

BRAND GUIDELINES

BRAND GUIDELINES FOR CORPORATE IDENTITY OF THE RESTAURANT IKRA

IMPLEMENTATION OF THE CORPORATE IDENTITY
JANUARY 28, 2022

IKRA

BRAND GUIDELINES

SECTION 01

LOGOTYPE

These guidelines are a detailed description of the corporate identity and a set of rules for its use. They describe all the features of the logotype – its size, the proportion of various elements, color palette and placement recommendations. Design of the logotype and the corporate

identity of the brand is an important part of the entire brand creation.

PRINTFILES/LOGO



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SECTION 02

LOGOTYPE

The Ikra logotype is the key element of the corporate identity. It is a combination of text components and a graphic component. The logotype consists of a symbol and a unique graphic lettering of the slogan.

PRINTFILES/LOGO

Main version of the logotype



Additional version of the logotype



Logotype without the descriptor



Text version of the logotype



Monochrome versions of the logotype



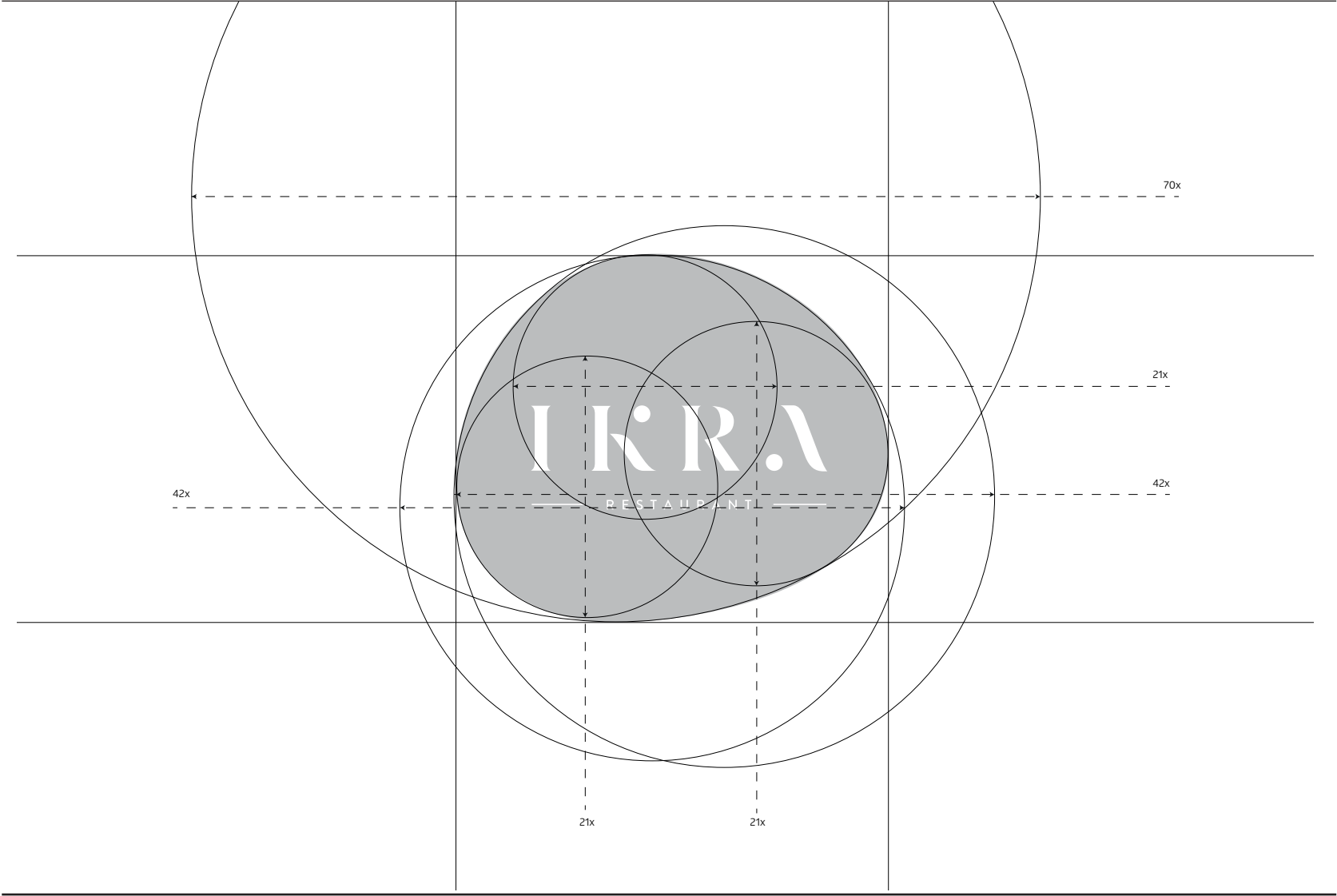
BRAND GUIDELINES

SECTION 03

LOGOTYPE

The graphic part of the logotype is a set of circles of different diameters. The logotype reflects the essence of the company name. A caviar is illustrated as an irregular copper-colored circle.

PRINTFILES/LOGO



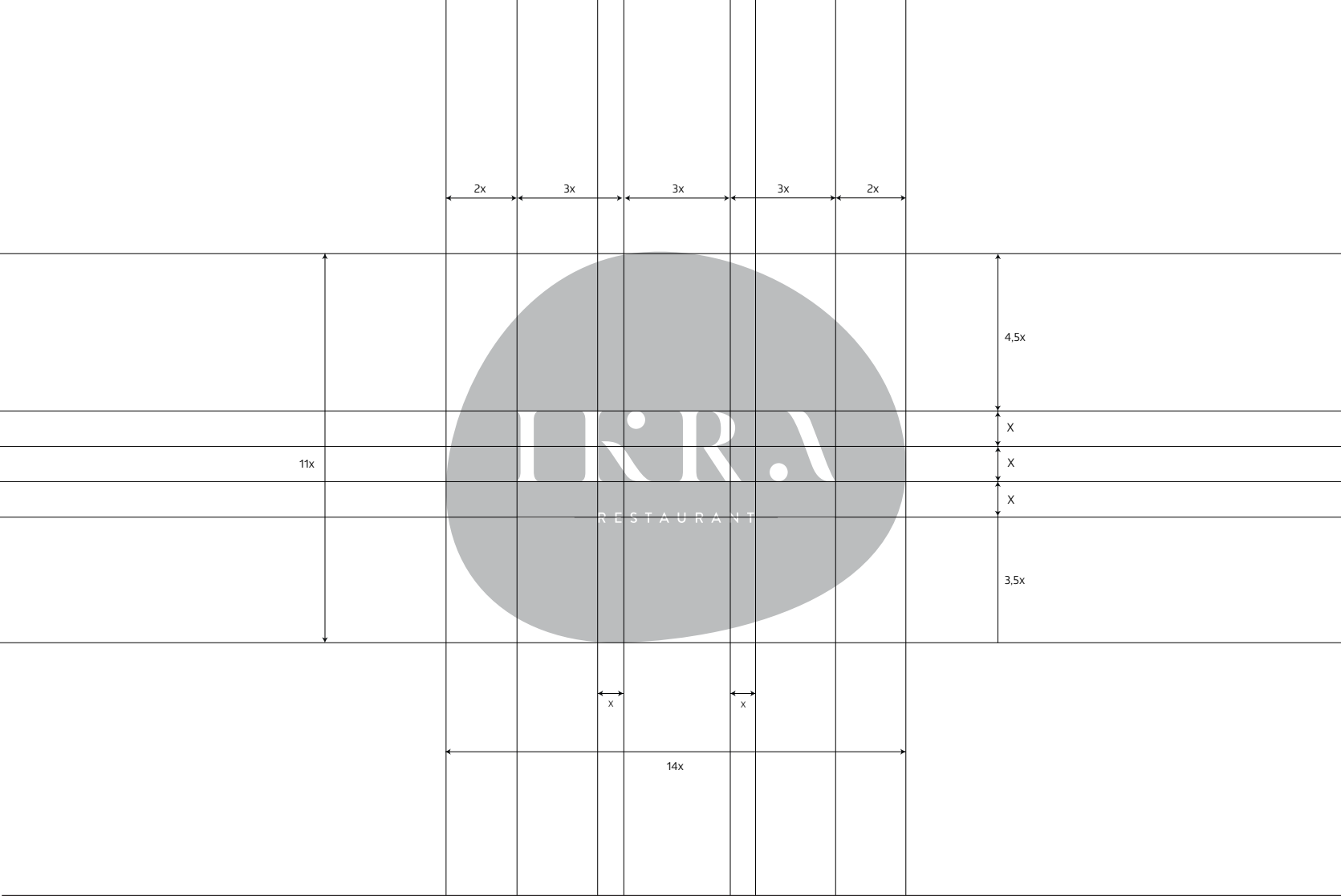
BRAND GUIDELINES

SECTION 04

LOGOTYPE

The logotype is designed in accordance with the graphic standards and proportions.

PRINTFILES/LOGO



BRAND GUIDELINES

SECTION 05

LOGOTYPE SIZES

The developer recommends strictly observing the maximum and minimum size of the logotype with and without the descriptor. It is recommended to print the logotype with a vector texture, if the logotype is no larger than 300 mm in diameter. If the diameter of the logotype exceeds 300 mm, the text version or the main version of the logotype shall be used.



300

maximum size



65



40

minimum size with the descriptor



20

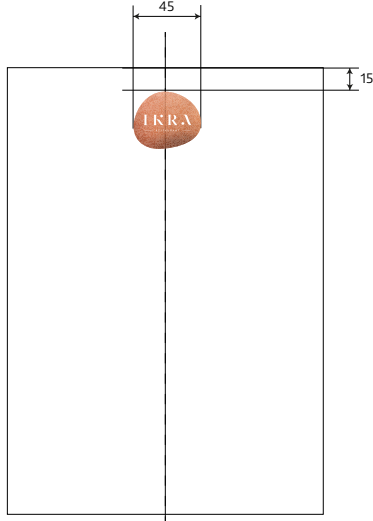
minimum size without the descriptor

BRAND GUIDELINES

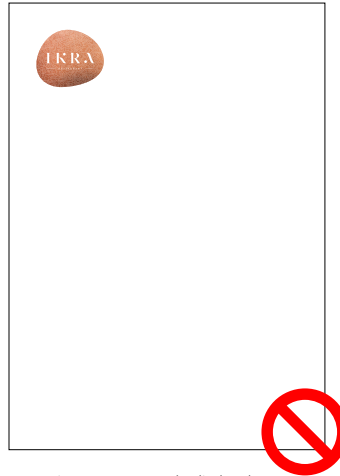
SECTION 06

LOGOTYPE PLACEMENT

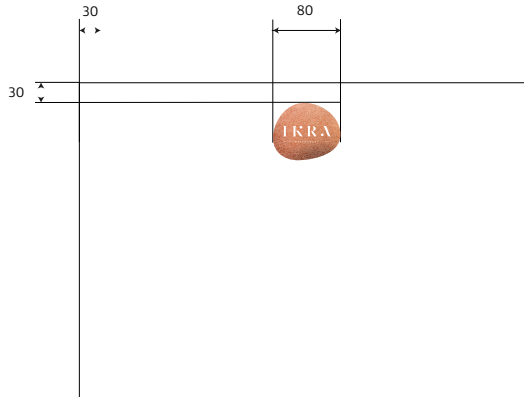
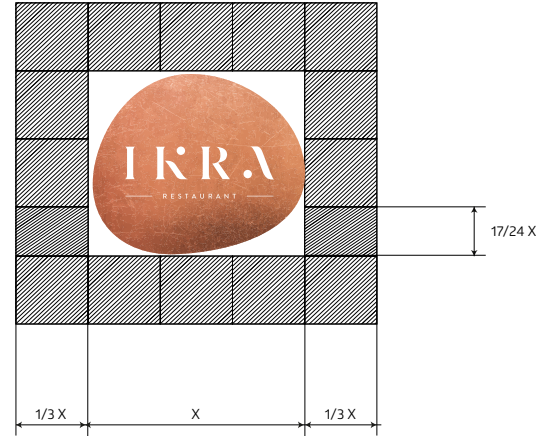
To ensure the logotype recognition and clear perception, always try to leave empty spaces (indents) around the logotype. No graphic elements, photos or text elements must be located within the white space of the logotype. Please take into account that the free margin changes in proportion to the logotype size. The indents around the logotype must be at least half of the area of the logotype. The logotype on media, not indicated in these guidelines, is recommended to be placed in the center. Corner placement shall be excluded.



Placement of the logotype on A4 paper



Logotype must not be displaced



Placement of the logotype on A3 paper

Paper size	Logotype size
A4 – 297 mm X 210 mm	45 mm
A4 – 210 mm X 297 mm	35 mm
1/2 A4 – 210 mm X 148 mm	30 mm
A3 – 420 mm X 297 mm	80 mm

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SECTION 07

LOGOTYPE PLACEMENT

The logotype can only be placed on a single-color light or dark background. The priority colors are white, black or other dark contrasting colors. It is forbidden to place the logotype on a background that merges with it. The background around the logotype must not be colorful. The logotype must not be used as a pattern (except for a display strip), as

well as rotated by any angle. The logotype must not be framed and no additional elements must be added. The color of the inversion in the logotype must not be changed and the colors other than corporate ones must not be used.



Placement of the logotype at an angle is not allowed



Use of shadows is not allowed



Changing the position of the text part on the symbol is not allowed



Use of the logotype on non-contrasting background or backgrounds containing the color of the symbol is not allowed



Any deformation of the logotype is not allowed



Placement of the logotype in close proximity next to other logotypes is not allowed

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SECTION 08

Recommendations for the use of color and monochrome versions of the logotype.

LOGOTYPE USE



Full-color printing



Monochrome printing



Web



Embroidery



Screen printing



Thermal-transfer printing



Embossing



Illustration



Office printing



Recommended option

Additional option

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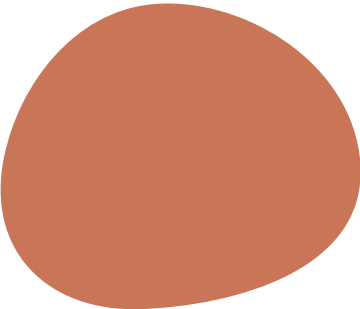
SECTION 09

CORPORATE COLORS

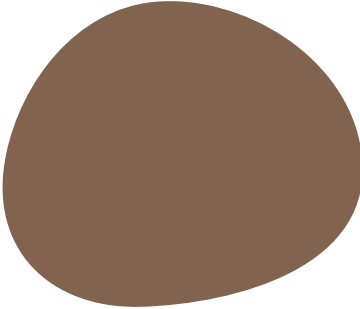
As corporate colors, it is recommended to use:

- the provided corporate texture (see section Corporate elements);
 - pantone, metallic;
 - metallic foil (<https://www.univacco.com>);
 - corporate colors CMYK, RGB, HTML.
-

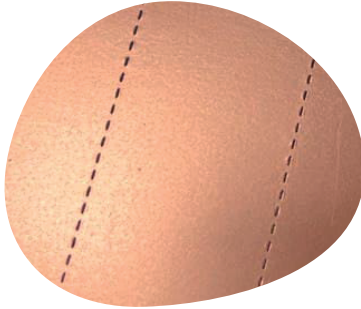
RGB: 204 116 82
CMYK: 17 61 68 5
HTML: C77557



Pantone:
PMS 875 C (Metallic)



Foil:
Univacco MG76



SECTION 10

CORPORATE FONTS

The main corporate font is the Corsa Grotesk font family. These fonts shall be used as the main fonts when developing design layouts for any product of the company. The Darker Grotesquer front family shall be used as the main font for web media. This font may be used as a secondary font when developing layouts for printed products and POS materials.

PRINTFILES/FONTS

Spirit of Adventure

THE SIMPLICITY OF AN OUTDOOR LIFESTYLE

COLD WATER SURF

nature is offering herself as the solution to these modern day problems

Corsa Grotesk/Regular

The quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
0 1 2 3 4 5 6 7 8 9

FRESNE

a playground for innovation

A RESPONSIBILITY TO MEET THE DEMANDS THAT YOU EXPECT OF FUNCTIONING EQUIPMENT

Lightweight / Mighty

Corsa Grotesk/Thin

The quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
0 1 2 3 4 5 6 7 8 9

SECTION 11 CORPORATE ELEMENTS

As a corporate element we use the corporate texture. The developer has provided vector and raster (HR) files.
PRINTFILES/TEXTURE



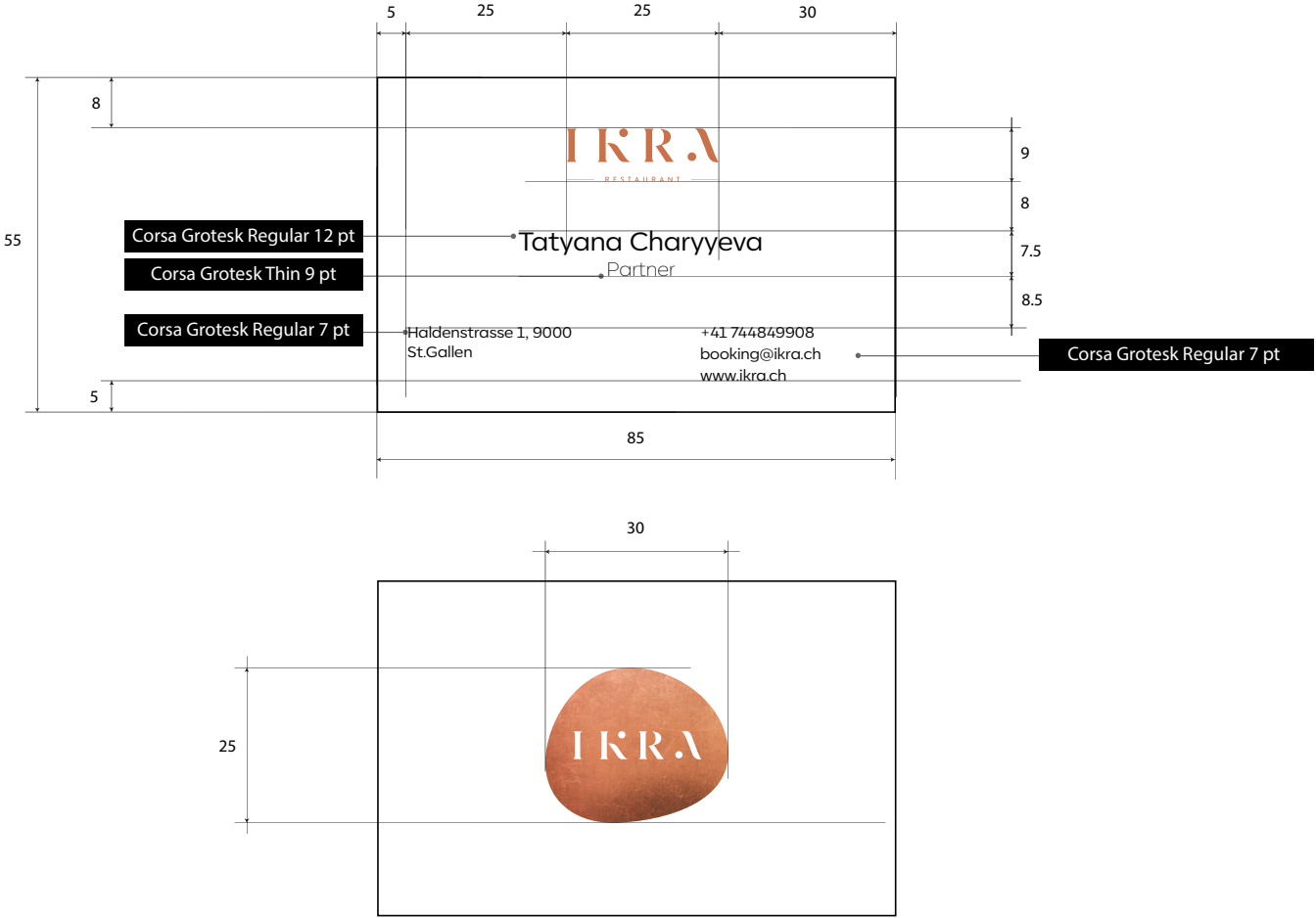
BRAND GUIDELINES

SECTION 12

BUSINESS CARD

Recommended – 300 g paper (coated paper), CMYK or foil or Pantone 2+1 printing.

PRINTFILES/BUSSINES CARD

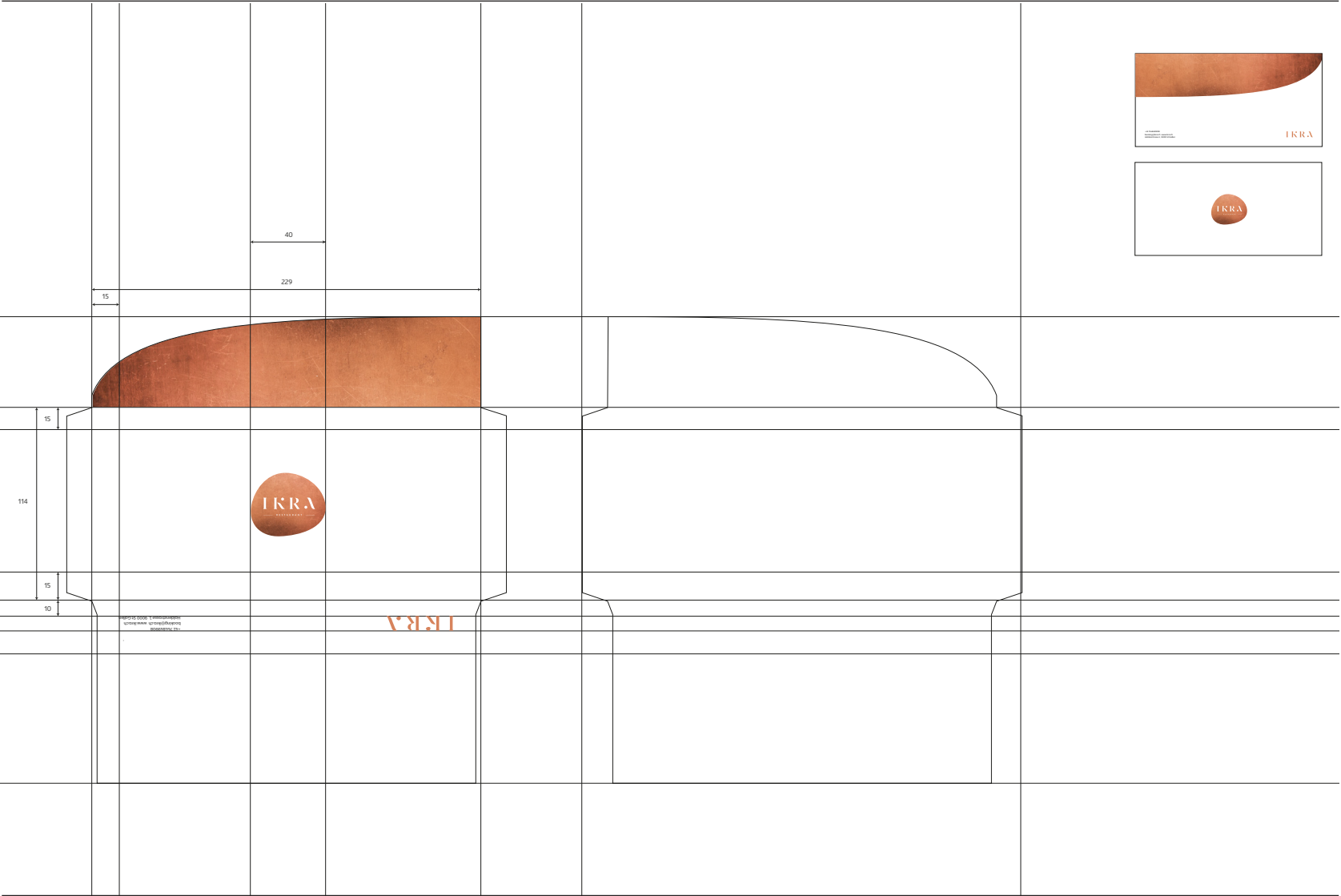


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SECTION 14 ENVELOPE DL

The DL format envelope contains such corporate elements as the logotype, a block with contact details, the corporate color. Recommended - 130 g paper, CMYK printing.

PRINTFILES/ENVELOPE



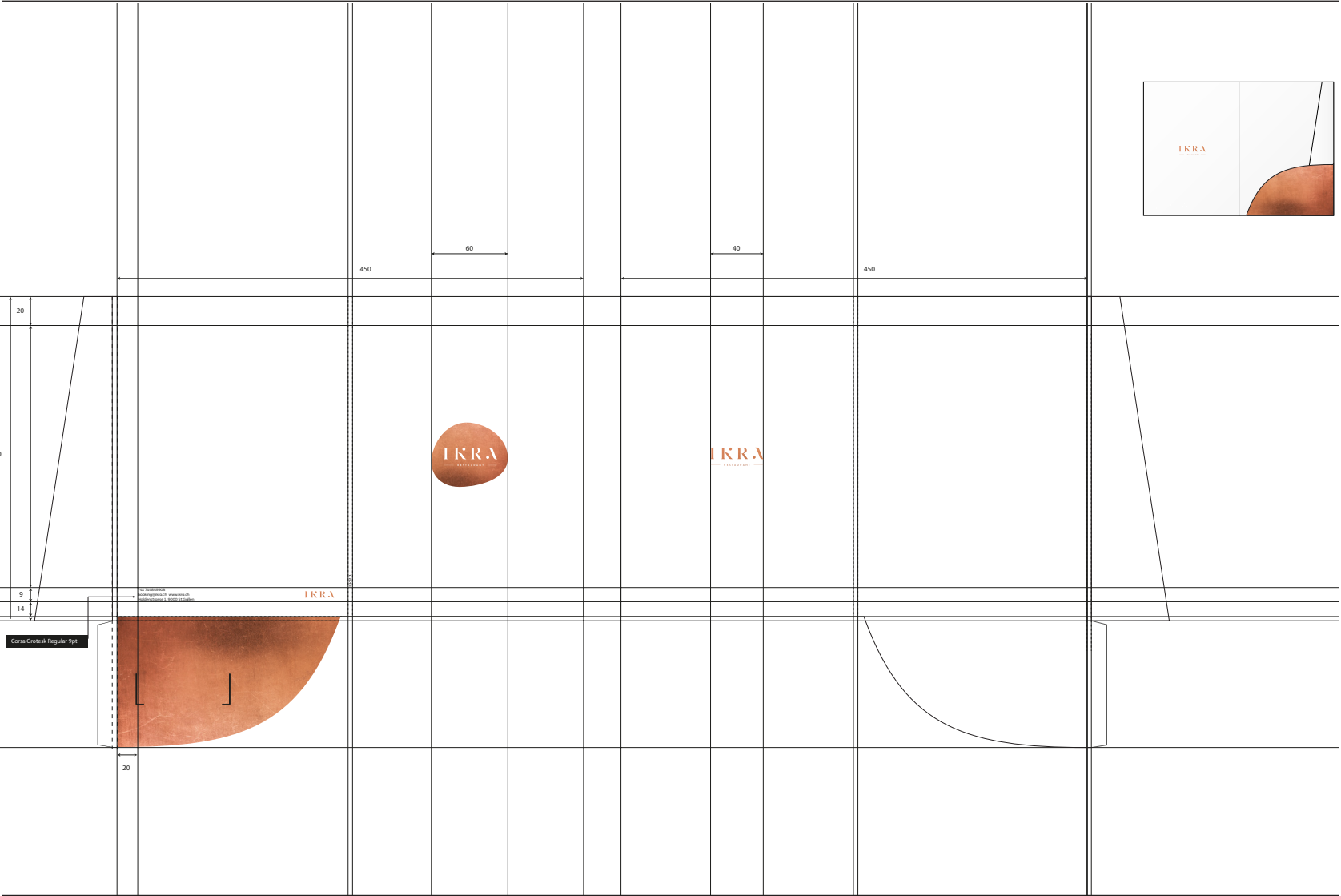
BRAND GUIDELINES

SECTION 15

A4 PRESENTATION FOLDER

The presentation folder for business documentation contains such corporate elements as the logotype, a block with contact details, the slogan, a pocket for a business card. Recommended – 350 g hard paper, CMYK printing.

PRINTFILES/FOLDER



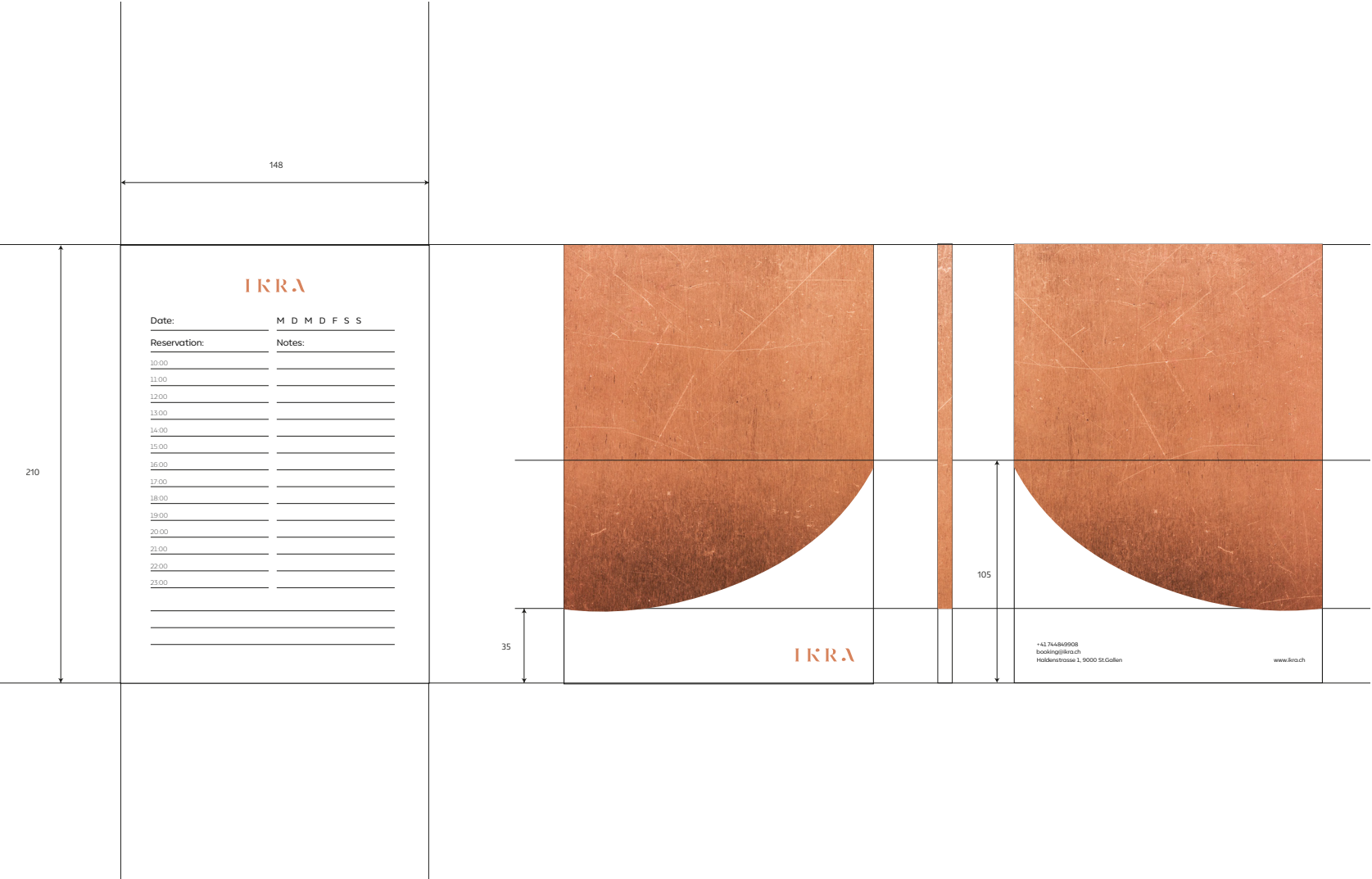
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SECTION 16

A6 NOTEBOOK

The notepad contains such corporate elements as the logotype, a block with contact details, the corporate color, the slogan. Recommended – 350-400 g hard paper for the cover, CMYK printing for outer cover, 80 g inner page paper, CMYK printing.

PRINTFILES/NOTEBOOK

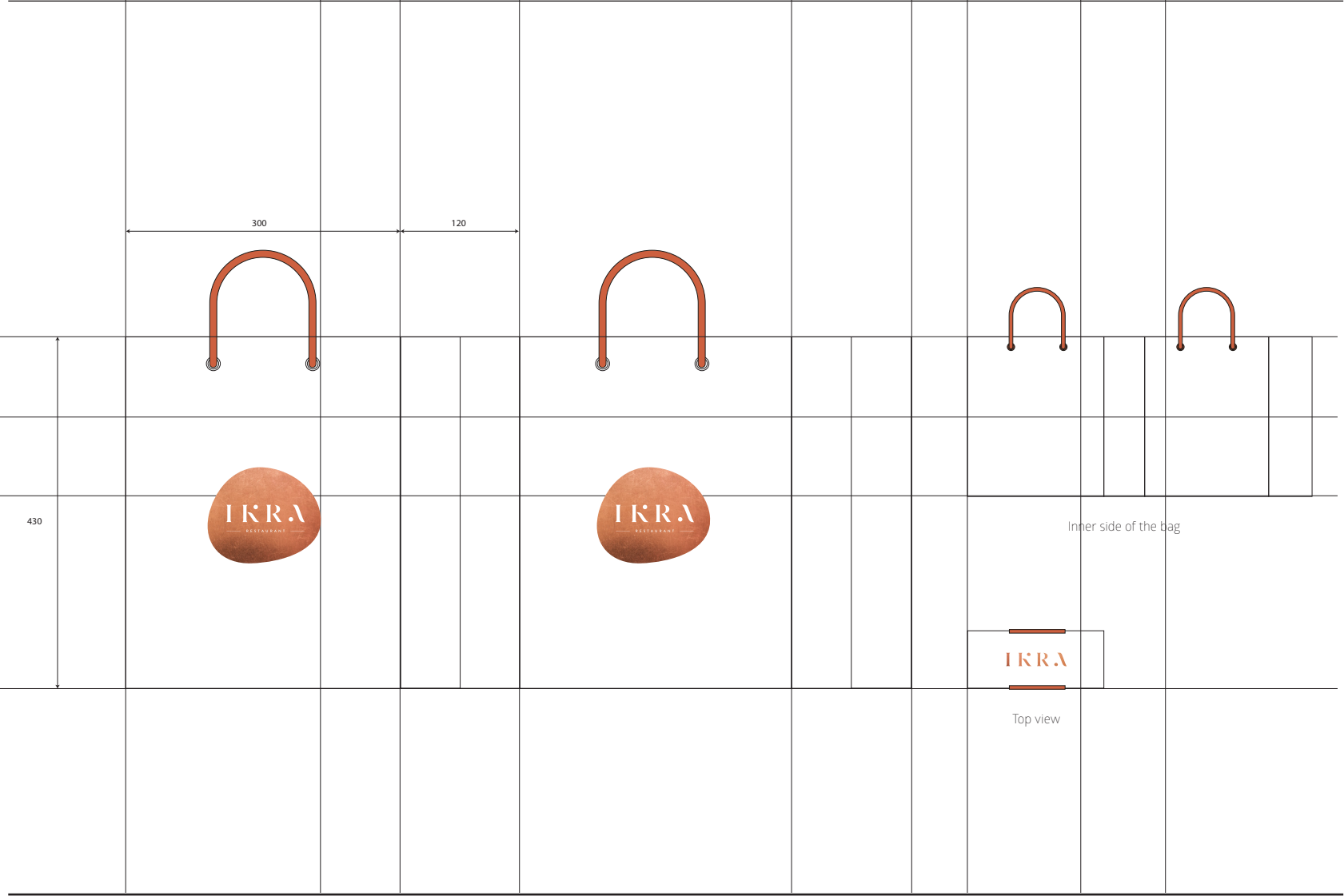


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SECTION 17 CORPORATE BAG

The developer provides one design option for a corporate carrier bag. Paper carrier bags with copper-colored rope handles. The carrier bags contain such a corporate element as the logotype. CMYK printing.

PRINTFILES/BAGS



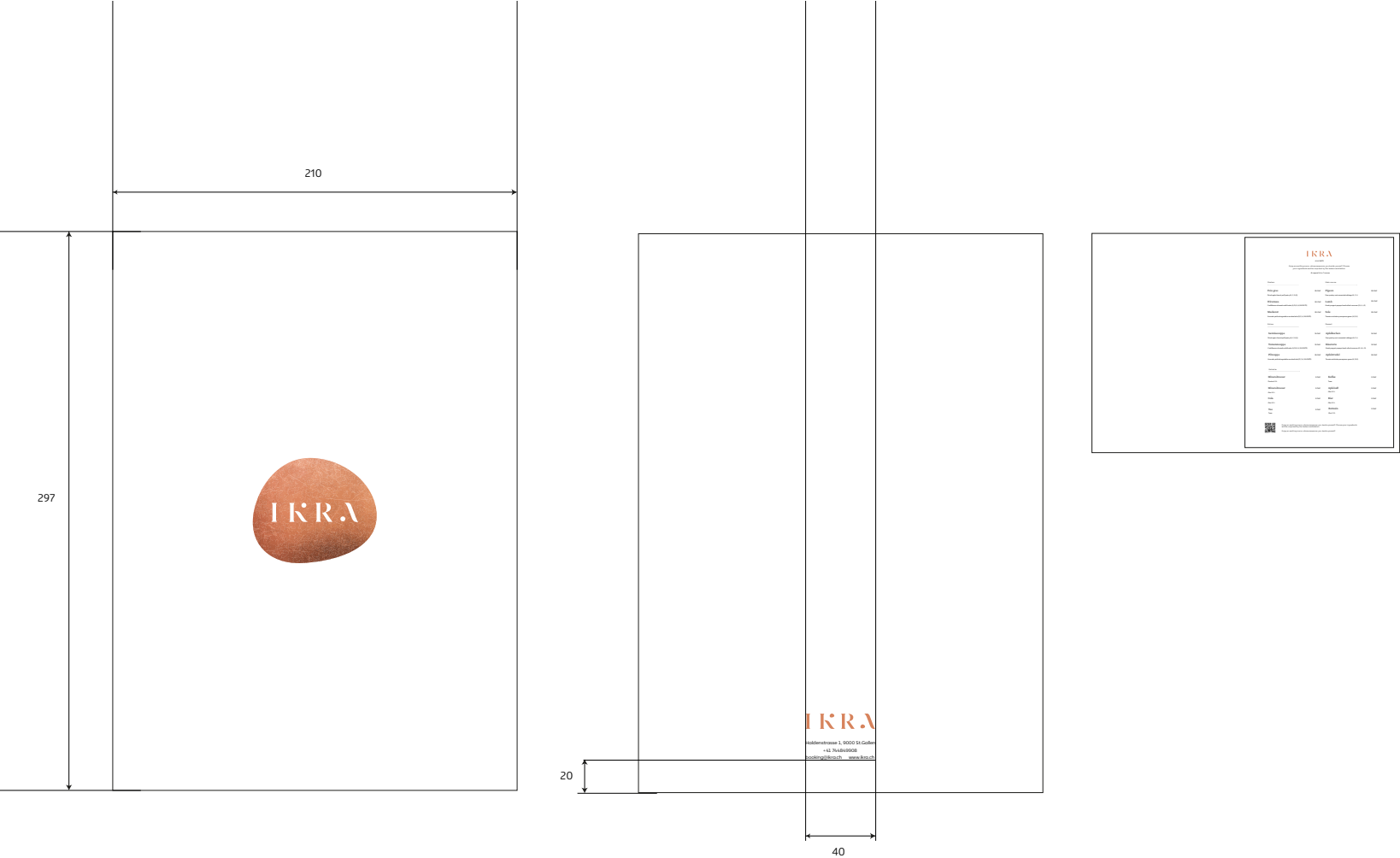
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SECTION 18

MENU CONCEPT

The main menu contains the logotype and the basic data of the restaurant. The cover – laminated hard paper or plastic. 150 g paper for inside pages, CMYK printing.

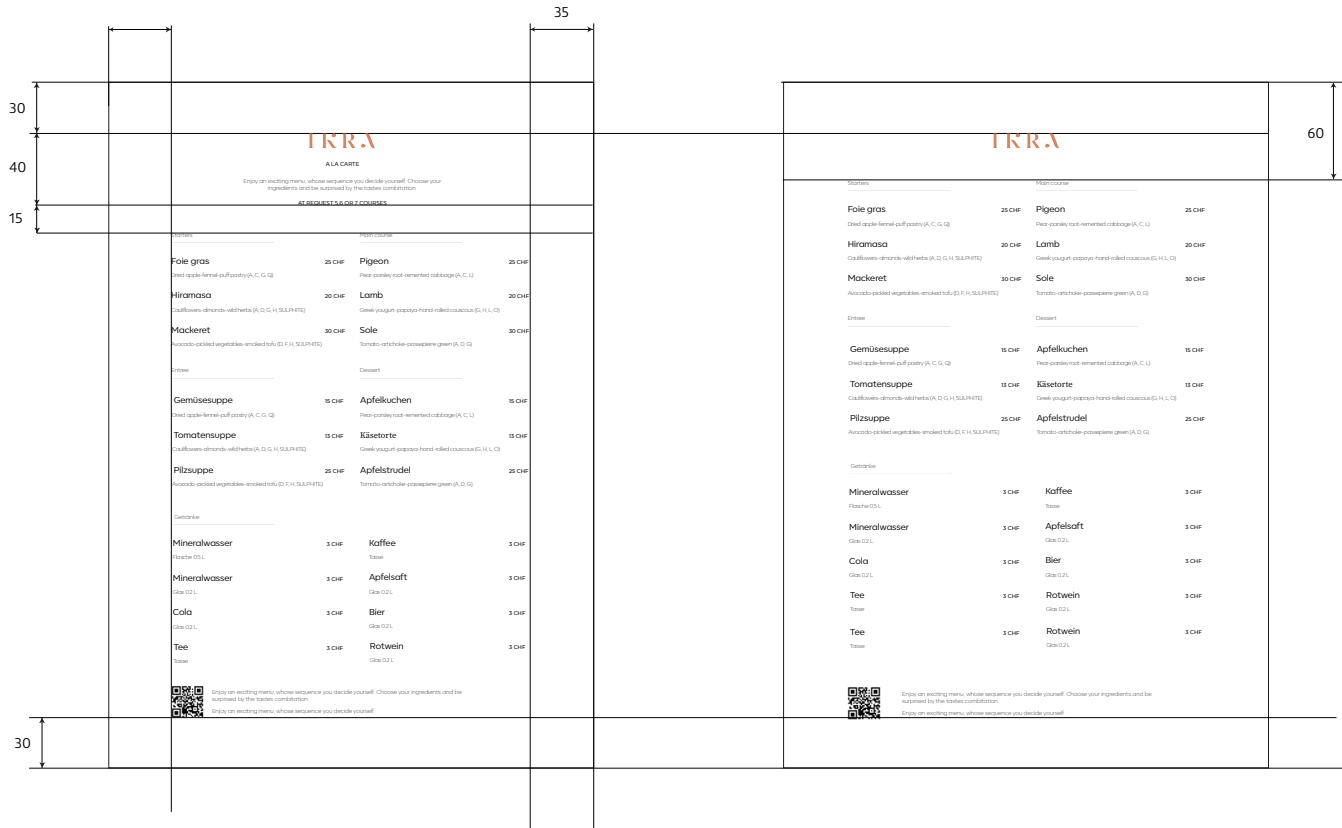
PRINTFILES/MENU MAIN



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SECTION 19 MENU CONCEPT

Layout of the inside pages.
PRINTFILES/MENU MAIN

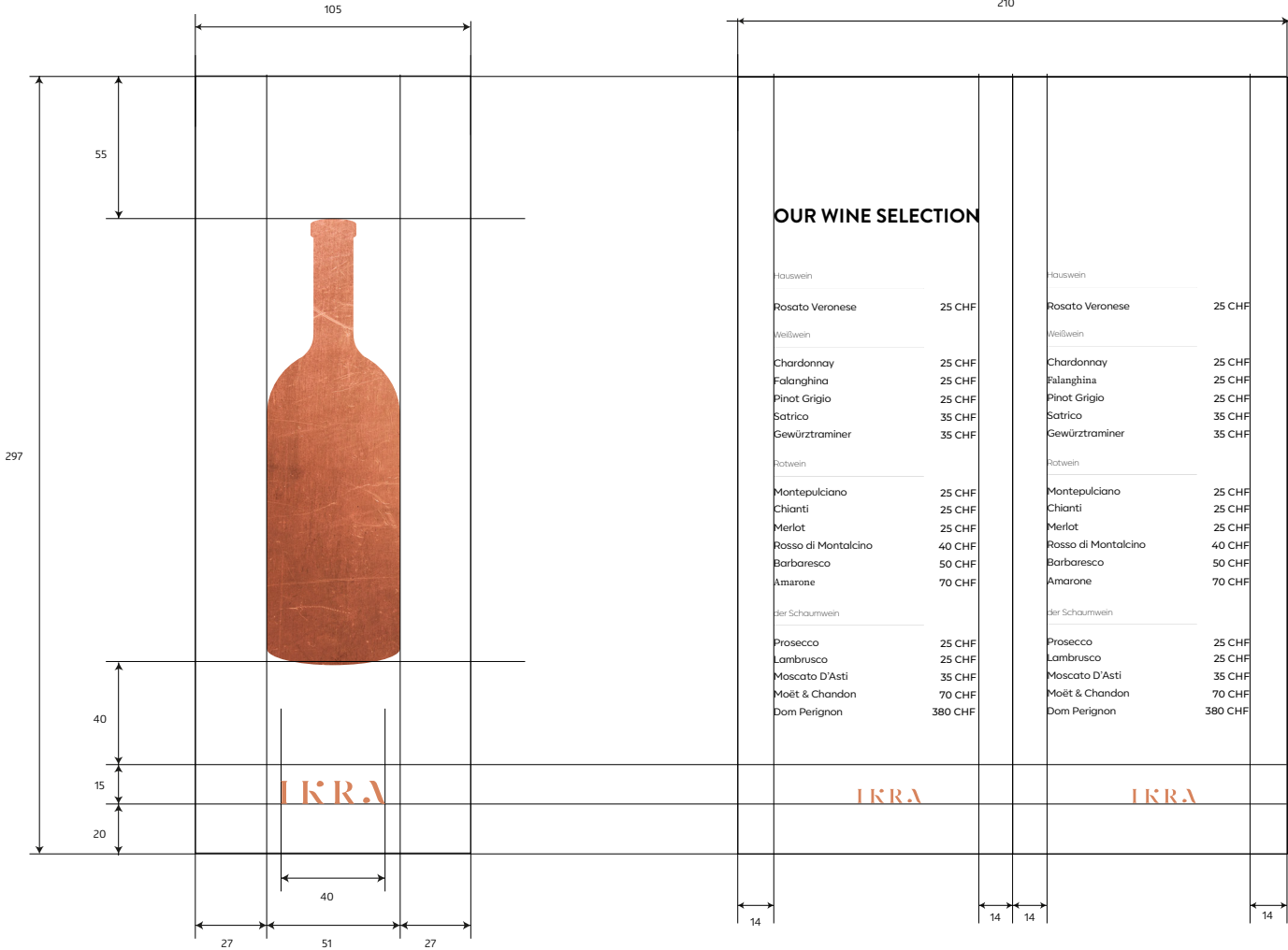


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SECTION 20

PRINTFILES/MENU WINECARD

WINE MENU CONCEPT

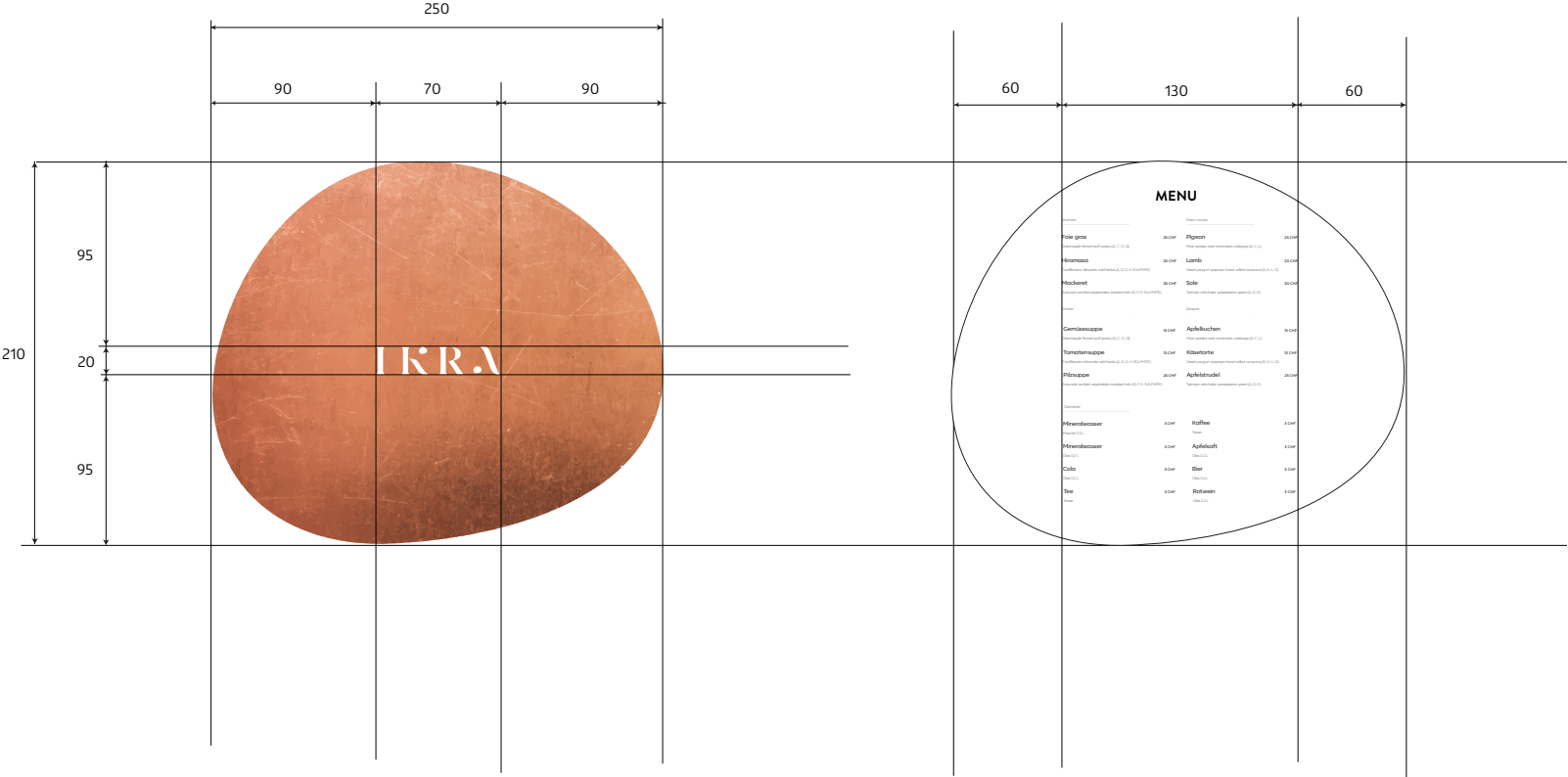


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SECTION 21

PRINTFILES/MENU BANQUET

SPECIAL MENU CONCEPT



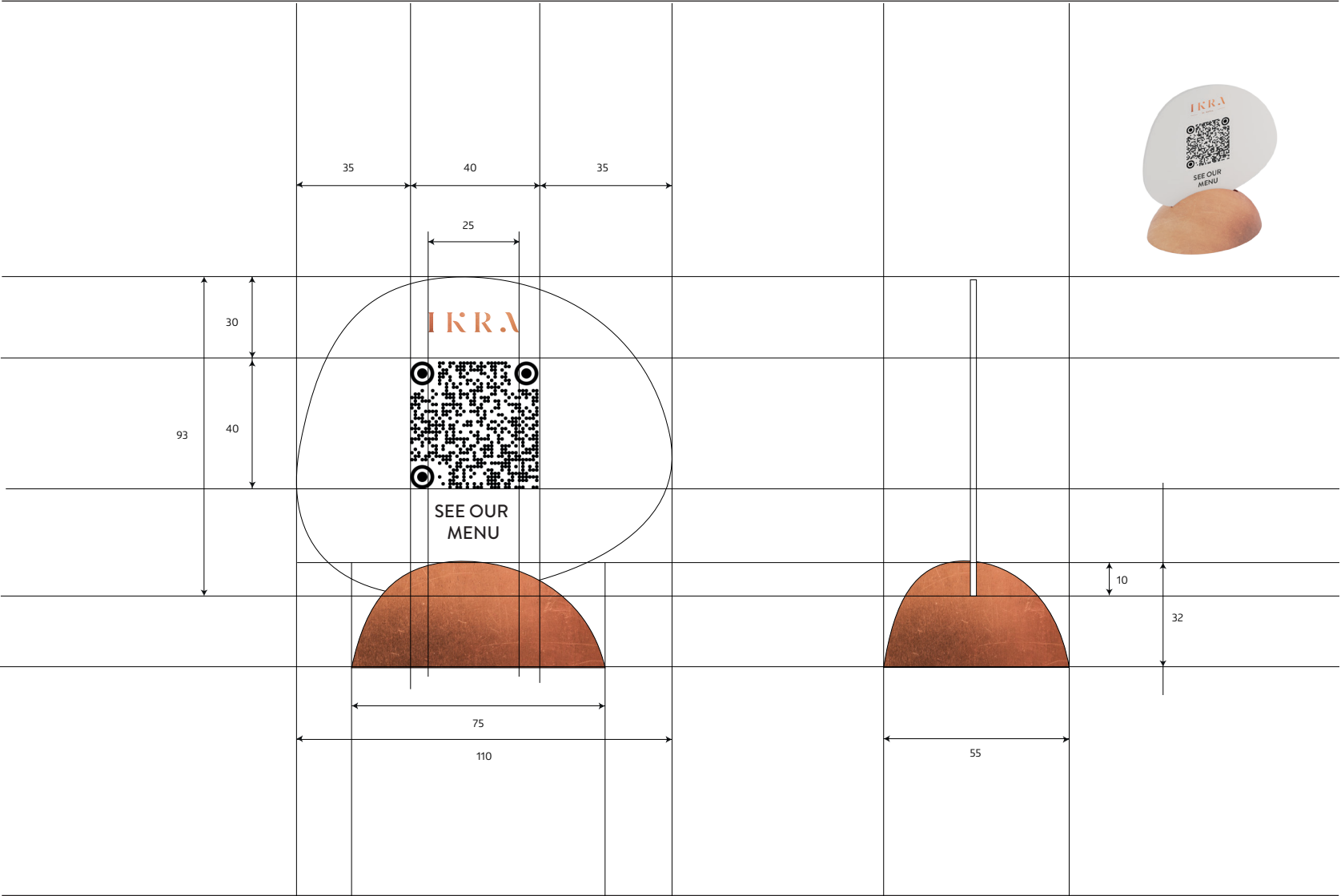
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SECTION 22

QR-CODE SIGN

The base is made of milled wood or plastic, painted in the corporate color. The card is made of hard paper of 400-500 g.

PRINTFILES/MENU QR-CODE



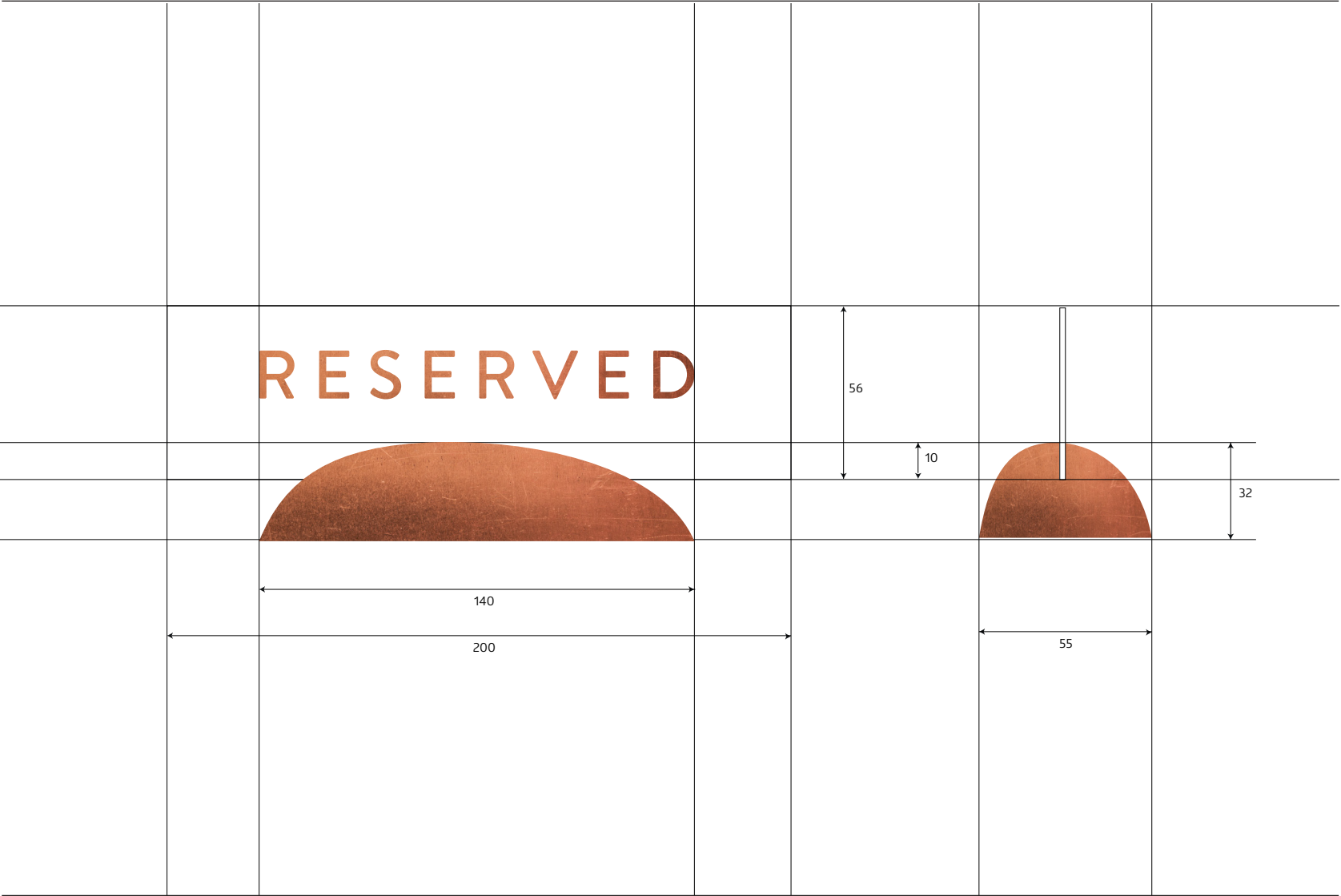
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SECTION 23

RESERVED SIGN

The base is made of milled wood or plastic, painted in the corporate color.
The card is made of hard paper of 400-500 g.

PRINTFILES/RESERVED



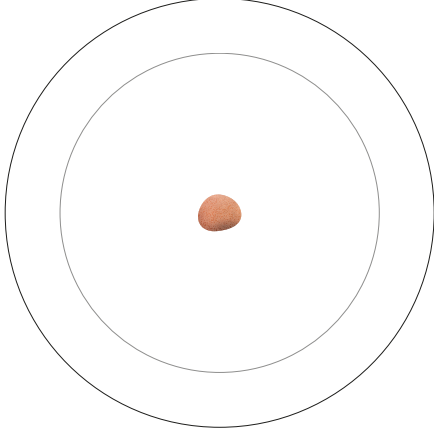
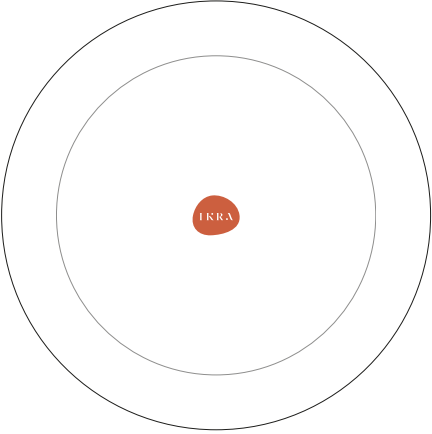
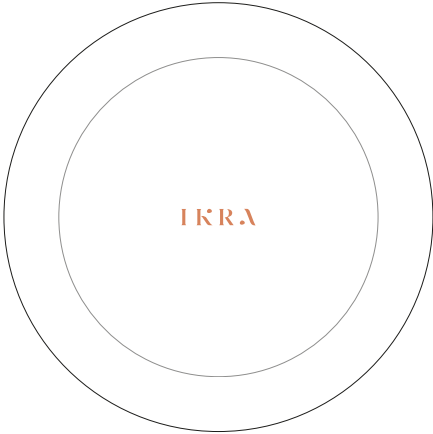
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SECTION 24

PLATES

Three options for branding of plates are developed. The main recommendation - the logotype or symbol should be in the center and occupy less than 2% of the branding area.

PRINTFILES/PLATES

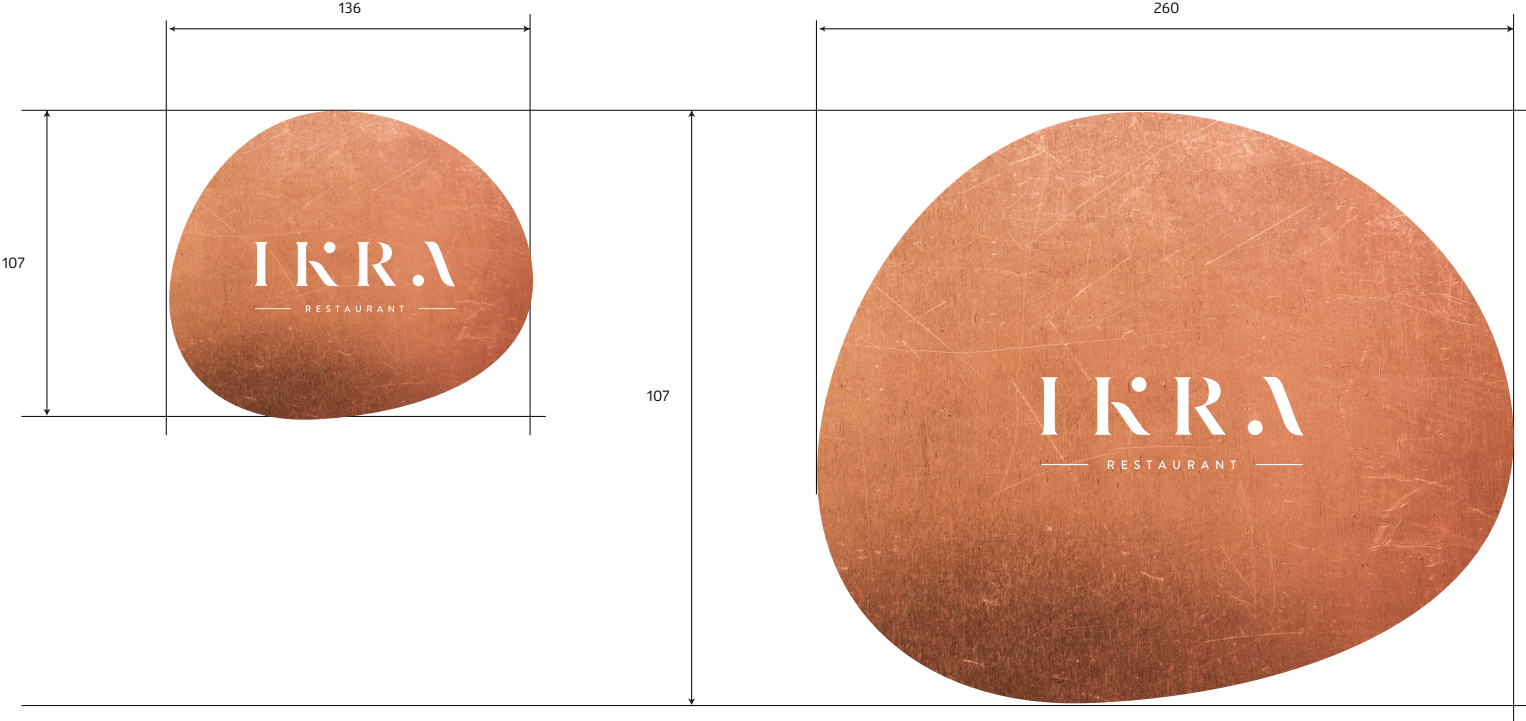


BRAND GUIDELINES

SECTION 25

PRINTFILES/BIERDECKEL

BIERDECKEL

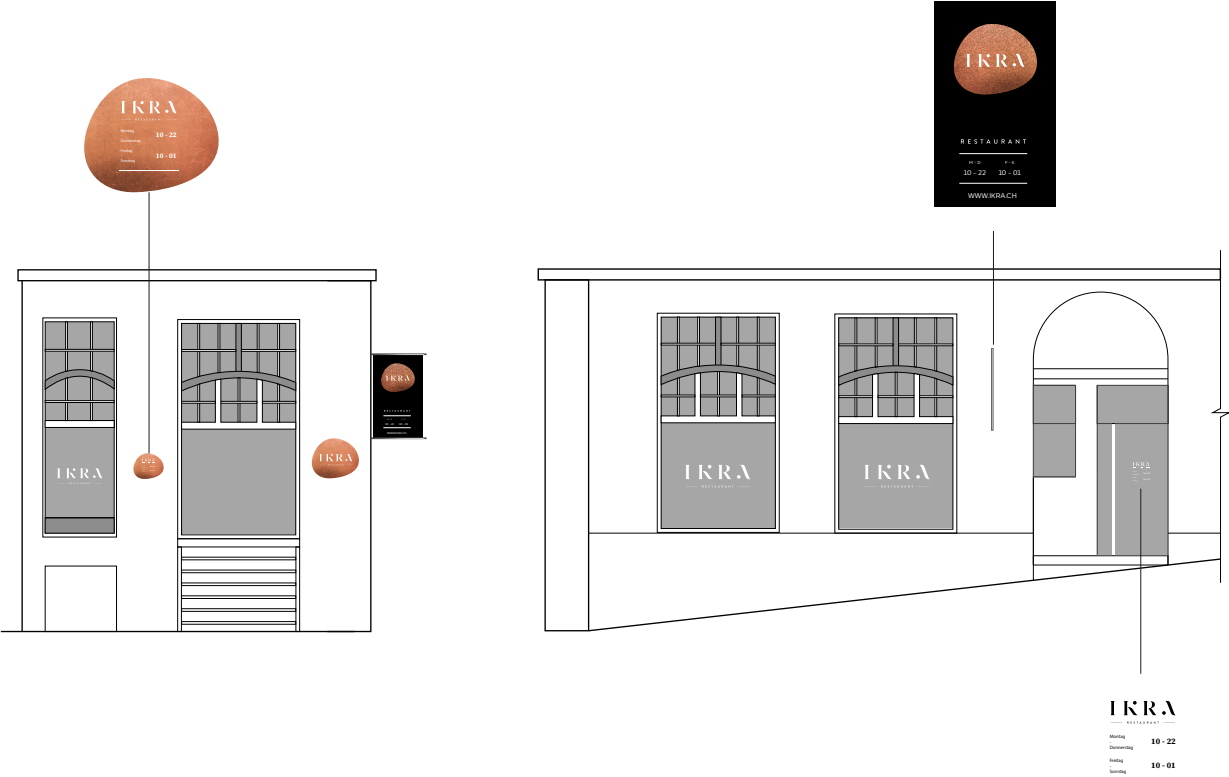


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SECTION 26

PRINTFILES/FACADE

FACADE.



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SECTION 27

MAIN SIGN

The main sign is recommended to be made from copper. Letters - volumetric, from copper, with LED illumination.

PRINTFILES/FACADE



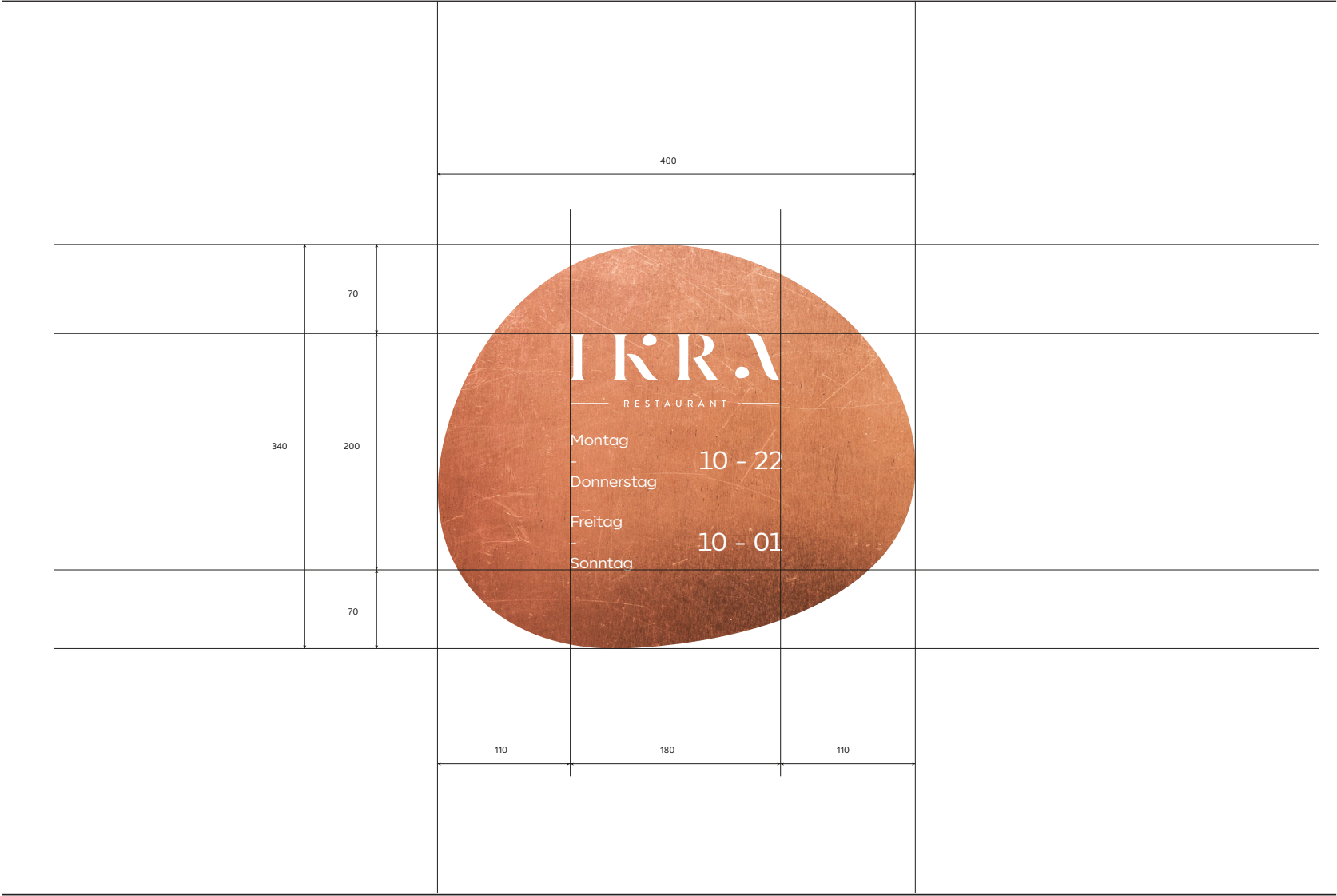
BRAND GUIDELINES

SECTION 28

OPENING HOURS SIGN

The sign is recommended to be made of copper.

PRINTFILES/FACADE



BRAND GUIDELINES

SECTION 29

OUTSIDE BANNER

PRINTFILES/FACADE

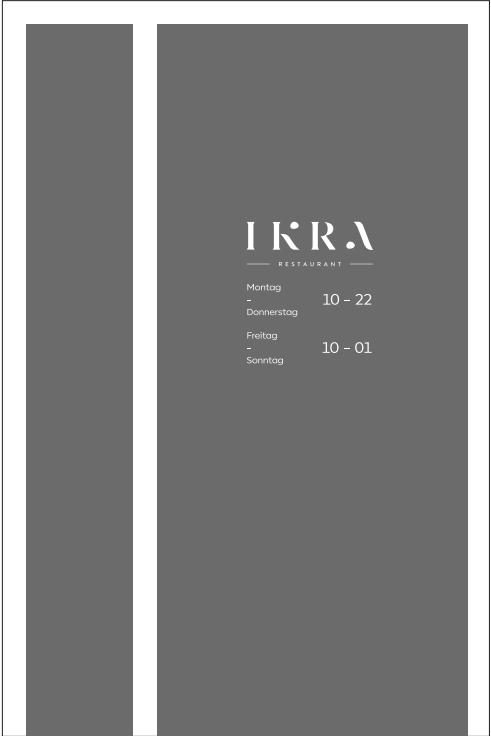
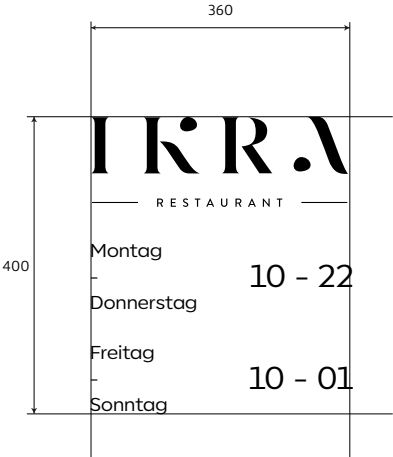


BRAND GUIDELINES

SECTION 30

PRINTFILES/FACADE

OPENING HOURS BOARD



SECTION 31

PRINTFILES/BADES

BADGE



SECTION 32

EMAIL SIGNATURE

PRINTFILES/LOGO

Corsa Grotesk Regular 14,5 pt

With kind regards,
Tatyana Charyyeva
partner, IKRA restaurant

T: +41 744849908 | BOOKING@IKRA.CH



WWW.IKRA.CH

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SECTION 33

UNIFORM

The logotype is embroidered on the uniform.

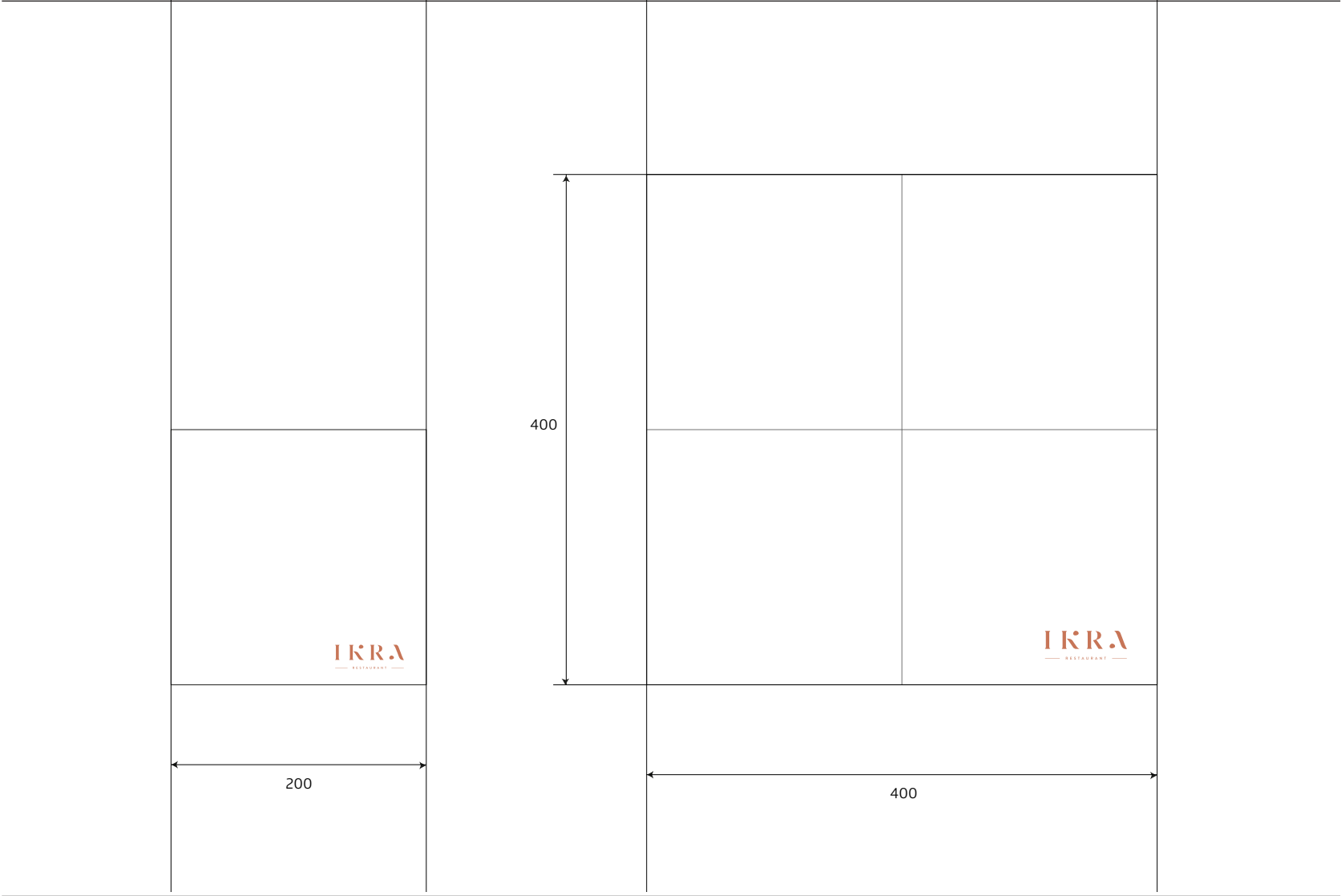
PRINTFILES/LOGO



SECTION 34

PRINTFILES/LOGO

NAPKINS



BRAND GUIDELINES

SECTION 35

MATCHBOX

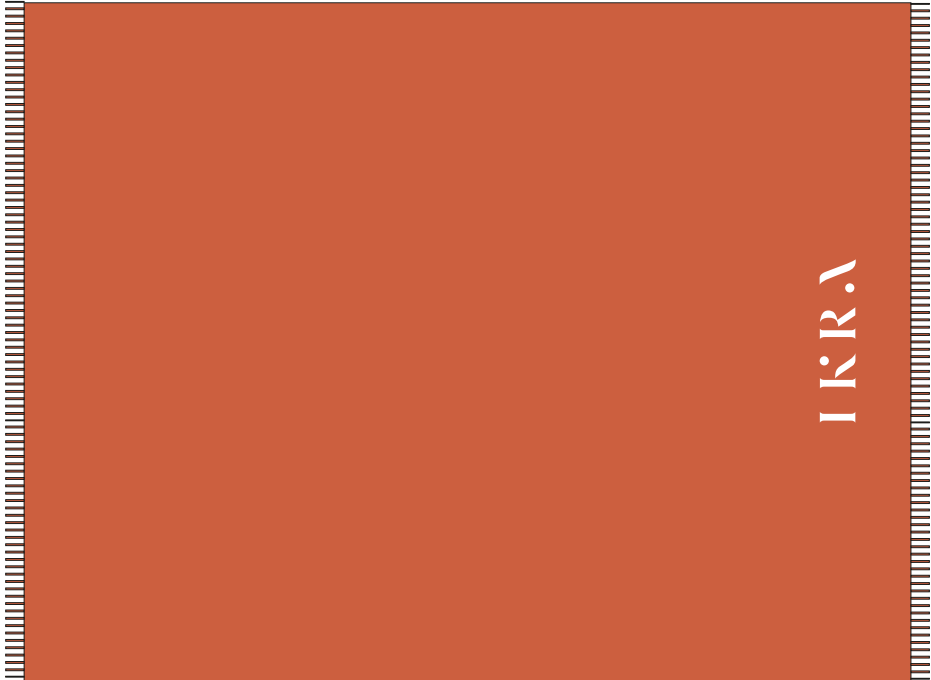
PRINTFILES/LOGO



SECTION 36

PRINTFILES/LOGO

BLANKET



SECTION 37

OUTDOOR UMBRELLAS

PRINTFILES/LOGO



BRAND GUIDELINES

SECTION 38

LIST OF FILES

PRINT FILES

LOGO/

IKRA_LOGO_PACK_PREVIEW.PDF
PDF/

IKRA_LOGO_2_BLACK.PDF
IKRA_LOGO_2_CMYK.PDF
IKRA_LOGO_2_PANTONE.PDF
IKRA_LOGO_2_TEXTURE.PDF
IKRA_LOGO_BLACK.PDF
IKRA_LOGO_CMYK.PDF
IKRA_LOGO_PANTONE.PDF
IKRA_LOGO_TEXT_2_BLACK.PDF
IKRA_LOGO_TEXT_2_CMYK.PDF
IKRA_LOGO_TEXT_2_PANTONE.PDF
IKRA_LOGO_TEXT_BLACK.PDF
IKRA_LOGO_TEXT_CMYK.PDF
IKRA_LOGO_TEXT_PANTONE.PDF
IKRA_LOGO_TEXTURE.PDF

SVG/

IKRA_LOGO_2_BLACK.SVG
IKRA_LOGO_2_CMYK.SVG
IKRA_LOGO_2_PANTONE.SVG
IKRA_LOGO_2_TEXTURE.SVG
IKRA_LOGO_BLACK.SVG
IKRA_LOGO_CMYK.SVG
IKRA_LOGO_PANTONE.SVG
IKRA_LOGO_TEXT_2_BLACK.SVG
IKRA_LOGO_TEXT_2_CMYK.SVG
IKRA_LOGO_TEXT_2_PANTONE.SVG
IKRA_LOGO_TEXT_BLACK.SVG
IKRA_LOGO_TEXT_CMYK.SVG
IKRA_LOGO_TEXT_PANTONE.SVG
IKRA_LOGO_TEXTURE.SVG

PNG/

IKRA_LOGO_2_BLACK.PNG
IKRA_LOGO_2_RGB.PNG
IKRA_LOGO_2_TEXTURE.PNG
IKRA_LOGO_BLACK.PNG
IKRA_LOGO_RGB.PNG
IKRA_LOGO_TEXT_2_BLACK.PNG
IKRA_LOGO_TEXT_2_RGB.PNG
IKRA_LOGO_TEXT_BLACK.PNG
IKRA_LOGO_TEXT_RGB.PNG
IKRA_LOGO_TEXTURE.PNG

JPG/

IKRA_LOGO_2_BLACK.JPG
IKRA_LOGO_2_RGB.JPG
IKRA_LOGO_2_TEXTURE.JPG
IKRA_LOGO_BLACK.JPG
IKRA_LOGO_RGB.JPG
IKRA_LOGO_TEXT_2_BLACK.JPG
IKRA_LOGO_TEXT_2_RGB.JPG
IKRA_LOGO_TEXT_BLACK.JPG
IKRA_LOGO_TEXT_RGB.JPG
IKRA_LOGO_TEXTURE.JPG

BADGE/

AI/
IKRA_BAGE.AI
PDF/
IKRA_BAGE.PDF

BAGS/

AI/
IKRA_BAG_A3_300x430x120.AI
PDF/
IKRA_BAG_A3_300x430x120.PDF

BIERDECKEL/

AI/
IKRA_BIERDECKEL_TEXTURE_SMALL.AI
IKRA_BIERDECKEL_TEXTURE_BIG.AI
PDF/
IKRA_BIERDECKEL_TEXTURE_SMALL.PDF
IKRA_BIERDECKEL_TEXTURE_BIG.PDF

BLANK/

AI/
IKRA_BLANK_FIRSTPAGE_A4.AI
IKRA_BLANK_PAGE_A4.AI
PDF/
IKRA_BLANK_FIRSTPAGE_A4.PDF
IKRA_BLANK_PAGE_A4.PDF

BUSINESS CARD/

AI/
IKRA_BUSINESS_CARD_CMYK_TEXTURE.AI
PDF/
IKRA_BUSINESS_CARD_CMYK_TEXTURE.PDF

ENVELOPE/

IKRA_ENVELOPE_VISUALISATION.PDF
AI/
IKRA_ENVELOPE_C5-C6_FRONT.AI
PDF/
IKRA_ENVELOPE_C5-C6_FRONT.PDF

FACADE/

IKRA_FACADE_VISUAL-03.PDF
AI/
IKRA_SIGNBOARD_VISUAL_01.PDF
IKRA_SIGNBOARD_1000x850.AI
IKRA_SIGNBOARD_FONT_750x245.AI
IKRA_SIGNBOARD_VERTICAL_600x1000.AI
IKRA_WORKINGTIME_BOARD_400x340.AI
IKRA_WORKINGTIME_RASTR_400x340.AI
IKRA_WORKINGTIME_TEXT.AI
IKRA_WORKINGTIME_DOOR_360x400.AI
PDF/
IKRA_SIGNBOARD_1000x850.PDF
IKRA_SIGNBOARD_FONT_750x245.PDF
IKRA_SIGNBOARD_VERTICAL_600x1000.PDF
IKRA_WORKINGTIME_BOARD_400x340.PDF
IKRA_WORKINGTIME_RASTR_400x340.PDF
IKRA_WORKINGTIME_TEXT.PDF

IKRA_WORKINGTIME_DOOR_360x400.PDF

FOLDER/

IKRA_FOLDER_VISUAL.PDF
AI/
IKRA_FOLDER.AI
IKRA_FOLDER_INSIDE.AI
PDF/
IKRA_FOLDER.PDF
IKRA_FOLDER_INSIDE.PDF

MENU BANQUET/

IKRA_MENU_BANQUET_VISUAL.PDF
AI/
IKRA_MENU_BANQUET_BACK.AI
IKRA_MENU_BANQUET_TEXT_TEMPLATE.AI
PDF/
IKRA_MENU_BANQUET_BACK.PDF
IKRA_MENU_BANQUET_TEXT_TEMPLATE.PDF

MENU MAIN/

AI/
IKRA_MENU_MAIN_OBLOZKA.AI
IKRA_MENU_LIST_1_TEMPLATE.AI
IKRA_MENU_LIST_2_TEMPLATE.AI
PDF/
IKRA_MENU_MAIN_OBLOZKA.PDF
IKRA_MENU_LIST_1_TEMPLATE.PDF
IKRA_MENU_LIST_2_TEMPLATE.PDF

MENU QR-CODE/

AI/
IKRA_QR-CODE_MENU_FORM_110x93.AI
IKRA_QR-CODE_MENU_PRINT.AI
PDF/
IKRA_QR-CODE_MENU_FORM_110x93.PDF
IKRA_QR-CODE_MENU_PRINT.PDF

MENU WINECARD/

IKRA_WINECARD_VISUAL.PDF
AI/
IKRA_WINECARD_INSIDE_A4.AI
IKRA_WINECARD_OUTSIDE_A4.AI
PDF/
IKRA_WINECARD_INSIDE_A4.PDF
IKRA_WINECARD_OUTSIDE_A4.PDF

NOTEBOOK/

AI/
IKRA_NOTEBOOK_148x210_COVER.AI
IKRA_NOTEBOOK_148x210_PAGE.AI
PDF/
IKRA_NOTEBOOK_148x210_COVER.PDF
IKRA_NOTEBOOK_148x210_PAGE.PDF

PLATES/

AI/
IKRA_PLATE_LOGO_01.AI
IKRA_PLATE_LOGO_02.AI

IKRA_PLATE_LOGO_03.AI
PDF/
IKRA_PLATE_LOGO_01.PDF
IKRA_PLATE_LOGO_02.PDF
IKRA_PLATE_LOGO_03.PDF

RESERVED/

IKRA_RESERVED_VISUAL.PDF
AI/
IKRA_RESERVED.AI
PDF/
IKRA_RESERVED.PDF

TEXTURE/

JPG/
IKRA_TEXTURE_COPPER.JPG
PDF/
IKRA_TEXTURE_COPPER.PDF

FONTS/

Corsa Grotesk/
Corsa Grotesk-Regular.ttf
Corsa Grotesk-Thin.ttf
OFL.txt

TOTAL FILES: 127

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