

AKINTO

Logo + Typography
Guidelines

Introduction

This document will introduce you to the fundamental elements of our visual identity system and explain how we use them.

If you are having any questions regarding these guidelines, please contact the Akinto team.

LOGO

Logo

This is our logo in its most basic form. The curved stroke connecting the stems of the N is referred to as 'the slide'.

AKINTO

Logo

Usage

The width-to-height scale ratio of our logo is 64 : 13 points. This proportion is useful to know if you are unsure whether the logo has been inadvertently stretched or compressed.

The exclusion zone is important to reference when our logo must appear outside the Akinto brand visual system. For example, when our logo is used to sponsor an event.

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13

64



TYPOGRAPHY

Typography

We use a combination of the typefaces Reckless Neue and Usual in our communication.

Example Header

The Primary Typeface is Used for Headlines

The secondary typeface is used for text copy, headers, and small type. Ratur, tet vollaborem nihit earionet la dolorisit volorentibus si tem. Ti od que volo eaqui am, sequatquas moluptatur? Porias delest explibusam deniam et libus delest mporibus noneste Velibusdanas alignis sam aut el maio maiosaecum hillatqui rem etur mag-nate.

volut id et, volupta spitatu rendignis autemolore et ut molest perit, quam, odipicab in et ipsandit, ex eium simi, quam ent. Met aris ut etur moluptas ut quo.

Ores am verum rerfero que consequiam endis etur? Qui doluptates dipsumq uidem- quae num quo et, sit iligenis voluptatiis mint.

*Small copy uses the secondary typeface.

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Typography

Primary

Reckless Neue should be the typeface used for the most prominent copy when designing communication assets.

Reckless
Neue

Typography

Primary Font Family

The primary font weights and italics we use.

Reckless Neue Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Reckless Neue Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Reckless Neue Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Reckless Neue Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Reckless Neue Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Reckless Neue Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Typography

Primary Usage

Reckless Neue is used for headline copy and display type thus requiring slightly tighter leading and kerning for a more graphic look.

Example Header

The Primary Typeface is Used for Headlines

The secondary typeface is used for text copy, headers, and small type. Ratur, tet vollaborem nihit earionet la dolorisit volorentibus si tem. Ti od que volo eaqui am, sequatquas moluptatur? Porias delest explibusam deniam et libus delest mporibus noneste Velibusdanas alignis sam aut el maio maiosaecum hillatqui rem etur mag-nate.

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*Small copy uses the secondary typeface.

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Usual

Typography

Secondary

Usual is the secondary typeface and should be used for text copy, headers, and small type.

Typography

Secondary Weights

The secondary font weights and italics we use.

Usual Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Usual Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Usual Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Usual Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Usual Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Usual Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Usual Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Usual Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Usual Extra Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Usual Extra Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Typography

Secondary Usage

The spacing and kerning of secondary type should always be adjusted toward legibility.

Example Header

The Primary Typeface is Used for Headlines

The secondary typeface is used for text copy, headers, and small type. Ratur, tet vollaborem nihit earionet la dolorisit volorentibus si tem. Ti od que volo eaqui am, sequatquas moluptatur? Porias delest explibusam deniam et libus delest mporibus noneste Velibusdanas alignis sam aut el maio maiosaecum hillatqui rem etur mag-nate.

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*Small copy uses the secondary typeface.

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