Logo Symbol

Logo Text

Logo Lockup

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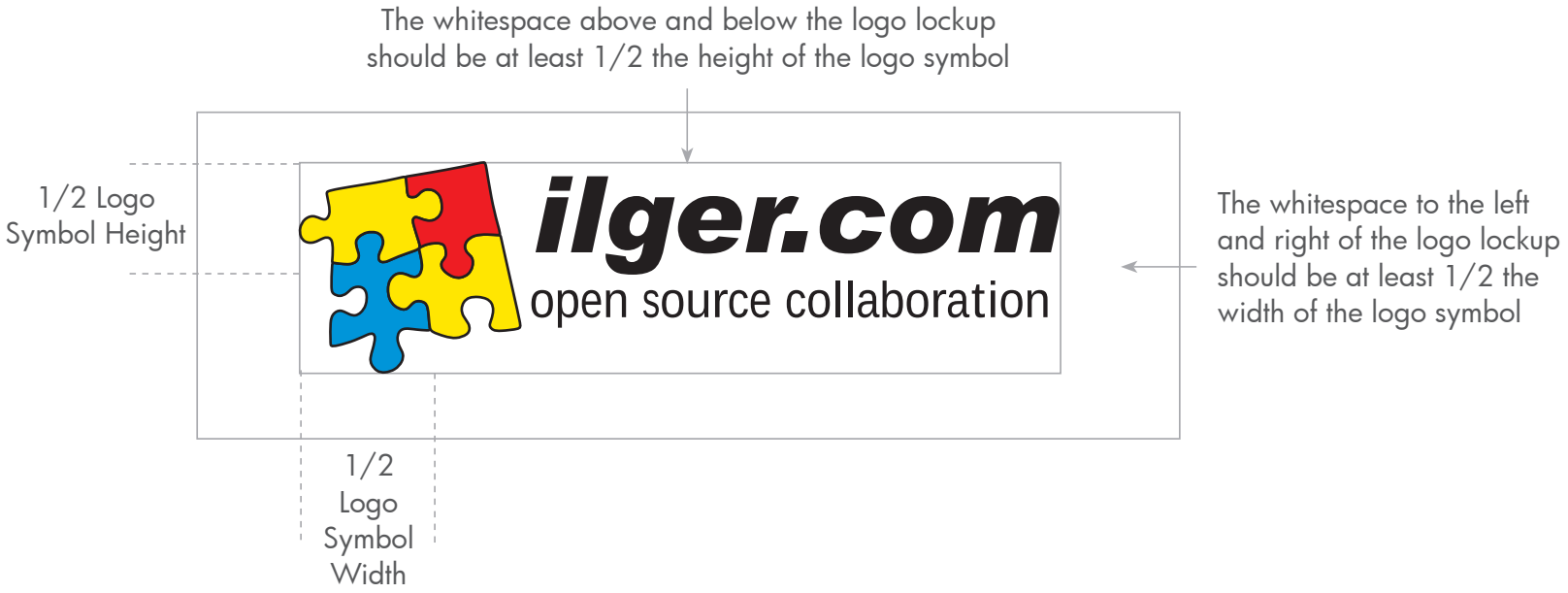
Logo Consistency

Authorized Reproduction Materials

You may reproduce the ilger logo.
The logo must always be used in its entirety and with each element of the logo in its same position.

This Logo Needs Ample Clear Space

The visual formula for spacing around the logo is shown below. It provides visual distinction and prevents the logo from visually distracting elements. This spacing — also called whitespace — also helps protect the integrity and strength of the brand.



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Acceptable Logo Color Variations

There is **one approved color variation** for the ilger logo .

The color logo is to be used on a white background.

Using the Logo on Dark Backgrounds

When the logo must be used on a dark background, **only a solid white variation of the logo is permissible.**

Dark backgrounds are limited to the solid colors in primary color palette, solid black, or charcoal gray in the secondary color palette.

ilger.com Orange

ilger.com Black

ilger.com Blue

ilger.com Charcoal Gray

ilger.com Gold

Using the Logo on Light Shaded Backgrounds

While it should be avoided, if the logo must be used on a lighter shade of black, **only a solid black variation of the logo is permissible.**

Shaded backgrounds are limited to light shades (20% maximum) of black or charcoal gray (Pantone 425).

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	ILGER BLACK	ILGER RED	ILGER BLUE	ILGER YELLOW
PANTONE (coated):	426C	2925C	845C	803C
PANTONE (uncoated):	Black 6U	172U	2925U	YellowU
CMYK:	74C, 70M, 63Y, 80K	8C, 97M, 100Y, 1K	77C, 34M	4C, 4M, 100Y
RGB:	26-23-27	222-43-35	0-139-208	255-229-0
HEX:	000000	e2001a	008bd0	ffe500

The Consistent Use of Color is Important

ilger has a uniform and standardized color palette for use in presentations, proposals, and other communication pieces. The color palette consists of our logo colors, shades of the logo colors, and shades of black. The combination of colors gives us much flexibility and allows for creativity in communication. At the same time, consistent use of color palette will help us build a strong and memorable brand.

Color Codes Explained

Pantone Numbers	Also referred to as “PMS Numbers”, this color system is used primarily for printing.
RGB Numbers	This color coding system is used primarily for electronic media that is not compatible with Pantone or CMYK color systems.
CMYK Numbers	This color coding system is primarily used in printing when Pantone colors are not available (four color only printing, digital printing, and internal materials printed on laser copiers).
HEX Numbers	This color coding system (short for “hexadecimal”) is used only for online display.

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For Logo

Arial Black Italic

AaBbCc123

Rotis Semi Sans 55 / 65 Bold

AaBbCc123

AaBbCc123

For Marketing Collateral – Case Studies, Brochures, Tradeshow Graphics, Website, etc.

For titles & headings, Work Sans

AaBbCc123

AaBbCc123

For display text, Arial Narrow

AaBbCc123

AaBbCc123

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