



IKO RESIDENTIAL

VISUAL BRANDING GUIDELINES

REVISED FEBRUARY 2025

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STRUCTURE & RELATIVE MEASUREMENT

The updated IKO logo has been kept with the same elements: the registered **trade name** “IKO” with a **registered trademark symbol (®)**, and a **symbol of the shield**. They should always retain proportion.

Two shades of red in the symbol of the shield to express depth and have the symbol appear to have a shadow on the right side.



The space between the symbol and the wordmark is equal to space shared between the letters which helps with relative proportions.

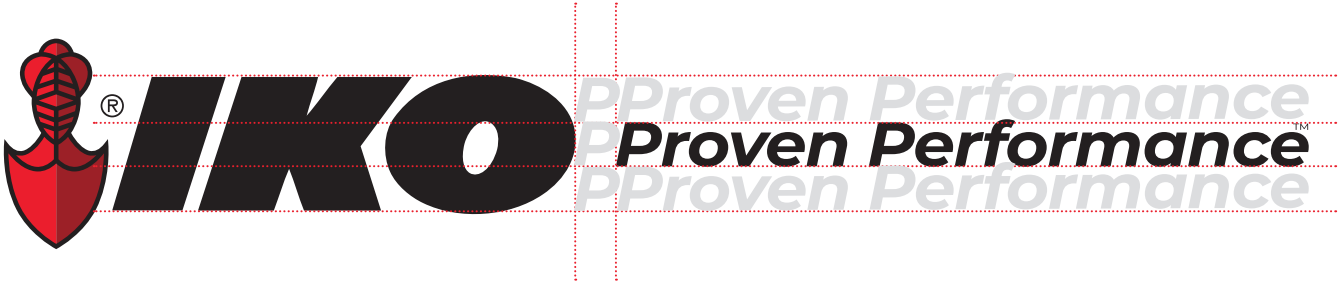
The symbol of the shield is **25% greater scaled** than the old version of the logo. This change allows for greater clarity when presented in very small scale.

The registered trademark symbol is on center line of the assigned relative space and not attached on right side outside of the logo as is currently.

01. LOGO

STRUCTURE & RELATIVE MEASUREMENT / TAGLINE

A new tagline “**Proven Performance**” with a **trademark (TM)** can be used with the IKO logo in horizontal or stacked style as needed. They should always retain proportion.



01. LOGO

VARIETY & BACKGROUNDS

IKO logos are available in different colors and formats for download from the **IKO Media Resource Center** (<https://mediaresourcecenter.iko.com>). Users should select the version/format that looks best in their design.

When placing the logo with a design solution the background must be **white only** unless we have white letters on black background. This may require making adjustments to support this requirement within design solutions.

FULL COLOR IN RED + BLACK

White Background **ONLY**



MONOCHROME

White Background **ONLY**



WHITE

Black Background **ONLY**



01. LOGO

VARIETY & BACKGROUNDS / TAGLINE

IKO logo lock-ups with the tagline are available in different colors and formats for download from the **IKO Media Resource Center** (<https://mediaresourcecenter.iko.com>). Users should select the version/format that looks best in their design.

When placing the logo with a design solution the background must be **white only** unless we have white letters on black background. This may require making adjustments to support this requirement within design solutions.

FULL COLOR IN RED + BLACK

White Background **ONLY**



MONOCHROME

White Background **ONLY**



WHITE

Black Background **ONLY**



01. LOGO

VARIETY & BACKGROUNDS / TAGLINE

When placing the logo with a design solution the background must be **white only** unless we have white letters on black background. This may require making adjustments to support this requirement within design solutions.

**STACKED FULL COLOR
IN RED + BLACK**

White Background **ONLY**

**STACKED
MONOCHROME**

White Background **ONLY**



STACKED IN WHITE

Black Background **ONLY**



01. LOGO

MULTI-LANGUAGE / TAGLINE

IKO logo lock-ups with the tagline are available in multiple languages including English, French, Spanish and bilingual of English and French. They can be download from the **IKO Media Resource Center** (<https://mediaresourcecenter.iko.com>). Users should select the version that works for their needs.

ENGLISH



FRENCH



SPANISH



BILINGUAL / ENGLISH & FRENCH



01. LOGO

SPECIAL VERSION / EMBROIDERY

In order to have the best look of the IKO logo and the IKO logo lock-ups with the tagline, a special version of the logo was specifically for occasion of embroidery. In this version a white outline is included around the logo and logo lock-ups. Users can download the files from the **IKO Media Resource Center** (<https://mediaresourcecenter.iko.com>) and select the best format for their design.

IMPORTANT NOTE: Please note that the only opportunity to use the logo on a background with color is with shirts, hats, and other apparel and wearables used by employees and by sales for customers. This version of the logo should **NOT** be placed over an image or used with other media vehicles.



01. LOGO

SPECIAL VERSION / EMBROIDERY

In some cases the IKO (embroidery) logo with the white outline will need to be used.

The goal is to have the IKO logo always placed over a white background with all media vehicles. We only would consider using the outline version on a case-to-case basis.

Below images show an exception for this use. In this case, the IKO (embroidery) logo is required to be used in a vinyl application on an exterior glass entrance door.

IMPORTANT NOTE: Please note that all types of exceptional applications **MUST BE SHARED** with the creative director for approval in use.

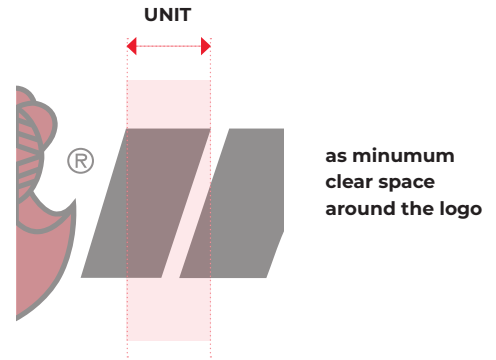


01. LOGO

CLEAR SPACE / BY UNIT

The minimum clear space around the IKO logo is defined as **1x** one unit. This area is to always remain clear of imagery or other elements.

A unit is equal to the width of the letter "I" in the IKO logo.



01. LOGO

MINIMUM SIZE

Logos must be clearly visible. All the full logos **MUST NOT APPEAR SMALLER THAN 1/4-INCH IN HEIGHT** in any ad, flier, direct mail or other promotional item unless preapproved.

The logo with tagline lock-ups **MUST NOT APPEAR SMALLER THAN 1/2-INCH IN HEIGHT** in any ad, flier, direct mail or other promotional item unless preapproved.

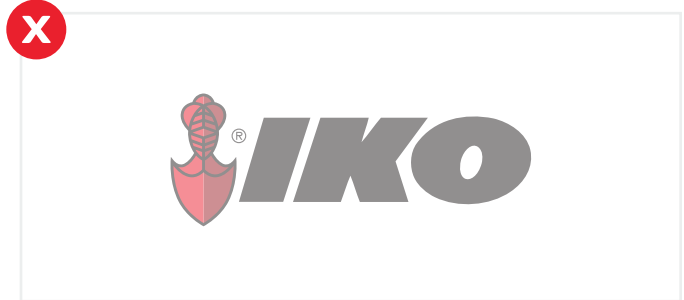


NOTE: Examples above shown at actual size.

01. LOGO

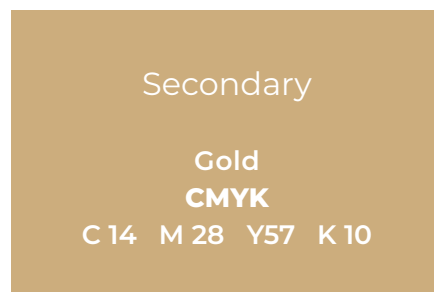
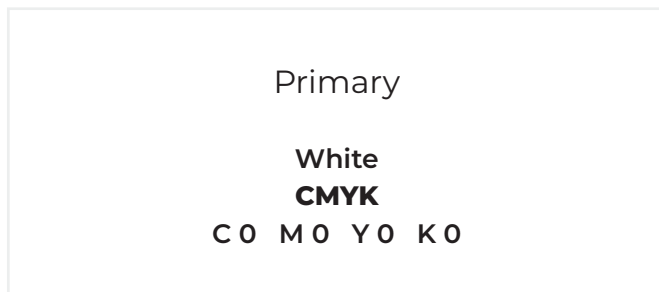
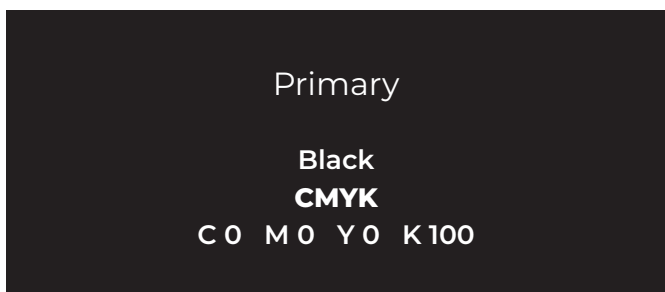
LOGO DON'TS

NOTE: For additional clarity on the approved use of the logo lock-ups please refer to page 9.

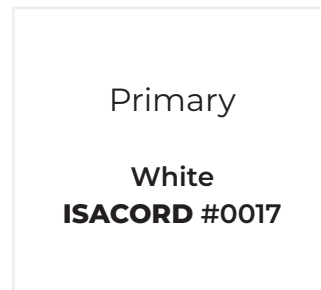
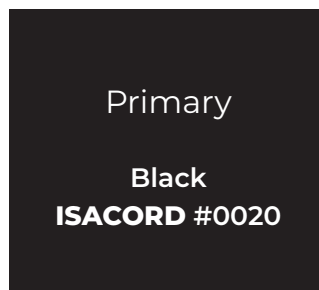


02. COLORS

PRINT / PANTONE & CMYK



EMBROIDERY / ISACORD 40



02. COLORS

WEB / HTML & RGB

Primary

#ea1c2c RED
RGB
R 234 G 28 B 44

Primary

#9b2226 Dark Red
RGB
R 155 G 34 B 38

Primary

#000000 Black
RGB
R 0 G 0 B 0

Primary

#ffffff White
RGB
R 255 G 255 B 255

Secondary

#7f7f7f Grey
RGB
R 147 G 149 B 152

Secondary

#e5e5e5 Dark Grey
RGB
R 65 G 64 B 66

Secondary

#e5e5e5 Gold
RGB
R 199 G 165 B 114

FILE FORMAT GUIDE

Please refer to the below information when selecting artwork file formats for different applications.

PRINT & EMBROIDERY

file.eps/pdf/ai

WEB & DIGITAL

file.jpeg/png/svg

02. COLORS

PRODUCT COLORS / SHINGLE PRODUCT LINE

PMS 2925 C
Dynasty

PMS 550 C
Dynasty Cool Colors Plus

PMS 425 C
Nordic



PMS 308 C
Cambridge

PMS 429 C
Cambridge Cool Colors Plus



PMS 7421 C
Armourshake

PMS 125 C
Royal Estate

PMS 625 C
Crowne Slate



PMS 200 C
Marathon Plus AR



03. PRODUCT ID

PRODUCT IDENTITY / SHINGLE PRODUCT LINE

IKO shingle product typographical lock-ups are available in different colors and formats for download from the **IKO Media Resource Center** (<https://mediaresourcecenter.iko.com>). Users should select the version/format that looks best in their design.

PRIMARY LOCK-UP FLUSH LEFT

DYNASTY[®]
Performance Shingles

DYNASTY[®]
Performance Shingles | *with ArmourZone*[®]

NORDIC[™]
Performance Shingles

NORDIC[™]
Performance Shingles | *with ArmourZone*[®]

CAMBRIDGE[®]
Architectural Shingles

ARMOURSHAKE[®]
Designer Shingles

ROYAL ESTATE[®]
Designer Shingles

CROWN SLATE[®]
Designer Shingles

MARATHON[®]
Traditional 3-Tab Shingles

NOTE: When the additional tag “*with ArmourZone*” is included, the wording under the product word mark should always be flush left.

03. PRODUCT ID

PRODUCT IDENTITY / SHINGLE PRODUCT LINE

OPTIONAL LOCK-UP **FLUSH RIGHT**

DYNASTY[®]
Performance Shingles

NORDIC[™]
Performance Shingles

CAMBRIDGE[®]
Architectural Shingles

ARMOURSHAKE[®]
Designer Shingles

ROYAL ESTATE[®]
Designer Shingles

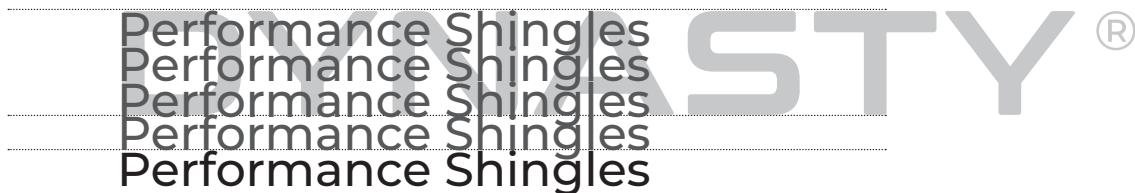
CROWN SLATE[®]
Designer Shingles

MARATHON[®]
Traditional 3-Tab Shingles

STRUCTURE & RELATIVE MEASUREMENT

Instruction: How to build the correct typographical “lock-up” for shingle product line, plus finding the correct placement relationship using relative measurement.

This information is prepared to help guide future shingle products with the correct typographical and proportional lock-ups. All current shingle products should already have the correct typographical and proportional lock-ups ready for placement within design solutions.



Design Note: To find the correct relative size of each element please refer to the details above showing the product name is equal in height to the product descriptor stacked three (3) times. The space between the product name and product descriptor is equal to the height of the descriptor size. Regardless of scale this will allow accurate proportional expression.

When building the typographic expression for a **SHINGLE PRODUCT** please start with the product name using the font named (IKO Conthrax). This should be set with a +25 point tracking.

IMPORTANT! — The (IKO Conthrax) font should **NOT** be used in any other way within the face of the IKO Residential visual identity. This font is restricted to shingle product expression only.

The **DESCRIPTOR** positioned under the product name should be set using the font (Montserrat Medium) with +0 tracking. Setting the leading is not needed because each element will be built as separate line/parts/pieces. Please position the descriptor name as shown flush left.

All product name expressions are built and available as a final grouped digital file from the MRC. Should there be a need to create the type treatment for a new product, follow the requirements below.

To arrive at the correct type scale with the correct relationship between each typographical element please follow the diagram shown above. Once you arrive at this scaled “lock-up” please convert all type to outline and group the placement of all elements together as a single unit. This will now have correct proportions but can be scaled to any size keeping the correct placement, size and spacial relationship. When adjusting the size of the product name lock-up the proportions and placement must stay the same regardless of size. Do not separate the elements in a different way or add additional space between them. Do not skew the lock-up in any way. When scaling the final outlined file please hold the shift key to maintain correct proportion as you scale.

Example of Flush Left (Primary lock-up)

DYNASTY®
Performance Shingles

03. PRODUCT ID

PRODUCT IDENTITY / SHINGLE PRODUCT LINE

Optional or “secondary” lock-ups should be “carefully” considered for use with the independent design solutions found within varied media vehicles. The preference is to use the primary flush left expression where possible.

Example of Flush Right (Optional lock-up)

DYNASTY®
Performance Shingles

NORDIC™
Performance Shingles

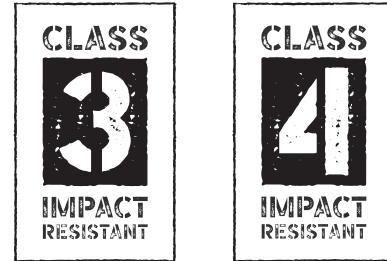
04. GRAPHICS

The Class 3 Impact Resistant Stamp and The Class 4 Impact Resistant Stamp

These two stamps are used to provide important information of the product and give a more appealing visual representation for our brand. Both class stamp graphics are available in monochrome color and white.

The stamps in both versions can be placed on white, solid color backgrounds or images.

When placed on the white background, the monochrome color version in 100% opacity is preferred. When placed on a solid color background, the white version in 100% opacity is preferred. When placed on images, the white version in 50% opacity is preferred.



USAGE EXAMPLES

Example 1

The white version placed a solid color background in 100% opacity.



Example 2

The white version placed on an image background in 50% opacity.



04. GRAPHICS

The Algae Resistant Stamp

This graphic is also used to provide important information of the product and give a more appealing visual representation for our brand. It is available in monochrome color and white.

The stamp in both versions can be placed on white, solid color backgrounds or images.

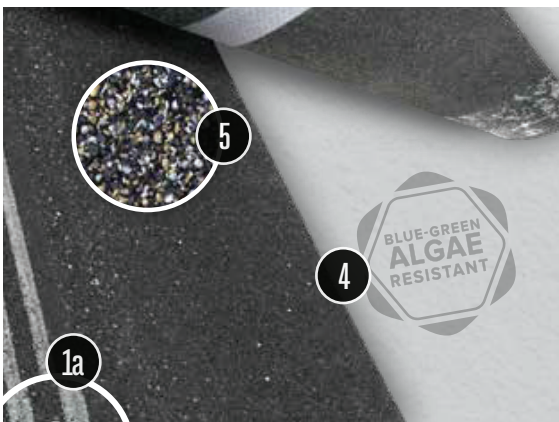
Both versions in 30% opacity or less is preferred in any type of background.



USAGE EXAMPLES

Example 1

The monochrome color version placed a solid color background in 25% opacity.



Example 2

The monochrome color version placed a white image background in 30% opacity.



05. TYPOGRAPHY

PRIMARY / BASE

MONTSEERRAT

A a A a A a
A a A a

MONTSEERRAT / LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*?({})[/]...

MONTSEERRAT / SEMI BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*?({})[/]...**

MONTSEERRAT / REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*?({})[/]...

MONTSEERRAT / BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*?({})[/]...**

PRIMARY / ACCENT

ULISES

A a

A a A a

A a A a

ULISES / BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*?({};}[/]...

ULISES / LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*?({};}[/]...

ULISES / REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*?({};}[/]...

ULISES / SEMI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*?({};}[/]...

PREFERRED:

The primary **Ulises BOOK** weight version is preferred to use. Specifically, for all headlines please use the primary **Ulises BOOK only**.

There may be some requirements to use the other available weights.

05. TYPOGRAPHY

SECONDARY / BASE

BW STRETCH

Aa

Aa

Aa

Aa

Aa

BW STRETCH / REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*?({})[/]...

BW STRETCH / LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*?({})[/]...

PREFERRED:

This font family is primarily used for numbers. Depending on the design and media vehicle we may elect to explore use of this font family with certain words or wording.

This can also be used for small disclaimers when working with a tight fit.

BW STRETCH / MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*?({})[/]...

BW STRETCH / BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*?({})[/]...

06. LITERATURE

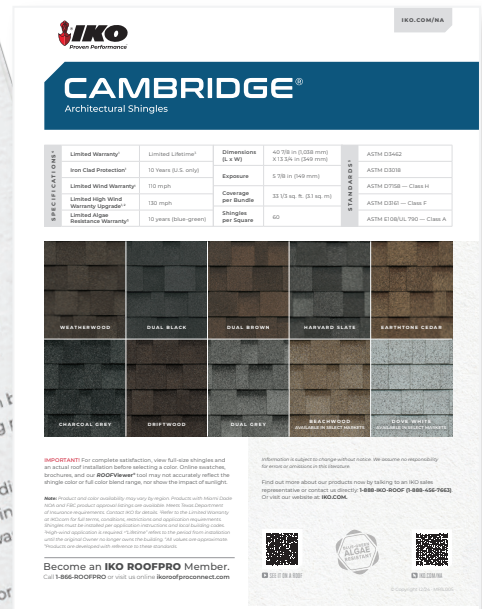
The layout in literatures showcases how the branding colors, typographic style and images work together to reflect the brand's visual identity. It should be used as a style guide to follow when creating marketing materials.

EXAMPLE:
HOMEOWNER BROCHURE



06. LITERATURE

EXAMPLE:
CONTRACTOR SELL SHEET



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