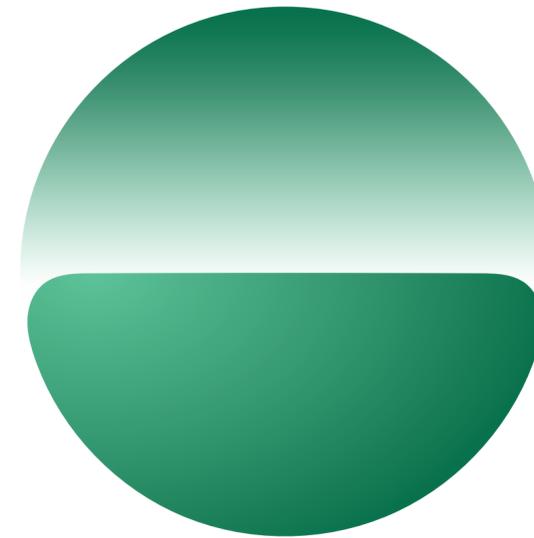# Island

Logo
Guidelines

Island symbol

Our symbol is a circular symmetrical shape that is both familiar yet unique at the same time. It represents some of the core elements of our brand identity, including:

○ A calm, safe, balanced place, where everything is as it should be

○ Horizon, i.e. the dawn of something new

○ The view from the Island

Usually we will use the symbol with the wordmark. You can use the symbol without the wordmark in places where it is clear that we are in an "island environment".

Horizontal logo

This is our symbol and wordmark arranged horizontally. It should be your first choice when placing a logo.

Vertical logo

This is our symbol and wordmark arranged vertically, and should be used when a vertical layout better fits the layout of the asset.
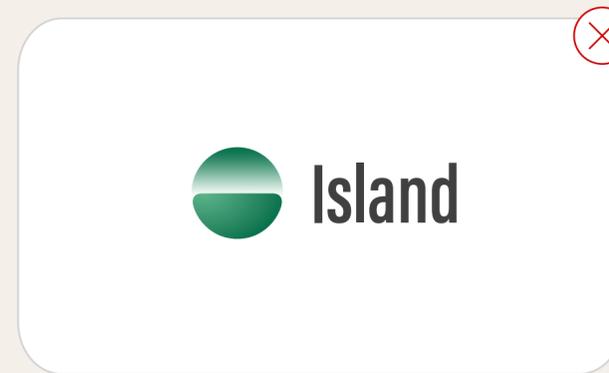
Logo usage

Our logo has a white border around it in all situations except for when it's on a cream background (from our brand color palette)

Color logo for cream BG

Island

B&W logo for cream BG

Island

Color logo for light BG

Island

B&W logo for light BG

Island

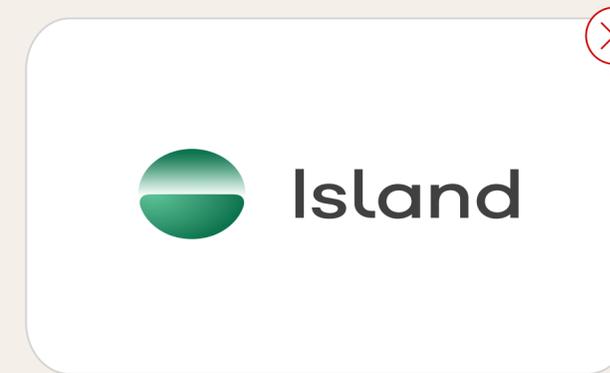Color logo for dark BG

Island

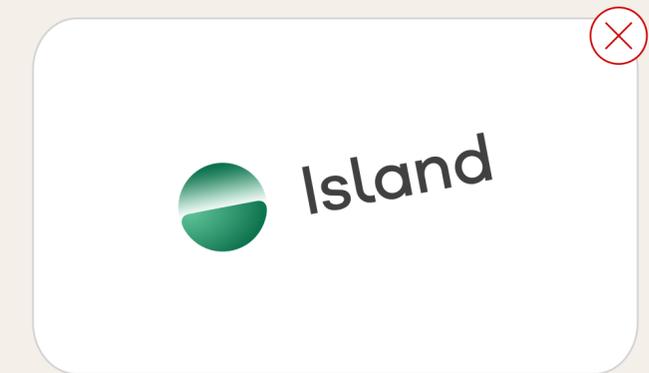B&W logo for dark BG

Island

Logo misuse
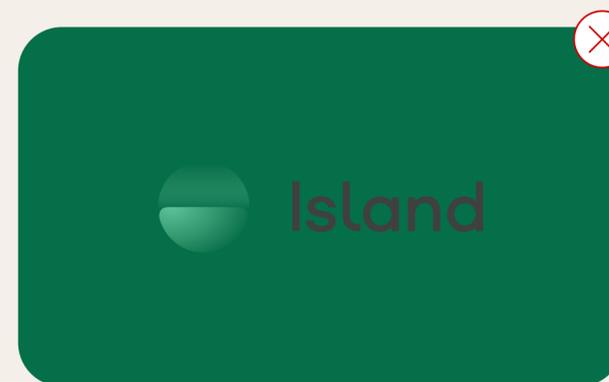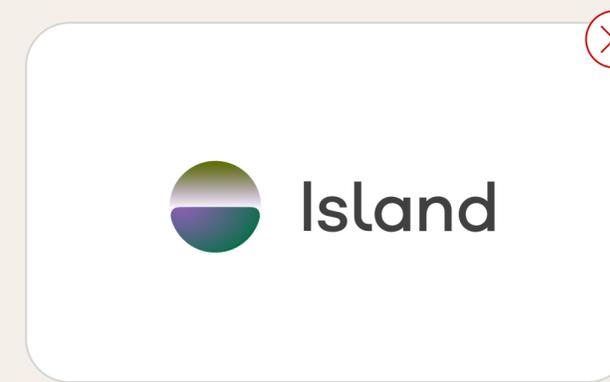
Do not —
use another font

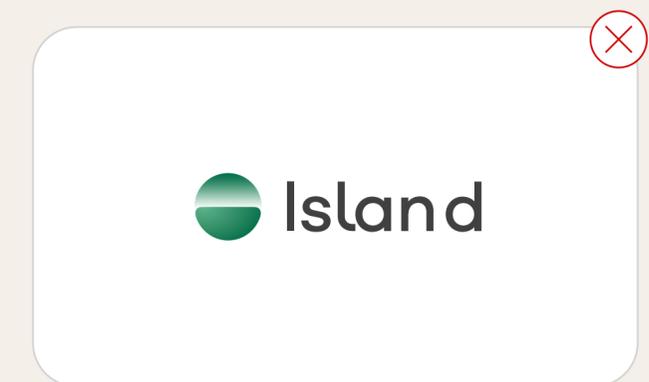Do not —
skew or stretch

Do not —
rotate

Do not — use the version without white border
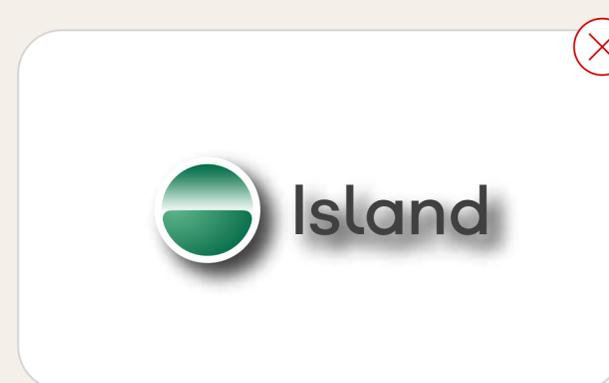for dark and colored backgrounds

Do not —
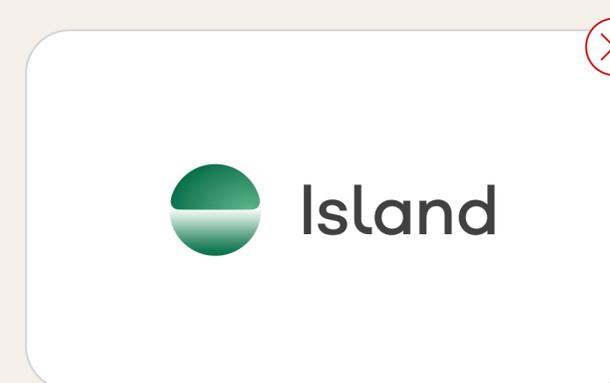use other color combinations

Do not —
break the logo grid

Do not —
use any effects with the logo

Do not —
rotate the logo arbitrarily

Do not —
use incorrect gradients