



			Brand Guidelines
Section	Title	Page	
01	Introduction		<h1>Content</h1>
02	Tone of Voice		
03	Logo		
04	Colour		
05	Typography		
06	Layout & Composition		
07	Office Collaterals		
08	Iconography & Graphics		
09	Photography & Imagery		
10	User Interface		

Introduction

1.0 What is ACKO?

1.1 Our journey

1.2 The need for ACKO Logo

The world's gone digital. And when it comes to insurance, it's time we should too.

At ACKO, we're on a mission to ditch the slow, outdated ways of the past and make insurance smarter, faster, and simpler for you. We're here to put you in control. Manage everything, anytime, anywhere.

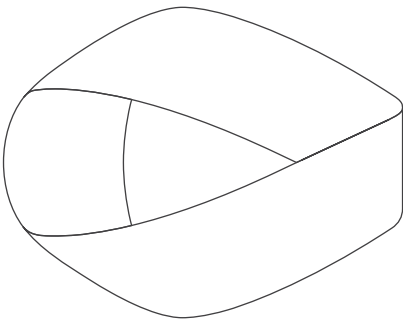
This is insurance, reimagined for the new age. No paperwork, no hassle. Just an easy, intuitive insurance experience right at your fingertips.

What is ACKO?

Our Journey

ACKO, founded in 2016 is a digital-first direct-to-consumer company that builds and operates technology and services platforms. Driven by a relentless focus on superlative customer experience and with its transformative technology, Acko helps create superior customer value propositions and more engaging experiences.

We have always aimed at finding creative insurance solutions which are a breakthrough in the traditional insurance sector. It is positively changing the sector and its perception for all Indians.



The need for ACKO

At ACKO, we are reshaping insurance for today's fast-paced, technology-driven world. Traditional insurers have long struggled to keep pace with evolving customer expectations—relying on outdated processes, opaque policies, and rigid, one-size-fits-all solutions. This disconnect created a gap we couldn't ignore.

We chose a different path. At ACKO, we start by stepping into our customer's shoes, understanding their frustrations, and needs. This insight fuels our commitment to delivering intuitive, seamless, and personalized solutions tailored to modern lifestyles.

By simplifying every step, ensuring transparency, and putting control directly in your hands, ACKO redefines what insurance can be: fast, clear, and designed entirely around you.

Tone of Voice

2.0 Introduction
2.2 Brand character
2.3 Brand tonality
2.4 Manifesto

	Introduction
<h1>Introduction</h1>	
	<p>Our brand tone is the foundation of every piece of communication we craft. It embodies our values, shapes our interactions, and ensures consistency across all touchpoints. We believe in staying true to who we are while resonating with our audience.</p> <p>By staying true to this tonal framework, we ensure our communications remain authentic, impactful, and unmistakably aligned with our brand identity.</p>

		Brand Character
<div>Brand Character</div>	<div>At ACKO, we’re reimagining insurance to make it approachable and built for today’s digital world. Gone are the days of intimidating jargon and frustrating processes. With seamless digital tools, personalized support, and a customer-first mindset, we’re here to make insurance feel like less of a hassle and more of a helping hand.</div> <div>In a world that’s constantly evolving, we don’t just adapt—we lead. At ACKO, innovation means creating smarter, faster, and more intuitive insurance solutions. From instant policies to hassle-free claims and tailored plans, everything we design is built to simplify consumers’ lives. Our mission is clear: to transform insurance into something effortless, transparent, and perfectly aligned with consumers’ needs. ACKO: the future of insurance is already here.</div>	

Brand Tonality

Brand Character

Dynamic & Inventive

Our communication exudes energy, creativity, and sharp thinking. We embrace innovation and approach every challenge with agility and enthusiasm, always aiming to inspire and engage.

Approachable

We value genuine connection and accessibility. Our tone is warm, open, and responsive, ensuring we remain relatable and foster trust in every interaction.

Intuitive

With a perceptive understanding of the world and the people we serve, we communicate with empathy and foresight. Our tone reflects our ability to adapt seamlessly to evolving situations.

Straightforward

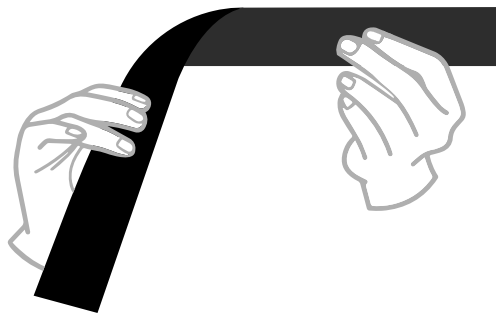
Clarity and simplicity define us. We believe in cutting through complexity to deliver messages that are practical, and easy to understand, leaving no room for ambiguity.

Logo

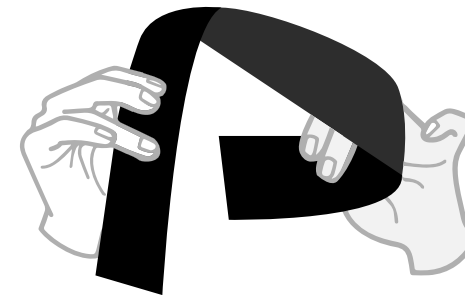
- 1.0 Formation
- 1.1 Meaning
- 1.2 Logomark
- 1.3 Logo
- 1.4 Motto
- 1.5 Logo and Motto
- 1.6 Logo Variations
- 1.7 Clearspace
- 1.8 Minimum size
- 1.9 Category logos
- 1.10 Incorrect logo usage



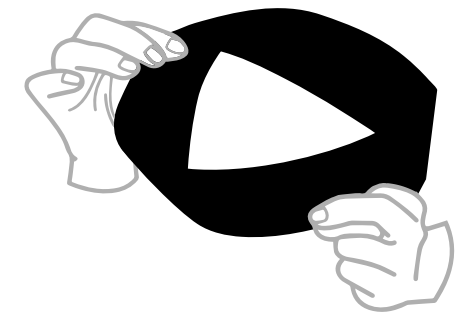
Step 1



Step 2



Step 3



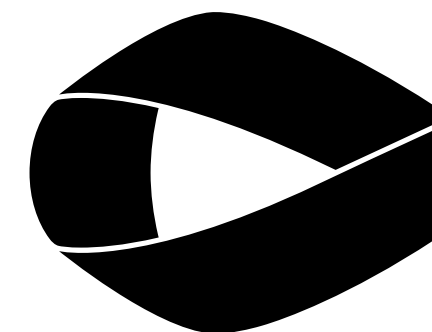
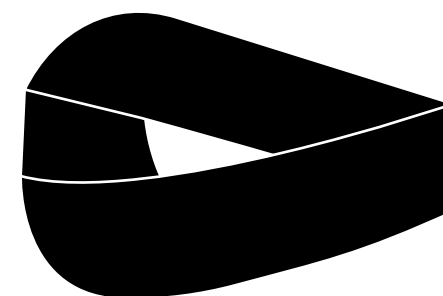
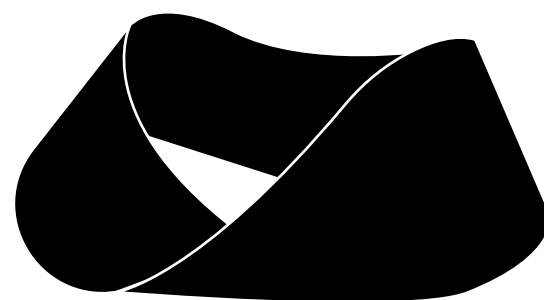
Step 4

Formation of a Mobius Strip

A Möbius strip is a shape with only one side and one edge, made by twisting a strip of paper once and connecting its ends.

If you trace a line on it, you'll cover every part without lifting your pen.

It's a mathematical shape often used to illustrate concepts of one plane, infinity.



Meaning

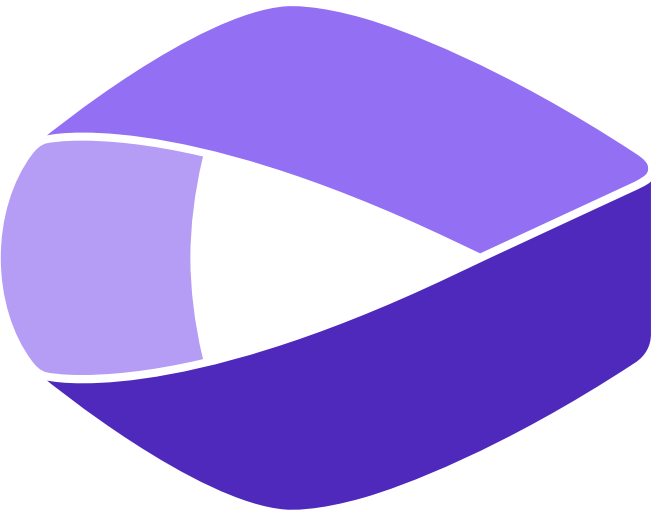
Just as the Möbius strip has only one plane, the brand promises to always be on the same page, now and in the future. There would be no beginning or end, it promises an enduring relationship with its customers. The idea behind a Möbius strip is to evoke the feeling of working together with compassion in a space where no one is left out.

Its continuous, one-sided form symbolizes an organization driven by empathy-one that values inclusivity, deeply understands everyone's needs, and fosters creative problem-solving.

Logomark

ACKO's new logo mark is a dynamic centrepiece of its visual identity, the Möbius strip. Its continuous, unbroken form perfectly reflects the brand's commitment to being aligned with its customers at every step—offering support, clarity, and reliability and denoting us being on the same page as our consumers.

Its versatile design helps it stand strong on its own, becoming an instantly recognizable symbol that embodies the brand's essence of trust, commitment, and mutual understanding.



Logotype

The new ACKO logotype is a bold, simplified typeface offering support, stature, strength and reliability. It projects a straightforward and approachable image, reassuring customers of the brand's commitment to transparency and steadfast support in every interaction.

The logotype ensures instant recognition and memorability, instilling confidence at first glance.

ACKO

Logo

Together, the new ACKO logo makes a statement of trust, experience, reliability and deep-rooted expertise.

The logo is thoughtfully designed to adapt seamlessly across the diverse world of ACKO, ensuring the brand's integrity and delivering a consistent visual identity at every touchpoint.



The Motto

ACKO is inspired one true motto, and that’s to welcome change that makes us better. And embodying this idea, is our logo that seamlessly welcomes the change by moulding itself into an identity that brings its people and the brand on the same page, the same wavelength, the same side.

One continuous, unbroken bond between the brand and its people.

WELCOME CHANGE

Logo and Motto

To maintain the stature, integrity and ideology of a finance brand, the Mobius strip has been sculpted to give it a more geometric, cleaner and curvier shape. The logo has been designed to offer clear symmetry to the brand's identity.

It reinforces ACKO's core values and positions it as a forward-thinking leader in the insurance industry.



Logo Variations

The ACKO logo, crafted in the bold and modern typeface, is available in two versatile formats. These formats are thoughtfully designed to adapt seamlessly across diverse applications, ensuring the brand’s integrity and delivering a consistent visual identity at every touchpoint.



Vertical logo



Horizontal logo

Logo Variations

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Stacked



Horizontal

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Stacked



Horizontal

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Stacked



Horizontal

One Colour Logo Variation

For everytime the lighter purples collide
with a background, use an all purple logo.



Vertical logo



Horizontal logo

One Colour
Logo Variations
with a darker
background

For everytime the purples collide with
a dark background, use an all white logo.



Vertical logo



Horizontal logo

Logo variation with motto

The two orientations with ‘welcome change’ come this way. Use this logo to represent ACKO as a brand. It is ideal for non-category-specific communication. At places we talk about the character of the brand and not its offerings.



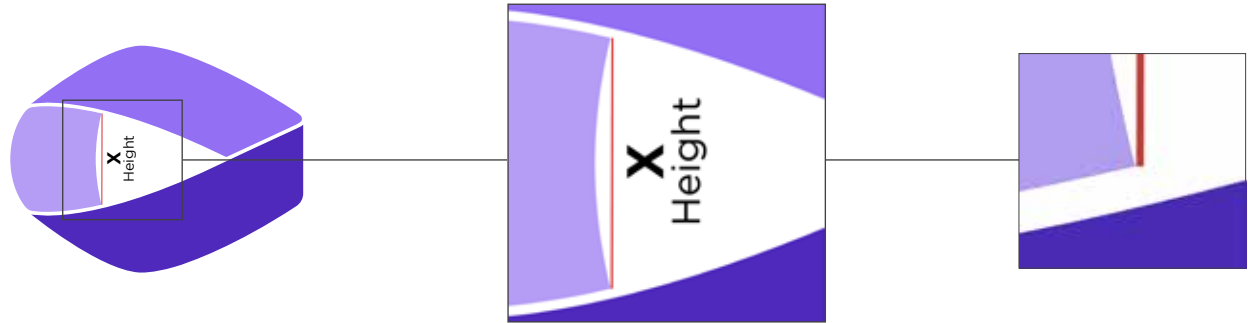
Vertical logo



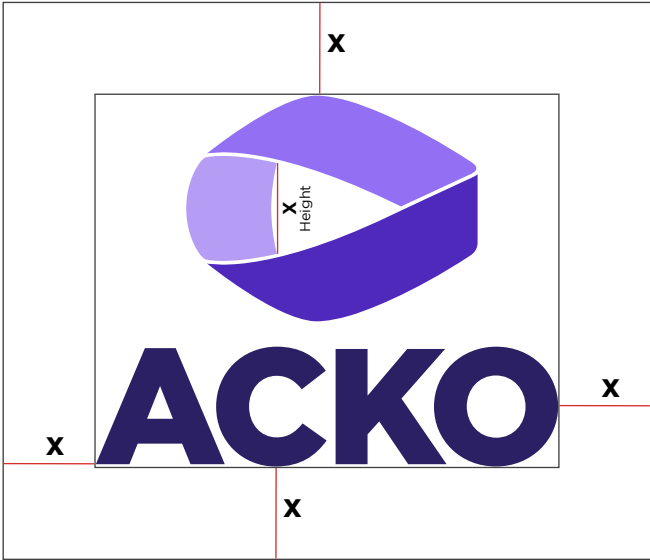
Horizontal logo



Clearspace

To maintain the logo’s visual impact, it must be surrounded by a minimum clear space, free of any distractions. This exclusion zone — measured by the height of the inner fold of the Möbius strip ensures the logo stays bold, clear, and uncompromised in any setting.



x = Height of the inner fold of the mobius strip



		Minimum Size
<div><h1>Minimum Size</h1><p>To maintain optimal legibility, the logo must never be scaled below its specified minimum width, ensuring its clarity and recognizability are preserved across all applications.</p></div>	<div><div>25mm</div><div></div><div>75Px</div></div> <div><div>Print: 25mm Digital: 75px</div><div>Vertical logo</div></div>	<div><div>50mm</div><div></div><div>150px</div></div> <div><div>Print: 50mm Digital: 150px</div><div>Horizontal logo</div></div>

Minimum Size

To maintain optimal legibility, the logo must never be scaled below its specified minimum width, ensuring its clarity and recognizability are preserved across all applications.



Print: 25mm
Digital: 75px

Vertical logo



Print: 50mm
Digital: 150px

Horizontal logo

Correct Logo Usage

This page shows examples ways of using the logo

- 1. The first way one must try to use the Logo
- 2. If one can use it only in one colour
- 3. If one can use it only in one colour against a dark background
- 4. If one can use it only in one colour against a purple background



Incorrect Logo Usage

This page shows examples of various forms that the logo can't take

- 1. Don't use it in any other colour than the one described
- 2. Don't use it colours outside brand book
- 3. Don't tilt the logo marks
- 4. Don't use gradient of any kind in ACKO
- 5. Don't use other fonts and type cases
- 6. Mobius is not a replacement for anything
- 7. The type follows the logo mark, not vice versa
- 8. Don't use other tints, shades or hues
- 9. Don't use glow effect or drop shadow
- 10. Don't outline the logo



4.0 Primary colour palette
4.1 Secondary colour palette
4.2 Gradients
4.3 Category colours
4.4 World of colours
4.5 Future of sub-categories

Colours

Welcome Purple

It's the perfect mix of innovation and modern flair - a bold, vibrant hue that radiates energy while quietly whispering trust and security. Its magnetic personality doesn't just catch the eye; it sticks in the mind, giving the brand that unmistakable edge to shine brighter in a crowded marketplace. In a sea of sameness It's more than a colour; it's a statement - a visual handshake that says, "We're here to lead, not follow."

HEX #4E29BB
CMYK 82 | 87 | 0 | 0
RGB 78 | 41 | 187
HSB 254 | 78 | 73

HEX #926FF3
CMYK 56 | 61 | 0 | 0
RGB 146 | 111 | 243
HSB 255 | 54 | 95

HEX #B59CF5
CMYK 31 | 39 | 0 | 0
RGB 181 | 156 | 245
HSB 255 | 36 | 96

Primary Colour Palette

Our primary colours are the heart of our brand, setting the vibe and energy of our visual identity. They pay homage to our roots while bringing in a bold, fresh twist - blending the best of tradition with a modern, innovative edge.

HEX #2A2063
CMYK 100 | 100 | 29 | 20
RGB 42 | 32 | 99
HSB 248 | 67 | 38

HEX #4E29BB
CMYK 82 | 87 | 0 | 0
RGB 78 | 41 | 187
HSB 254 | 78 | 73

HEX #F1F1F1
CMYK 4 | 3 | 3 | 0
RGB 241 | 241 | 241
HSB 248 | 0 | 94

HEX #2F2F2F
CMYK 70 | 64 | 63 | 62
RGB 47 | 47 | 47
HSB 248 | 0 | 18

Secondary Colour Palette

Our secondary colors complement the primary palette, adding versatility and richness in the creative execution. These hues are tints of our primary

colours to help maintain cohesiveness while offering a broader spectrum for creative expression across designs.

HEX #926FF3
CMYK 56 | 61 | 0 | 0
RGB 146 | 111 | 243
HSB 255 | 54 | 95

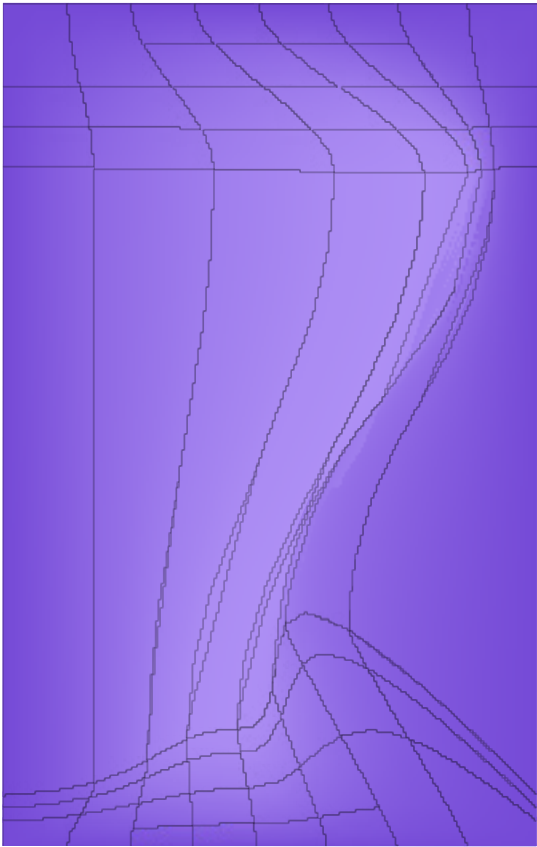
HEX #B59CF5
CMYK 31 | 39 | 0 | 0
RGB 181 | 156 | 245
HSB 255 | 36 | 96

HEX #D3D3D3
CMYK 0 | 0 | 0 | 17
RGB 211 | 211 | 211
HSB 254 | 0 | 82

HEX #686868
CMYK 0 | 0 | 0 | 59
RGB 104 | 104 | 104
HSB 254 | 0 | 40

Gradients

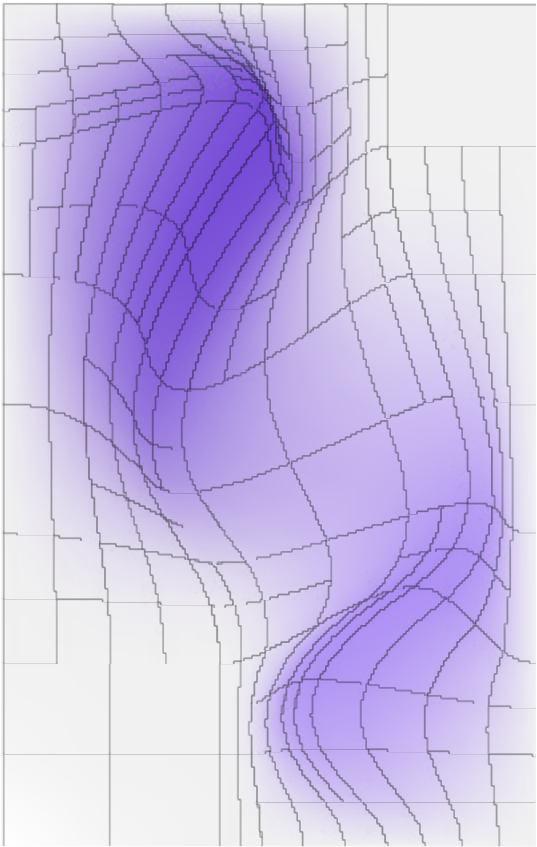
Play around with shades of purple from our colours to create smooth gradients that add a dynamic, soft vibe to the spaces and layouts. It's all about blending those hues to craft a look that's both eye-catching and effortlessly cool!



HEX #4E29BB
CMYK 82 | 87 | 0 | 0
RGB 78 | 41 | 187
HSB 254 | 78 | 73

HEX #926FF3
CMYK 56 | 61 | 0 | 0
RGB 146 | 111 | 243
HSB 255 | 54 | 95

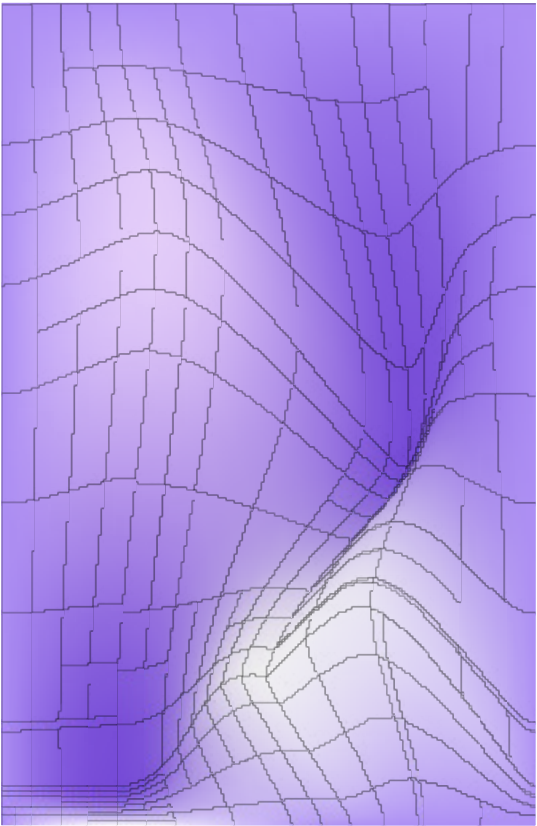
HEX #B59CF5
CMYK 31 | 39 | 0 | 0
RGB 181 | 156 | 245
HSB 255 | 36 | 96



HEX #926FF3
CMYK 56 | 61 | 0 | 0
RGB 146 | 111 | 243
HSB 255 | 54 | 95

HEX #B59CF5
CMYK 31 | 39 | 0 | 0
RGB 181 | 156 | 245
HSB 255 | 36 | 96

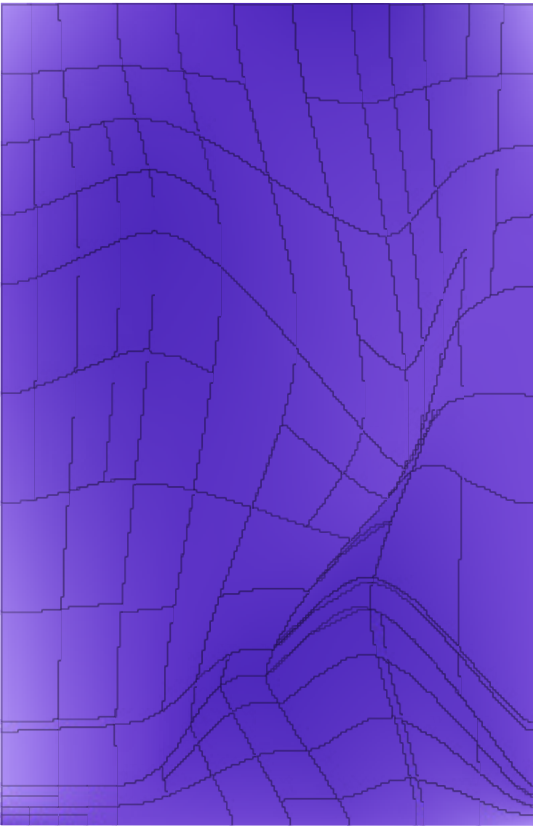
HEX #F1F1F1
CMYK 4 | 3 | 3 | 0
RGB 241 | 241 | 241
HSB 248 | 0 | 94



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Gradients

Gradients can be used strategically to enhance website banners, making them vibrant and eye-catching, while seamlessly integrating with the brand's bold typography. In office spaces, gradients bring a sense of energy and sophistication, elevating the environment and reinforcing the brand's contemporary image.



In step
with each
other



Stature



**Seeing
eye to eye**



On the
same page