Guidelines of ACKO logo

Combinations

Our logo has four major combinations.

- Stacked logo
- Horizontal logo
- Stacked with tagline
- Horizontal with tagline

Download logos









Logo Usage: With & Without Tagline

With tagline



Ad film end logo Shark Tank wall

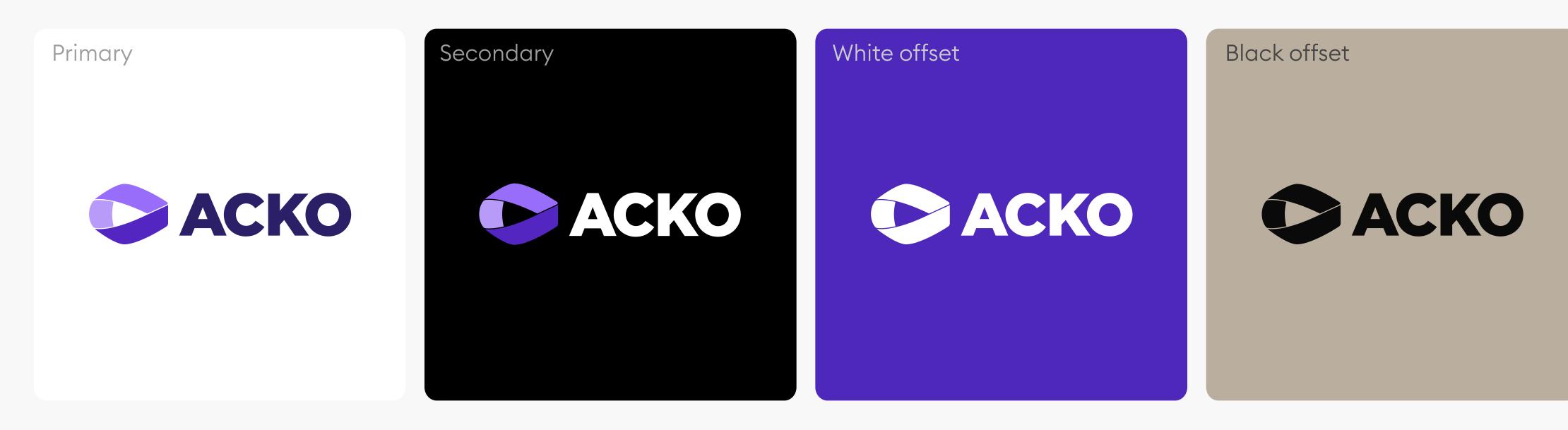
Office Building Exterior Reception Area

Without tagline



For all other branding materials, the logo will be used without the tagline to maintain consistency and clarity.

Variations



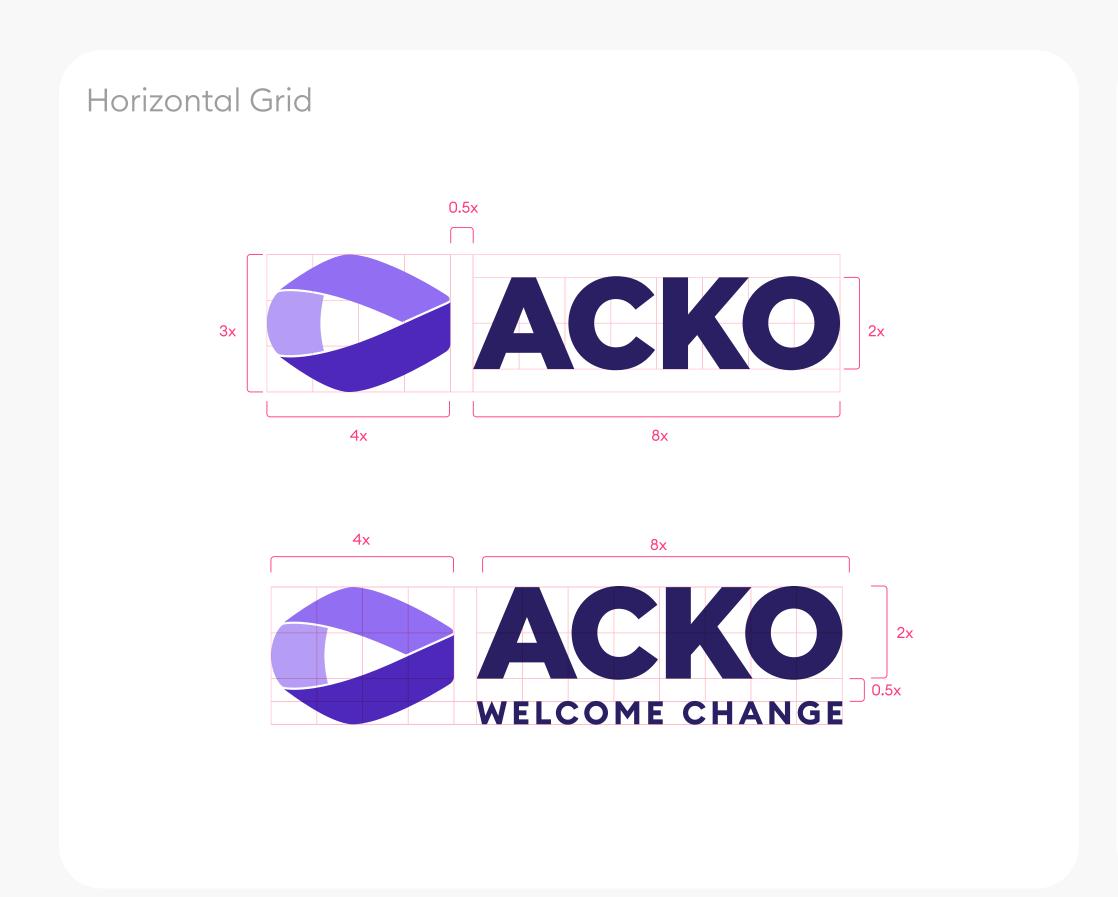
Full colour for white light backgrounds.

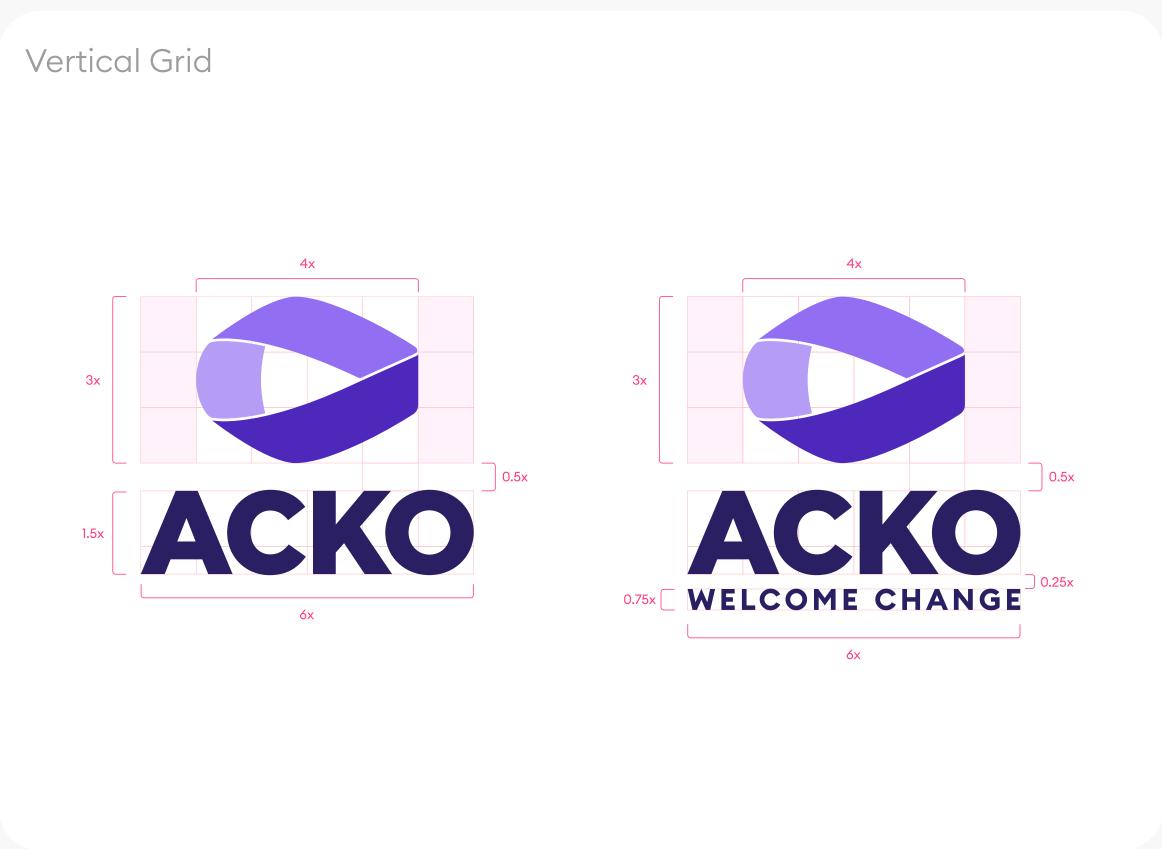
Reverse colour logo for black background

Full white logo for dark colour background

Offset black logo for single colour use print.

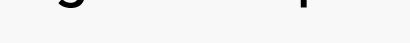
Logo measurements

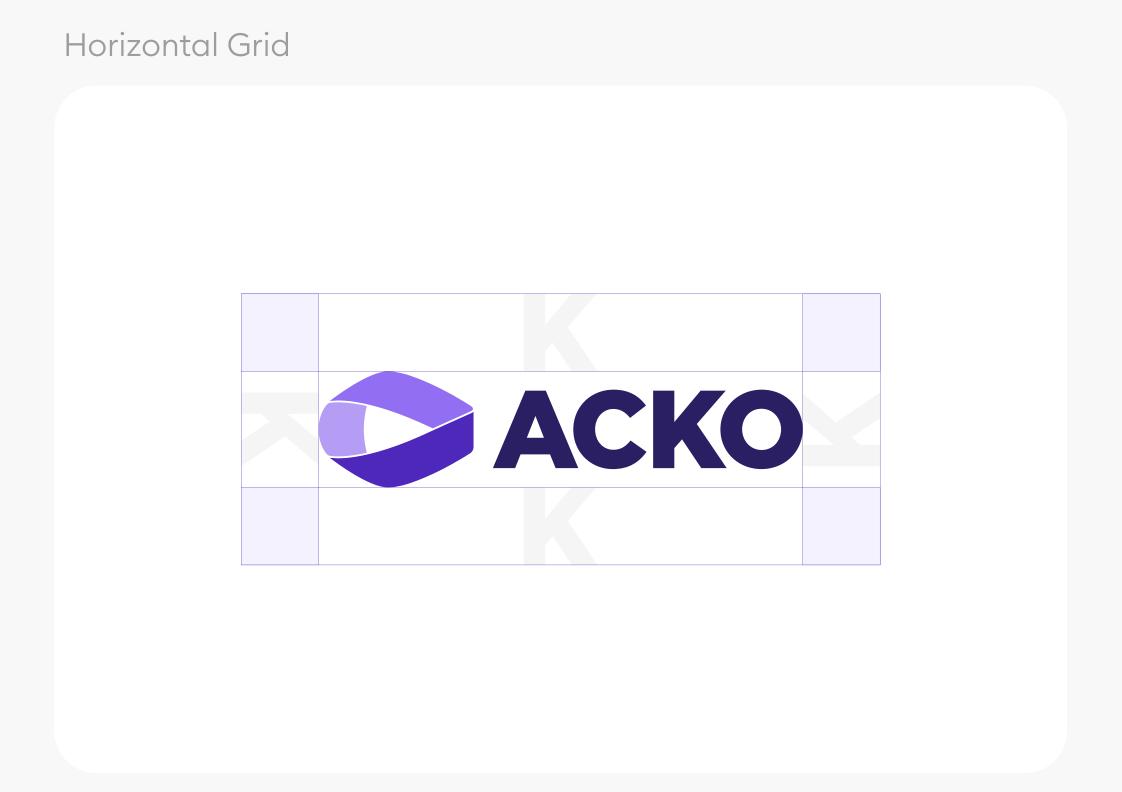




The letter 'A' is 2x in height. Use this measurement as the scaling ratio to maintain proportionality. Any miscalculations will disrupt the logo grid and overall form, which is not permissible.

Logo clear space



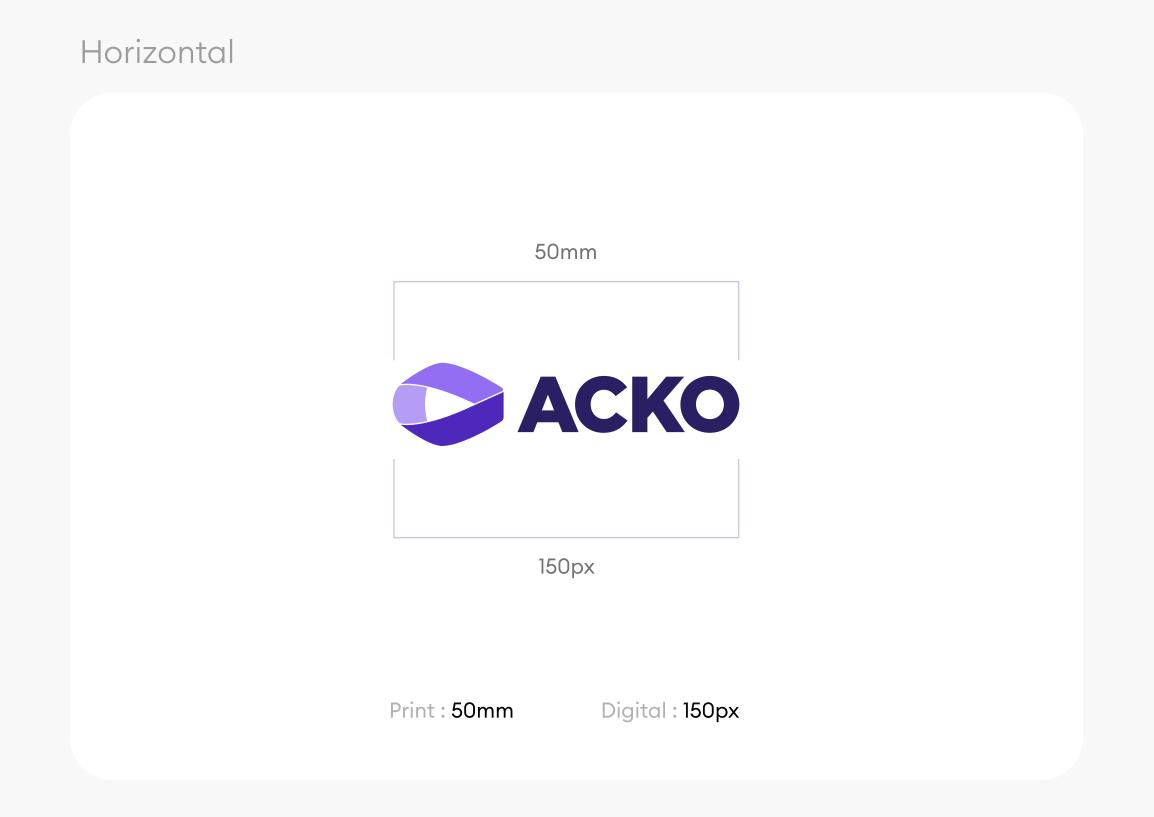


Vertical Grid

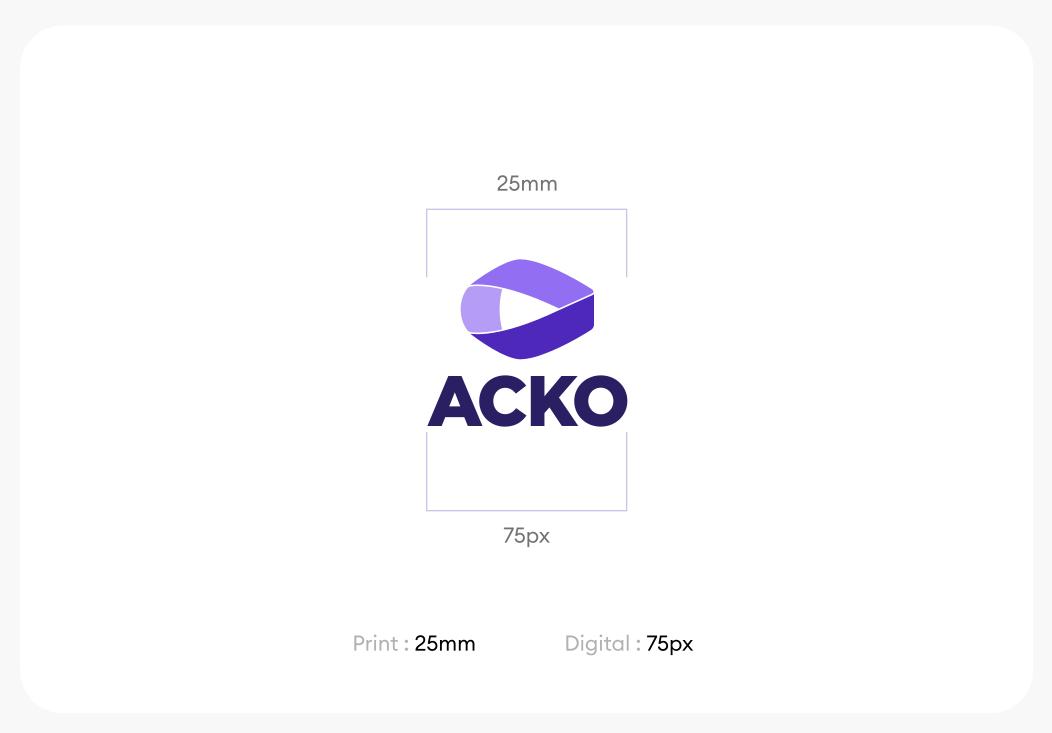


The height of the letter 'K' defines the clear space that must be maintained around the logo. This ensures proper positioning and consistency across various branding mediums.

Logo minimum size

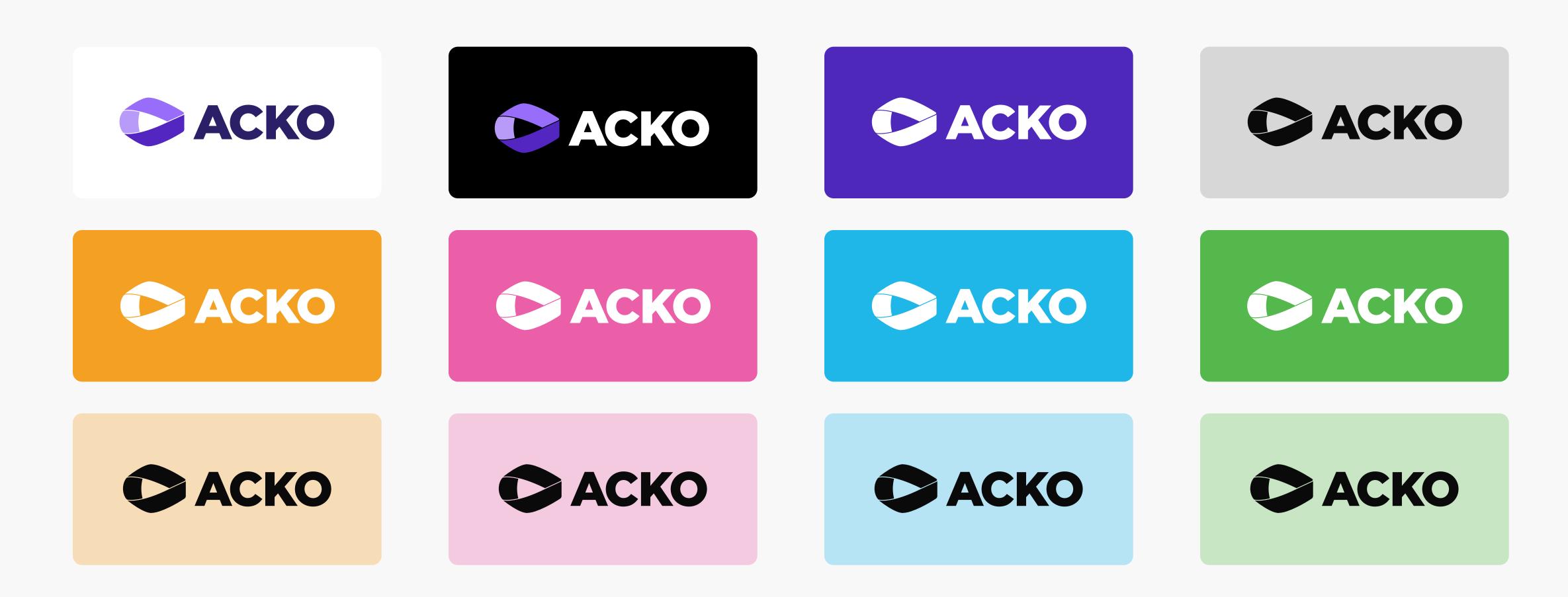






To ensure clarity and recognisability, the logo must not be scaled below its specified minimum width, maintaining optimal legibility across all applications.

Consistent usability



For backgrounds that match the category color or its tints and shades, use the logo in white. For lighter shades of primary colors, use the logo in full black.

Incorrect logo use







Don't tilt the symbol of the logo



Don't realign or shift the logo construct





Don't change the logo colour outside the permissible shades.



Don't add effects to the logo



Don't change the font type of logo wordmark



Don't crop the logo



Don't squeeze the logo

Colours

Colours: Primary



Colours: Accent

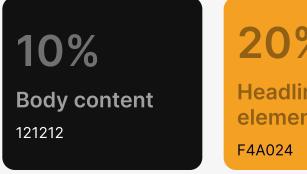


AutoSunshade

Future sub-categories under ACKO Auto Insurance will adopt tints and shades of Sunshade, blending it with ACKO's default purple branding for consistency.



Colour Distribution band in the Creatives:



20%

Headline & Accent element

F4A024

40-60%

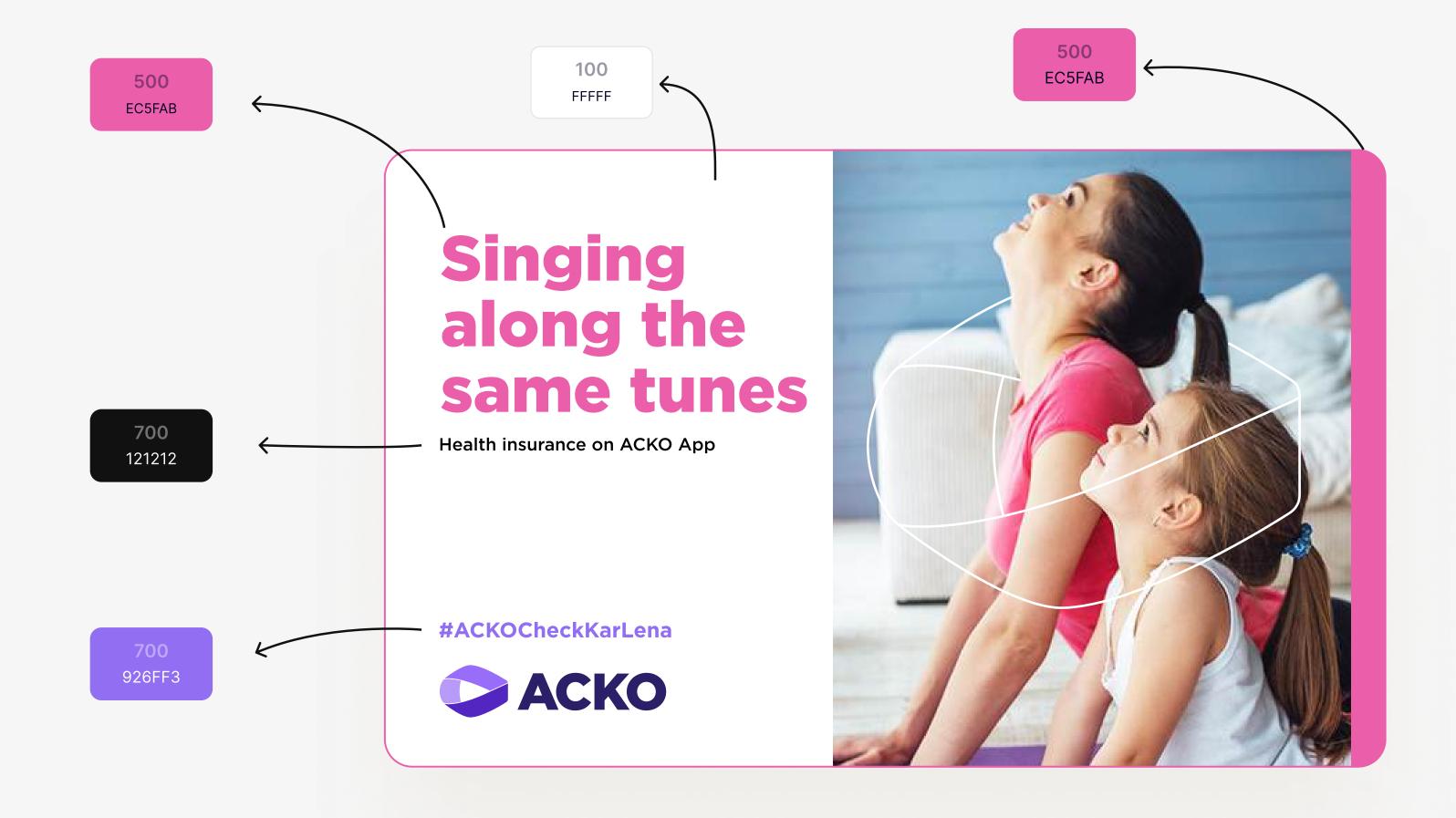
Background

FFFFF

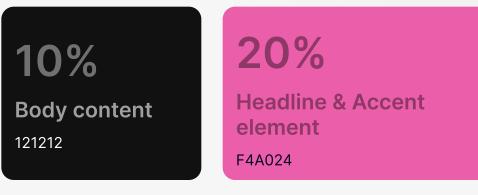
Health

Vivid Cerise

Future sub-categories under ACKO Health Insurance will adopt tints and shades of Vivid Cerise, blending it with ACKO's default purple branding for consistency.



Colour Distribution band in the Creatives:



40-60%

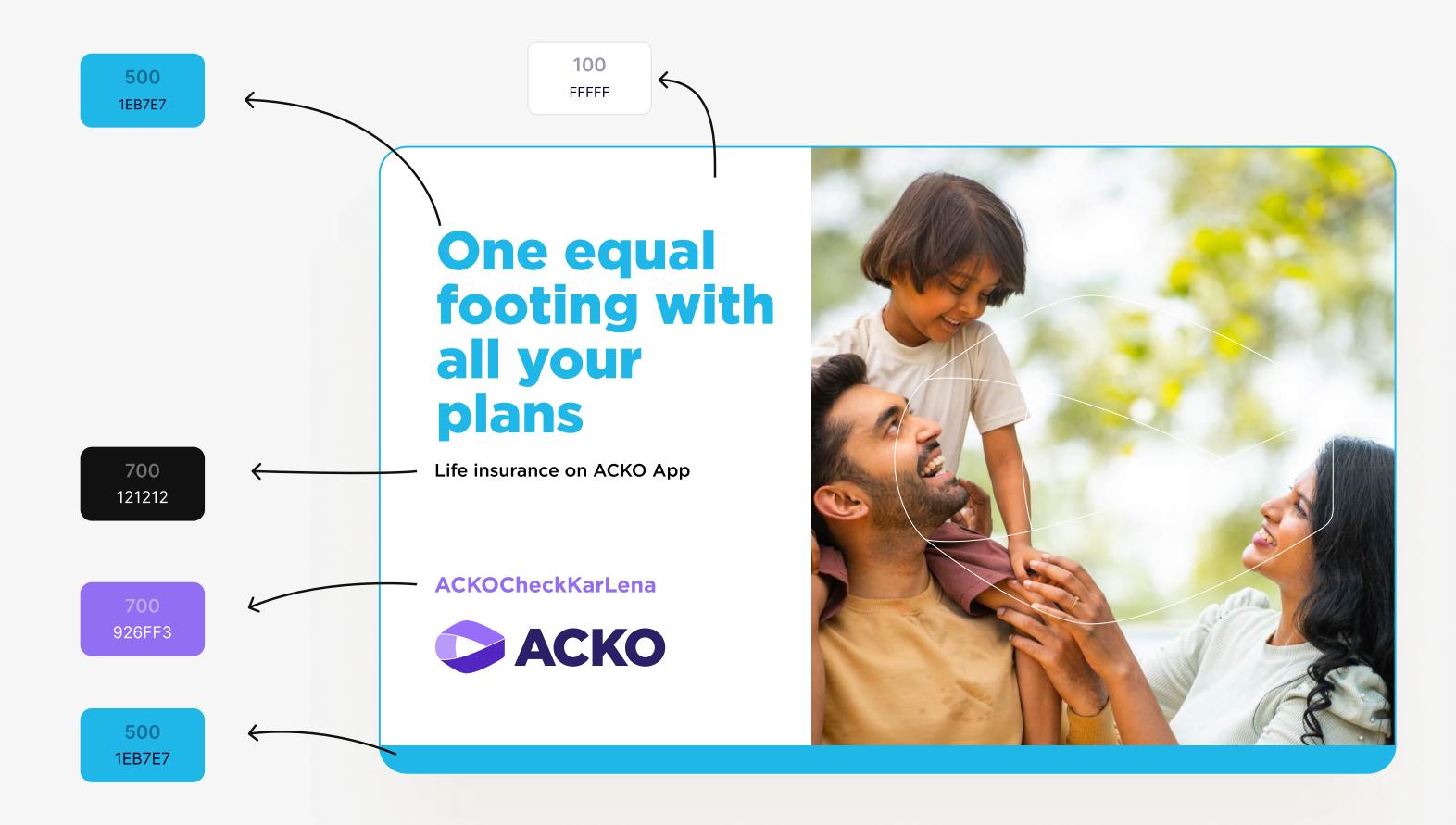
Background

FFFFF

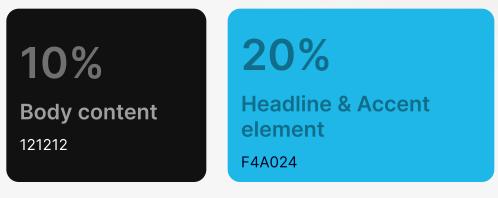
Life

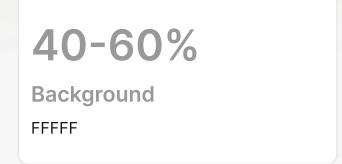
Picton Blue

Future sub-categories under ACKO Life Insurance will adopt tints and shades of Picton Blue, blending it with ACKO's default purple branding for consistency.



Colour Distribution band in the Creatives:

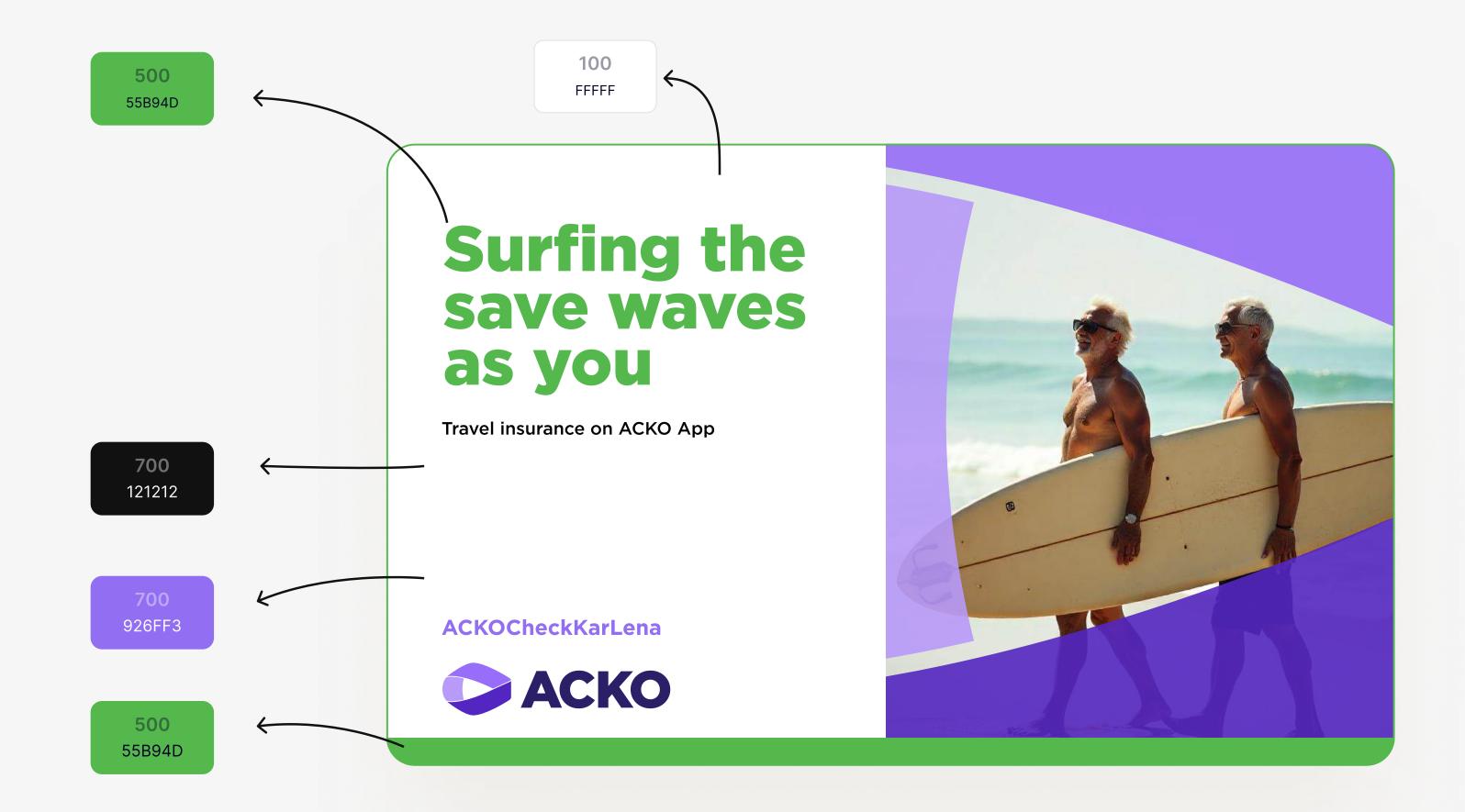




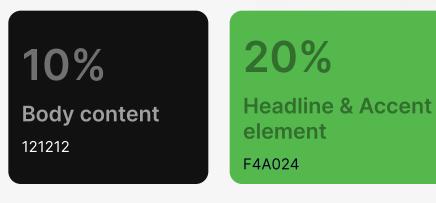
Travel

Leafy Green

Future sub-categories under ACKO Travel Insurance will adopt tints and shades of Leafy Green, blending it with ACKO's default purple branding for consistency.



Colour Distribution band in the Creatives:



40-60%

Background

FFFFF

Typography

Primary font

Gotham

For all the marketing communication

Gotham is a clean and modern sans-serif font known for its versatility and simplicity. With its geometric shapes and balanced proportions, it conveys clarity, support, stature, strength, making it perfect for ACKO's communication.

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789!@₹ &*})({?.



4 styles

Brand typeface

Bold fonts command attention, making a powerful statement, while thin fonts bring a touch of elegance and refinement—together, they create a dynamic balance that enhances communication. This combination of strength and subtlety in typography is more than aesthetic; it drives engagement, creating a natural rhythm that keeps the reader invested.

Download fonts

On the same page

Stature

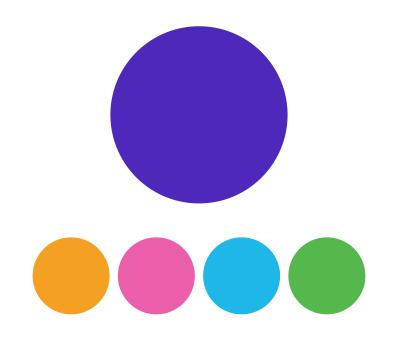
Seeing eye toeye In step with each other

Typesetting for print

Typography adds to our brand personality.

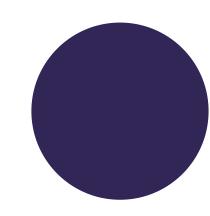
To get this personality just right, there are certain things to be kept in mind while using it.

- Headlines should be big and combined with tight spacing.
- Varying font sizes can help in establishing heirarchy in the information provided.

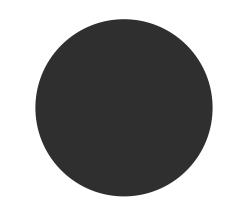


Headline: Gotham Black Kerning: -20

Big headlines Boldandshort



Sub-headline: Gotham Medium Kerning: -20 The sub-headline can run across two or three lines.



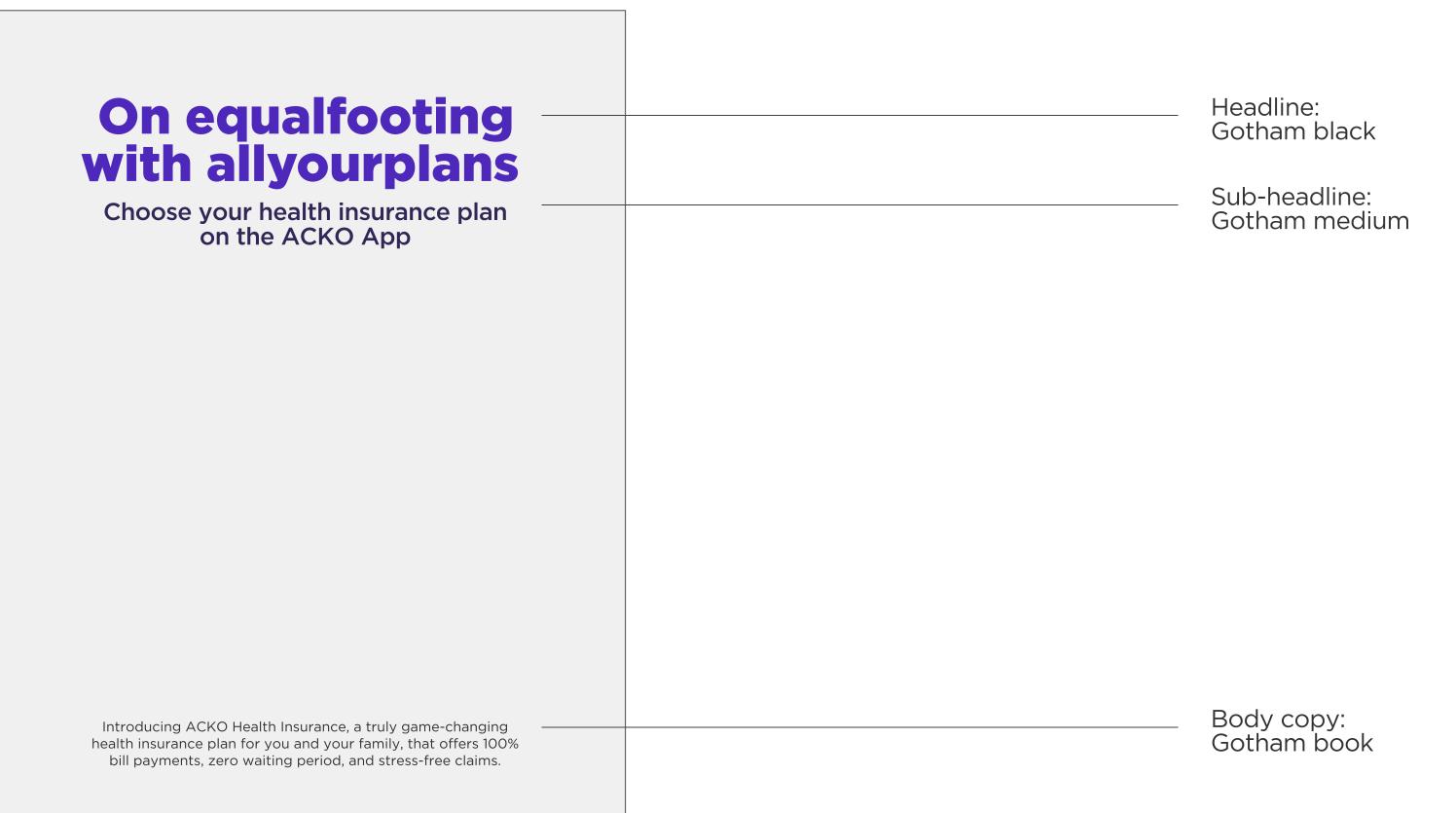
Body copy: Gotham Book Kerning: -20

Disclaimer: Gotham Light Kerning: -20 Type stairs help you handle headings and texts, and the relationship between them. Bold headlines should contrast smaller typography to allow for clarity, consistency and a strong hierarchy.

Type stairs help you handle headings and texts, and the relationship between them. Bold headlines should contrast smaller typography to allow for clarity, consistency and a strong hierarchy.

Disclaimer: Gotham light

Typesetting for print





WELCOME CHANGE