills shortage.'

When using bullet points:

Put full stops after bullet points with more than one sentence

Do not put full stops after bullet points with only one sentence

Stylish homes designed for modern living.

HEADLINE
Font: Sailec Bold
Colour: ilke Orange & Navy
Leading: 120%
Tracking: -10
Case: Sentence case

I AM A SUBHEADER IN SAILEC MEDIUM

Body copy is written in Sailec Regular. Tracked to 25. Nulla sollicitudin erat vitae nunc eleifend mattis. Aenean lobortis, mauris nec lacinia pulvinar, augue est dignissim, nec condimentum nunc turpis sit amet diam. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis tristique tincidunt sem. Nulla sollicitudin erat vitae nunc eleifend mattis. Aenean lobortis, mauris nec sollicitudin lacinia. Lorem ipsum dolor sit amet, consectetur adipis elit.

SUB-HEADLINE
Font: Sailec Medium
Leading: One line only
Colour: ilke Orange
Tracking: 25
Case: Uppercase

BODY COPY
Font: Sailec Regular
Colour: ilke Navy
Leading: 150%
Tracking: 25
Case: Sentence case

Brand pillar icons

Each icon represents one of our brand's pillars.

When laying these out, the weight of the text and the icon's line should look proportional to one another.

Icon text should always be uppercase.

When using the brand pillar icons for corporate purposes, they should all be reproduced in ilke Orange.

PIONEERING

RESPONSIBLE

PROUD

COMMUNITY

Social icons

Social icons should be displayed in a consistent manner.

Always use as displayed here.

Block shapes

Our block shapes are based on the basic forms found in modular building – the right angles of walls and diagonals of a roof's pitch.

Use these shapes to make designs feel dynamic. However, use them sparingly so that they don't clutter up collateral or confuse our sophisticated style.

Each shape's name gives a guide as to how and where it should be used.

Please note: our block shapes can be used with any ilke colour. They can also be used as an image mask or to hold text.

Refer to page 22 and 23 for examples of these shapes in action.

Block background

Top left corner

Bottom right corner

Vertical bar

Horizontal bar

Line shapes

Our line shapes capture the technical aspect of modular building – they're based on the drawings and plans of our homes.

Use these shapes to make designs feel dynamic. However, use them sparingly so that they don't clutter up collateral or confuse our sophisticated style.

Each line shape has a specific purpose. Please use them as outlined on the right.

These shapes should only be recreated in ilke colours.

Refer to page 22 and 23 for examples of these shapes in action.

Please note: the line weight mimics the lightness of lines on technical drawings - a pen's stroke. To keep these lines light across all collateral, no matter how big or small it is, please use these pt sizes as a guide for line thickness.

A5 = 0.75pt

A4 = 1pt

A3 = 2pt

A2 = 3pt

A1 = 4pt

Horizontal stroke
Used as an underline or breaker

Vertical stroke
Used as a holding device for copy blocks
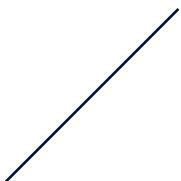
Diagonal stroke
Used over images and as a dynamic element

Arrow
Used to draw attention to part of an image or piece of copy
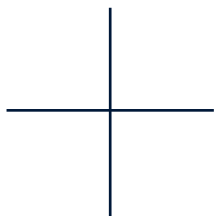
Plus
Used to expand information or make images bigger online

Cross hairs
Used to close an element or return to previous information

Pattern

Using the ilke line style as inspiration, a geometic pattern can be used for a variety of purposed. It can be used on a variety of backgrounds.

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Pattern

Using the ilke line style as inspiration, a geometic pattern can be used for a variety of purposed. It can be used on a variety of backgrounds.
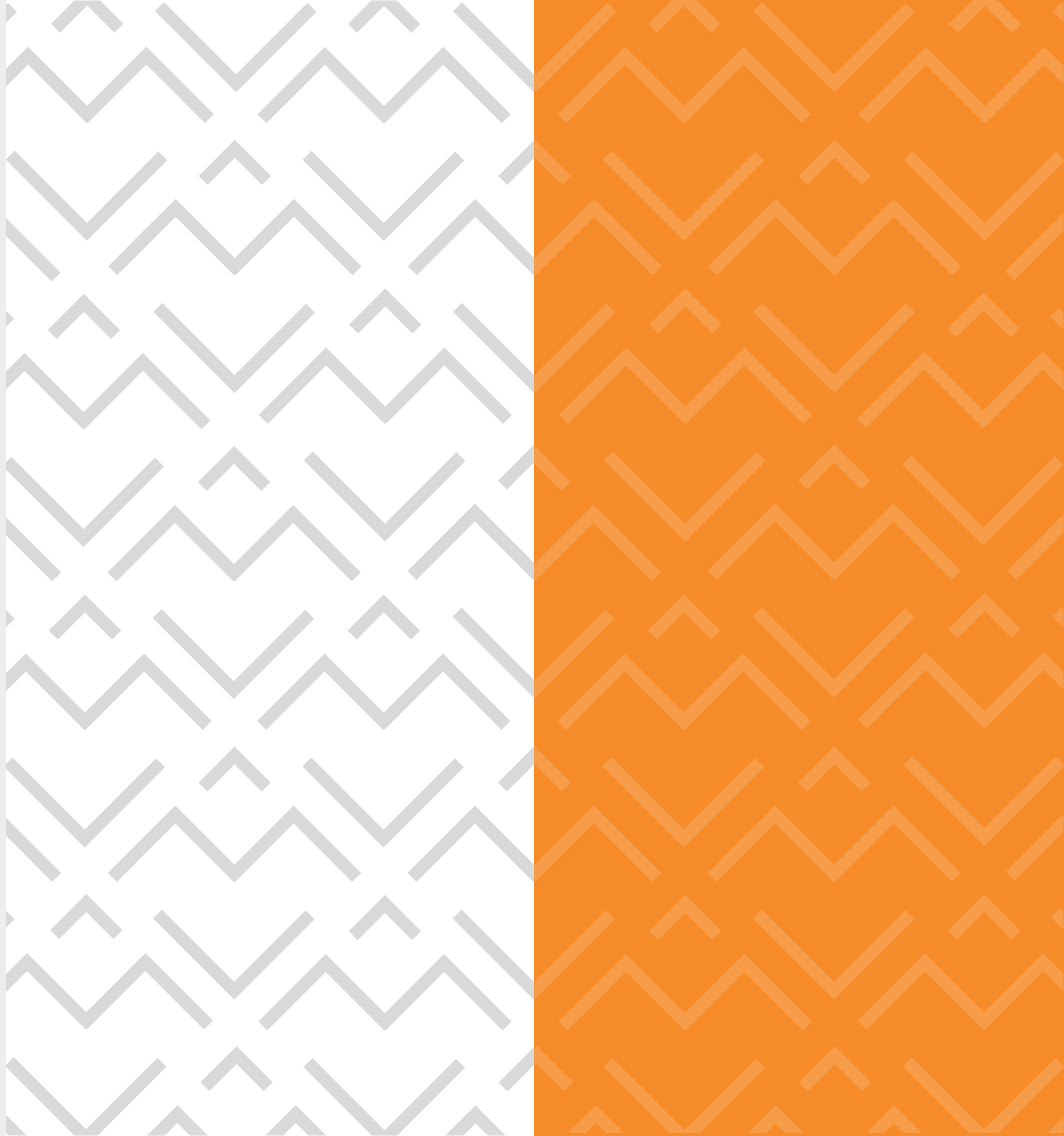
Photography

Busy doing is the phrase that sums up our photography style. It reflects the pace and energy of our projects, teams and the real life we are part of when each build becomes a home.

Our future looking approach and simple design solutions are reflected in dynamic angles and interesting crops.

Our imagery captures all the different aspects of ilke homes, including the construction, finished products, interior details and lifestyle shots.
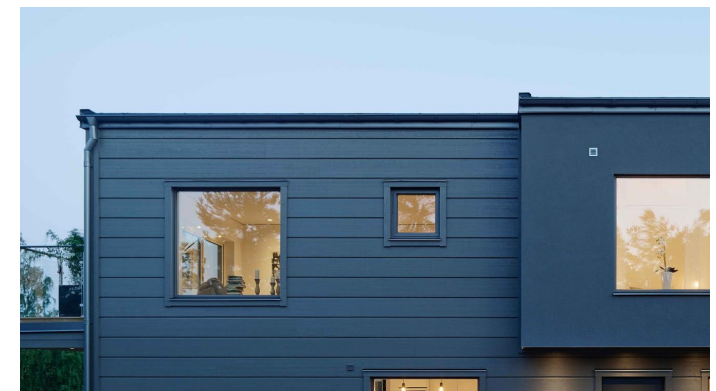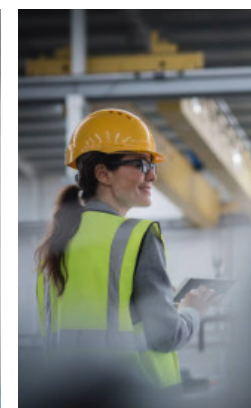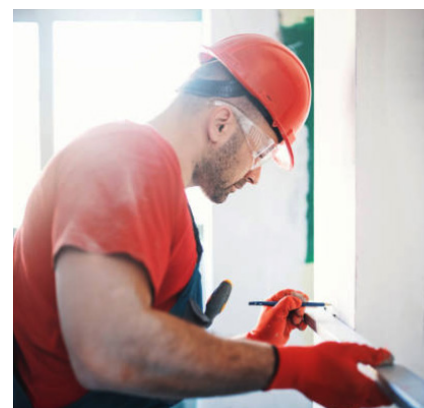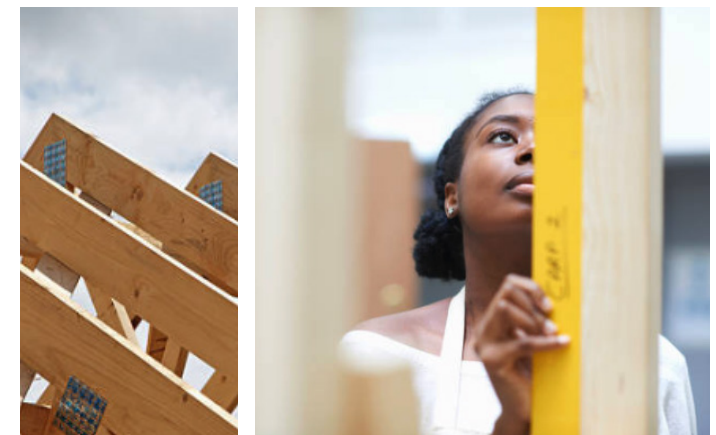
Brand application

> DECEMBER 2019

ilke
HOMES

Brochure cover

These layouts are here for inspiration and to show the rules in action.

When designing a brochure cover, please refer back to the specific guideline rules for each element.

As per these examples, imagery or just typography can be used. They also demonstrate a suitable use of secondary colour – introduced sparingly.

OFFICIAL BROCHURE

2020

Stylish homes designed for modern living.

> 2020 Edition

ilke
HOMES

TYPOGRAPHY & IMAGE

Brochure cover (cont.)

These layouts are here for inspiration and to show the rules in action.

When designing a brochure cover, please refer back to the specific guideline rules for each element.

As per these examples, imagery or just typography can be used. They also demonstrate a suitable use of secondary colour – introduced sparingly.

OFFICIAL BROCHURE

Stylish homes designed for modern living.

> 2020 Edition

ilke
HOMES

TYPOGRAPHY & IMAGE

OFFICIAL BROCHURE

Stylish homes designed for modern living.

> 2020 Edition

ilke
HOMES

TYPOGRAPHY & COLOUR

Brochure spread

These layouts are here for inspiration and to show the rules in action.

When designing a brochure spread, please refer back to the specific guideline rules for each element.

Each spread shows how flexible and sophisticated the ilke brand and its constituent parts are. With such a versatile, slick toolkit, our designs are by no means limited to only what's shown here.

Brochure spread (cont.)

These layouts are here for inspiration and to show the rules in action.

When designing a brochure spread, please refer back to the specific guideline rules for each element.

Each spread shows how flexible and sophisticated the ilke brand and its constituent parts are. With such a versatile, slick toolkit, our designs are by no means limited to only what's shown here.
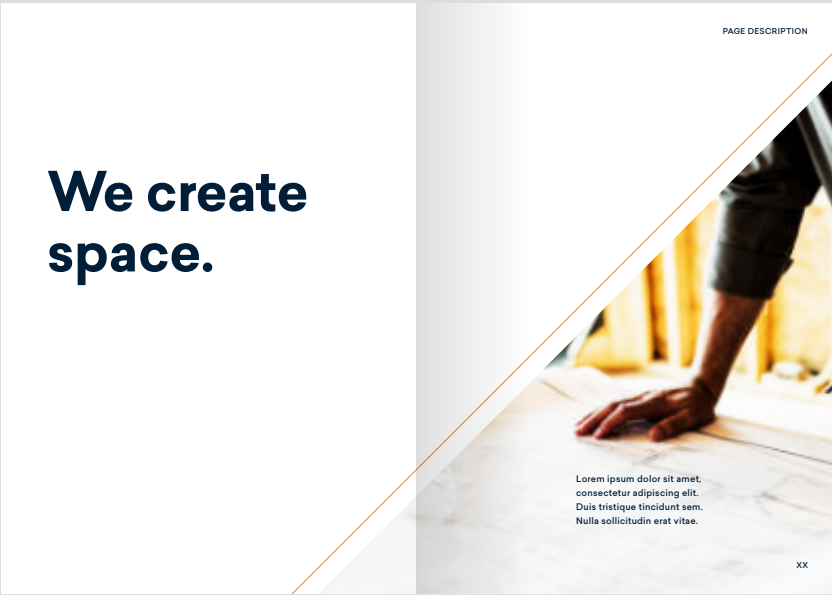
Brochure - Pattern

This is an example of the pattern applied within a corporate brochure.

Contents.

3

Web banner

These layouts are for inspiration. They also show the rules in action. Whatever you're designing, please refer back to the specific guideline rules for each element.

Here are two examples of how to apply the guidelines to banners – a horizontal and portrait layout.

Building futures and homes.

ilke
HOMES

HORIZONTAL BANNER

Building futures and homes.

ilke
HOMES
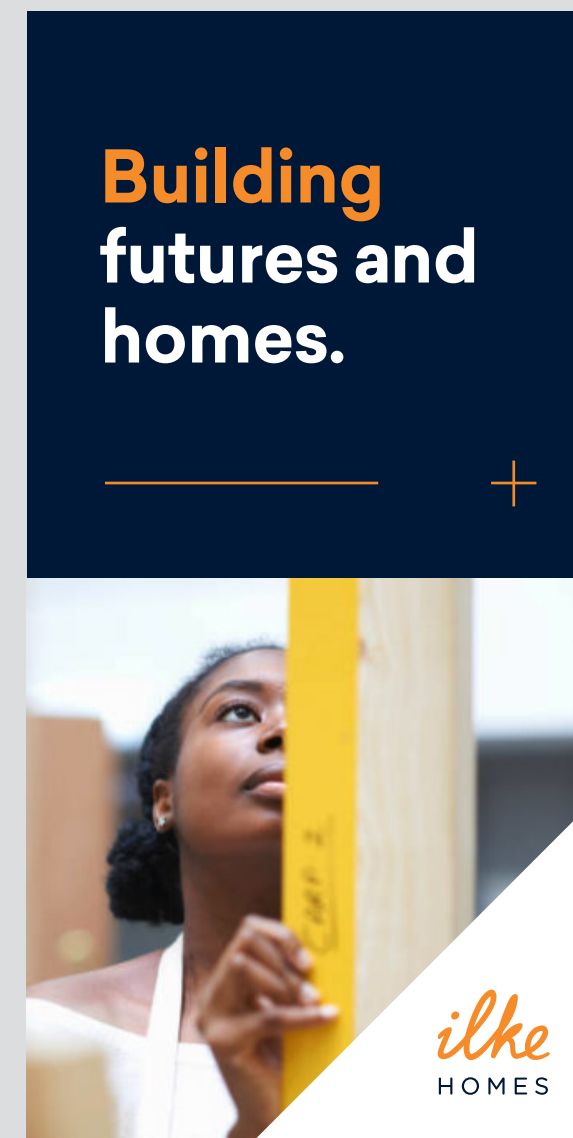
PORTRAIT BANNER

Business card

All employee business cards should
be consistent with this example.

Business card - Pattern

This is an example of the pattern applied to business cards.

Scott Versfeld

FACILITIES MANAGER

07741 626571
scott.versfeld@ilkehomes.co.uk
ilkehomes.co.uk

Flaxby Industrial Estate, Knaresborough, HG5 0XJ

Special print finishes

Where budget allows, orange foils can be used.

These add impact without deviating from the primary colour palette.

Embossing and debossing can also be used to add texture and interest to printed materials.

Matte paper is the preferred stock for all collateral. This is because matte has a non-shiny, smooth finish, which helps with legibility and gives a slightly richer colour compared to standard uncoated stocks.

Please note: A silver colour metal is to be used for objects requiring this type of material. Picture frames are a typical example. This is in line with the construction and metal framework of ilke. As well as complimenting the ilke brand colours.

Mug - Pattern

This is an example of the pattern applied
to a mug.

Notebook & Pen - Pattern

This is an example of the pattern applied
to a notebook and pen.

Letterhead

All employee letterheads should
be consistent with this example.

XX Month 2020

Firstname Lastname
Street Number and Name,
Town/Suburb, Postcode.

Dear Firstname Lastname,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc ornare nisi vitae sapien iaculis consequat. In ut tellus enim. In pellentesque lobortis metus, suscipit fermentum magna. Morbi tincidunt metus eu mollis vehicula. Vivamus erat nisl, tristique et quam, faucibus varius lacus. Sed ut volutpat risus. Fusce ut felis nec nisl ornare vulputate. Nulla odio mauris, sagittis id est vel, tristique fringilla sapien. Praesent id metus quis ante convallis dignissim id non sem. Suspendisse sed libero leo. Mauris ullamcorper dolor efficitur, malesuada erat ut, maximus turpis.

Fusce ornare sagittis nunc, quis varius nisi placerat id. Quisque pharetra ligula in arcu blandit, nec auctor tellus dignissim. Nullam ac tortor elementum, accumsan mauris nec, convallis tortor. Aliquam lacinia ullamcorper elit, eu ultrices urna vulputate sodales. Morbi sit amet erat vehicula, tincidunt turpis id, porttitor mauris. In nec nibh leo. Nullam dictum luctus dictum. In et arcu neque. Maecenas nec auctor tortor.

Regards,

Scott Versfeld
Financial Manager

07741 626571 | scott.versfeld@ilkehomes.co.uk | ilkehomes.co.uk

ilke Homes Land Ltd. Registered Address: Flaxby Industrial Estate, Knaresborough, HG5 0XJ.
Registered in England & Wales Company No. 10909968

Email signature

All employee signatures should be consistent with this example.

The typeface used is Arial Bold and Regular.

First Lastname
Job Description

m   0000 000 000
w   ilkehomes.co.uk

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Christmas application

ilke
HOMES

Christmas pattern

The Christmas pattern consists of geometric Christmas trees. This is in keeping with the geometric nature of ilke Homes and adds a sophisticated, festive touch.

Christmas icons

All Christmas icons are made up of geometric lines. This is in keeping with the ilke brand line shapes.

Christmas lockup

The Merry Christmas lockup uses
Sailec Bold with an ilke Orange outline.

Merry
Christmas

from *ilke* HOMES

Christmas card

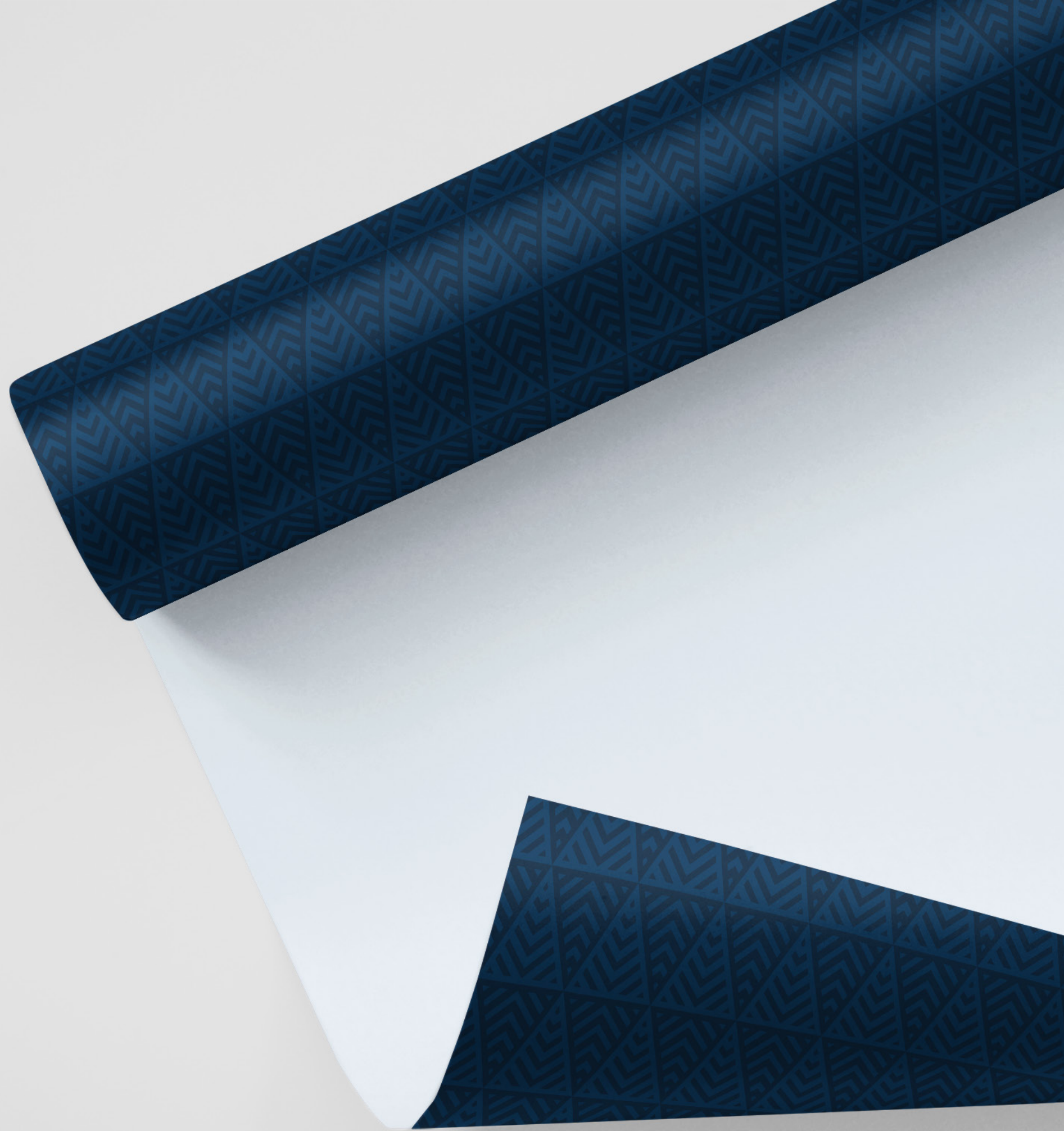This is an example of the Christmas elements applied to a Christmas card.

Christmas gift box

This is an example of the Christmas elements applied to a gift box.

Christmas wrapping paper

The ilke Christmas pattern can
be applied to wrapping paper.

Thank you

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