

brand
book



clear space

Our logo is one of the most important elements of our brand identity. It is essential to ensure that it stands out in every piece of communication that we do. When we provide the logo with some breathing space, it shines through and garners the attention it deserves.

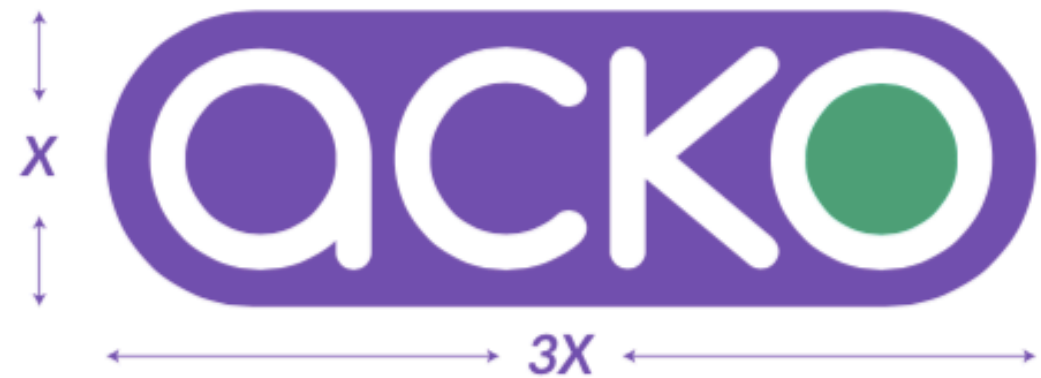
The clear space will always depend on the size of the logo. The minimum clear space will be half the height of our logotype applied all around the edges.



logo ratio

Our logo should be treated with respect. It shouldn't be stretched or scrunched. There is an ideal ratio to follow when working with the logo.

Height - X
Width - 3x



minimum size

Our logo has to be readable and nice to look at. Following a minimum size will help us achieve this. This minimum size is based on the width of the logo.

Minimum size for print: 12mm

Minimum size for digital: 90px



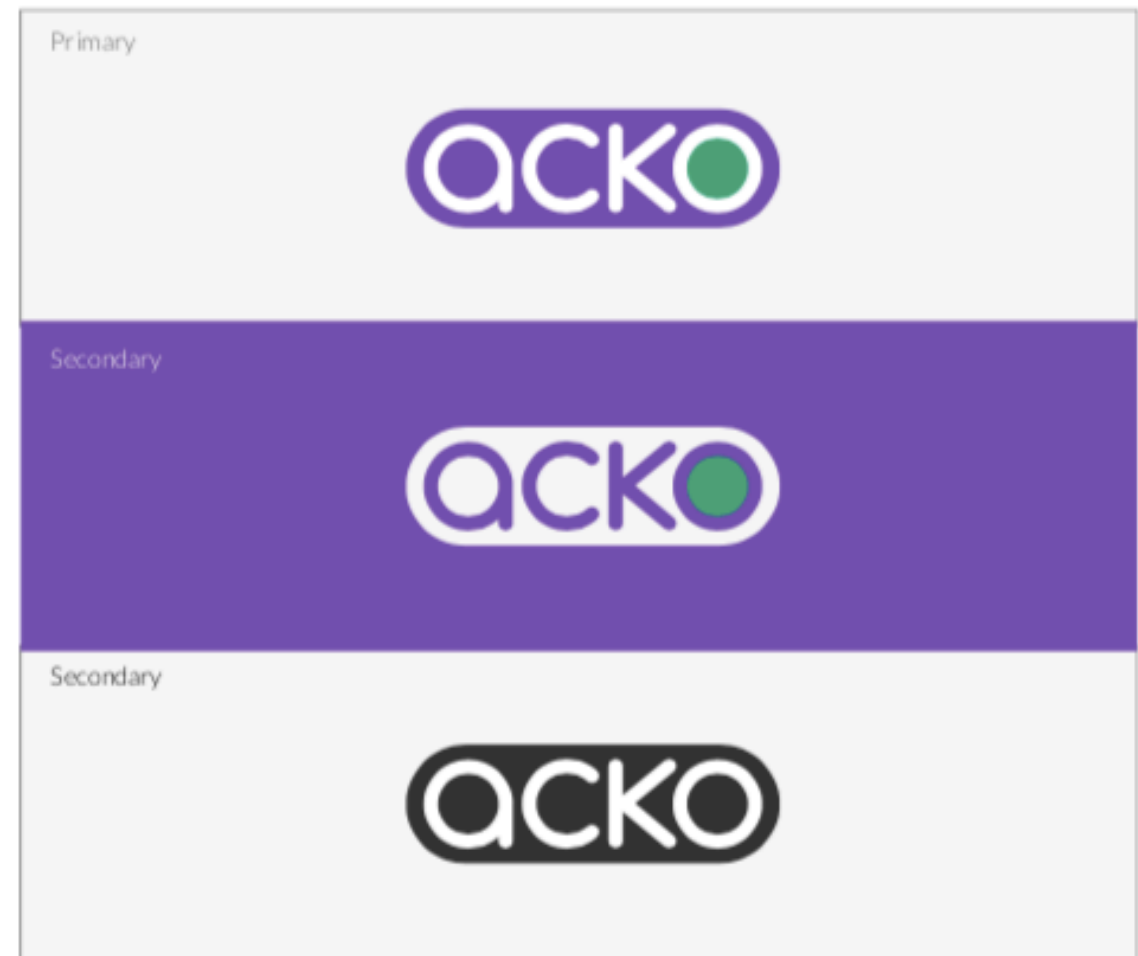
← 12mm / 90px →

This minimum size is based on the width of the logo.

logo colours

We have three versions of our logo which will give us flexibility without losing out on consistency.

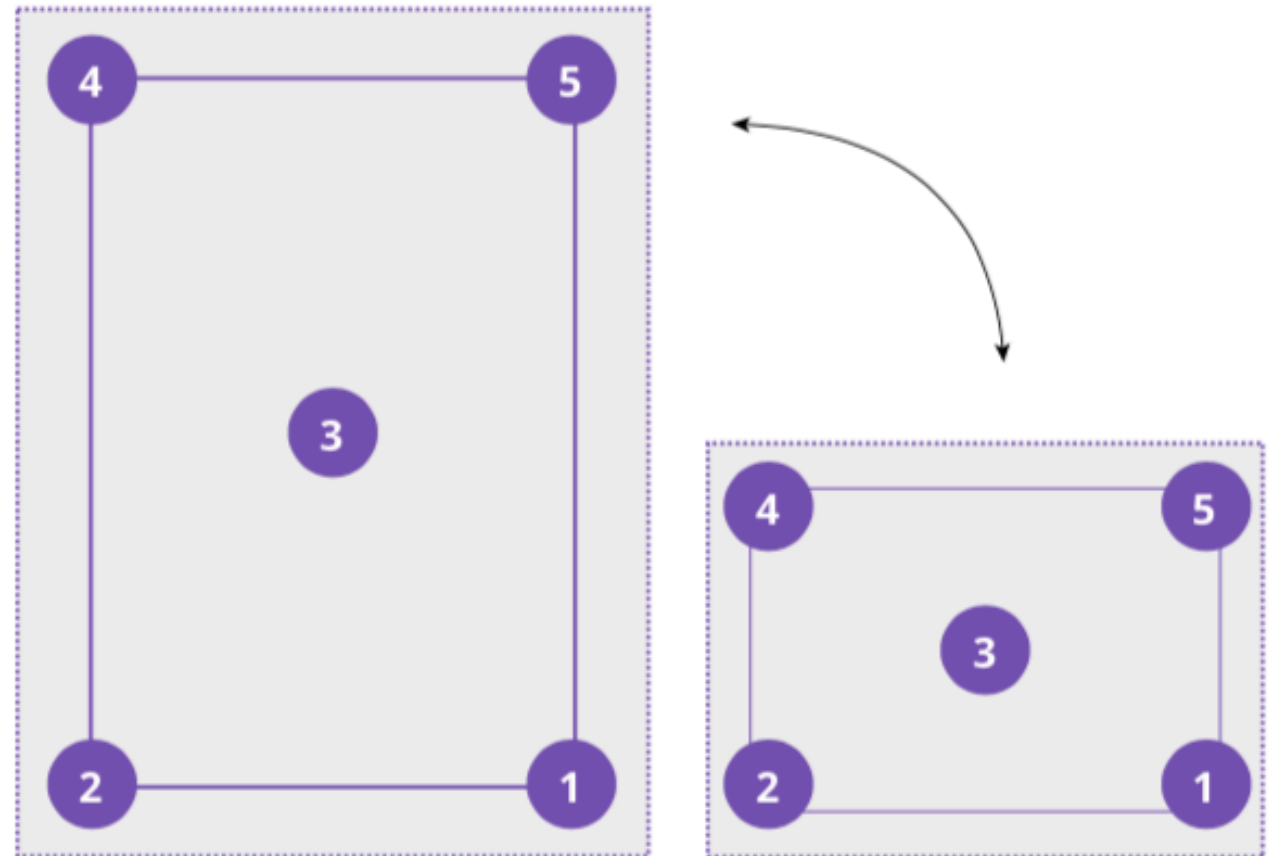
1. Primary color
2. Secondary color
3. Secondary color



logo placement

In order to provide flexibility to our logo usage, we've identified five positions where it can be placed. This would ensure that the logo looks good while still adapting to the situation.

- 1.** Bottom right corner
- 2.** Bottom left corner
- 3.** Center
- 4.** Top left corner
- 5.** Top right corner



logo don'ts



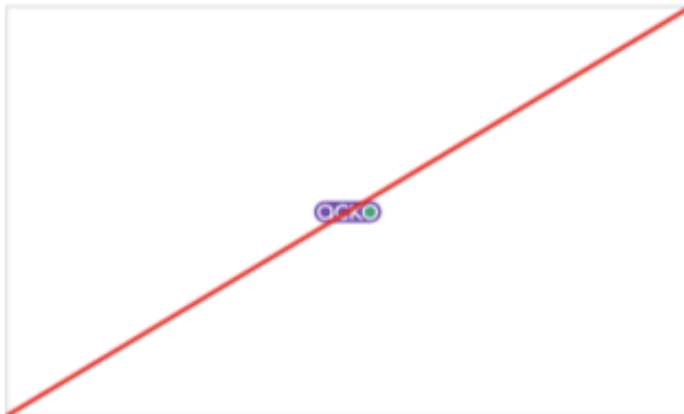
✗ Don't use our logo in a different color than the defined versions in this document.



✗ Don't use the logo in color on imagery.



✗ Don't use a white logo on backgrounds with low contrast.



✗ Don't put the logo smaller than the recommended minimum size.



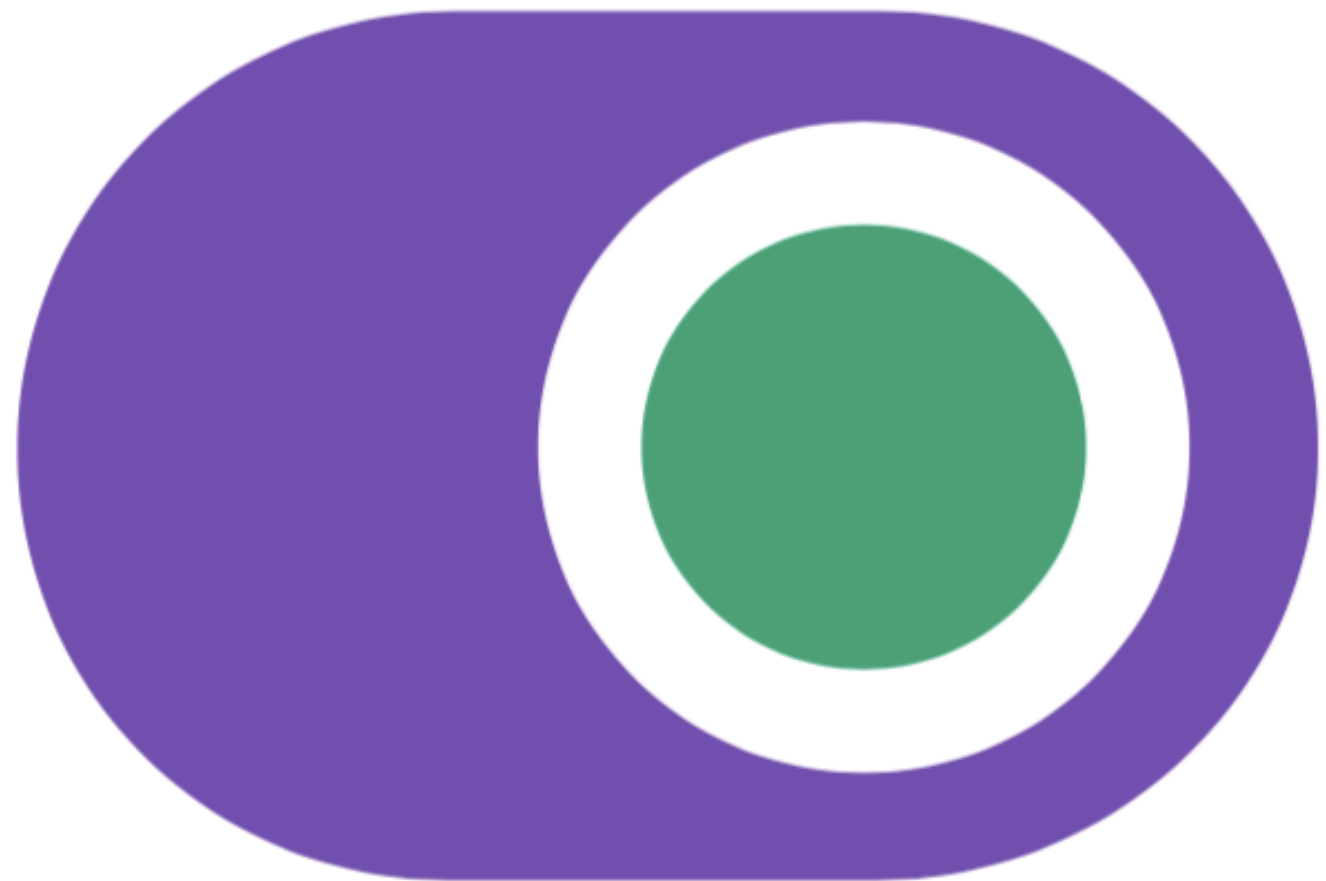
✗ Don't skew or change the proportions of the logo.



✗ Don't rotate the logo in any way.

colour palette

Colour brings life to the personality of our brand. Aside from making the branding look nice, each colour brings a different meaning to the brand. This finally falls back on our brand tone: Dynamic, Approachable, Inventive, Intuitive, Straightforward.



core brand colours

Our core brand colours are purple, green and white. As mentioned earlier, purple represents innovation and green symbolizes that it's always on, which means you're always covered with ACKO.



acko purple
C 70 M 80 Y 0 K 0
R 115 G 80 B 180
#7350B4



acko emerald
C 75 M 10 Y 70 K 0
R 55 G 168 B 118
#7350B4

brand
elements

typography.

typography

*Our brand employs two major fonts.
It looks good individually and when
used in combination.*

Montserrat
Lato



montserrat

This font is modern, straightforward and attention grabbing. It's quite versatile when it comes to usage. It looks equally good in bold, regular or thin.

Montserrat is only to be used in headlines.

Montserrat Font Characters:

abcdefghijklmnopqrstuvwxyz
yz.ABCDEFGHIJKLMNOPQR
STUVWXYZ.1234567890!@#
\$%^&*()_+?><:"'{}{

always
on.

lato

Elegant and harmonious, this font combines well with Montserrat. It is quite legible which is of prime importance when writing body copy.

Lato is used for everything apart from the headline.

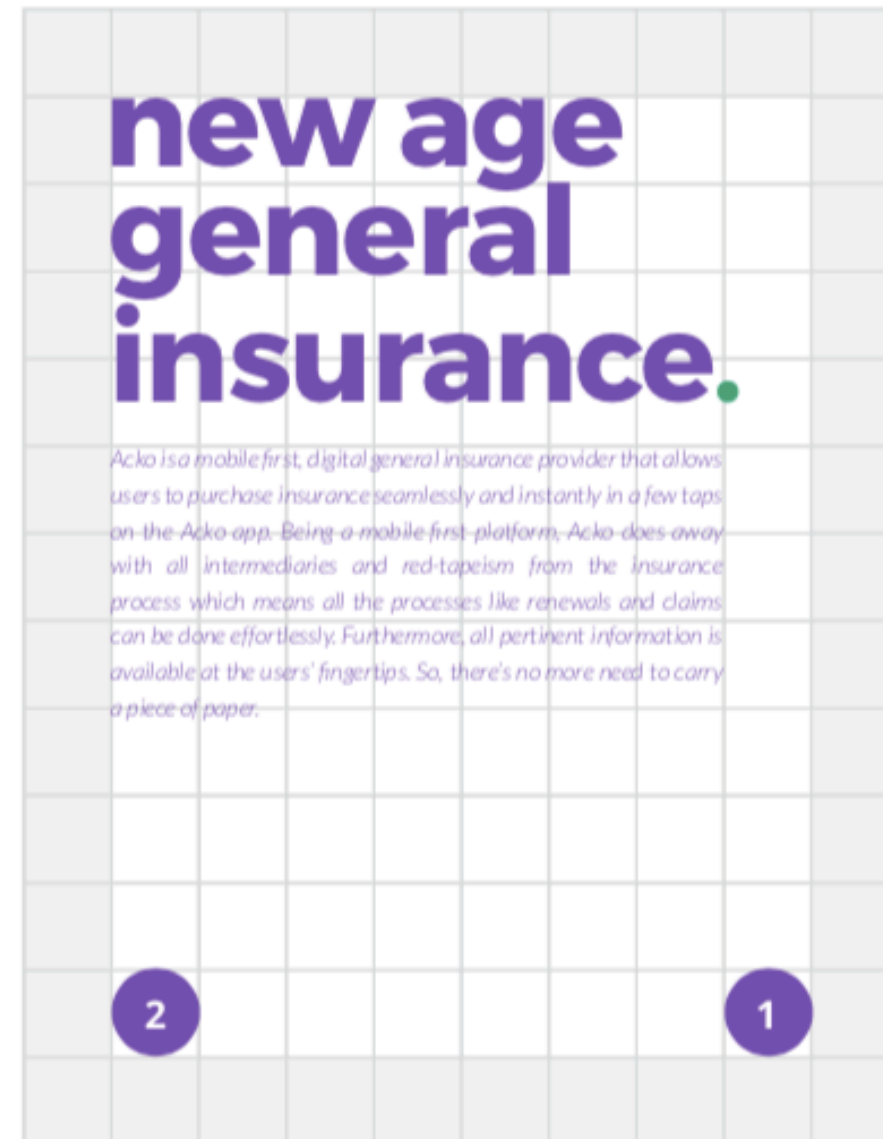
Lato Font Characters:
abcdefghijklmnopqrstuvwxyz.A
BCDEFGHIJKLMNOPQRSTUVWXYZ.
1234567890!@#\$%^&*()
_+?><:"'{}|

Acko is a mobile first, digital general insurance provider that allows users to purchase insurance seamlessly and instantly in a few taps on the Acko app. Being a mobile first platform, Acko does away with all intermediaries and red-tapeism from the insurance process which means all the processes like renewals and claims can be done effortlessly. Furthermore, all pertinent information is available at the users' fingertips. So, there's no more need to carry a piece of paper.

logo lockup with typography

When the logo is used in combination with typography, it is important to ensure the overall balance and alignment.

Whenever the logo is left aligned, the typography will also be left aligned.



Example:

To balance the typography in the example above, the logo should sit in position 1 or 2.

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