BRAND ASSETS

Brand Guidelines

Press and institutional use

26 October 2026 | English | v1.3

Use these guidelines when presenting icönik in press coverage, institutional communications and agreed partnerships. They describe the brand name, wordmark, typography and visual treatment established by the official document master. Use the supplied artwork and keep the identity consistent across print and digital formats.

icönik

The brand name

The public brand name is icönik. Preserve the lowercase spelling and the diaeresis over ö in headlines, captions, bylines and body text. The technical website address is www.iconikmagazine.com.

In running text, write the name in the surrounding body typeface. Use the supplied wordmark artwork when a graphic brand identifier is needed. A website address, social account label or historical filename does not change the public brand name.

The wordmark

The wordmark is the lowercase name icönik in Syne Bold, presented in the master’s black, #0E0E0E. This is the approved treatment for this Press Room package.

Use the supplied file at its original proportions. Scale it uniformly and check that every letter and the diaeresis remain clear. Keep space around it so nearby headlines, photographs and other logos do not crowd the mark.

Place the black wordmark on white or on a clear light area. Where a photograph or dark layout reduces legibility, provide a white area behind the original black mark. Do not create a reversed white, gold or alternative-colour version.

Keep the original letterforms, spelling and weight. Do not substitute another font, stretch the mark, add outlines, shadows or gradients, remove the diaeresis, or attach a slogan to the artwork. Do not combine it into another organisation’s logo.

BRAND ASSETS

Typography and colour

The visual hierarchy of the official document master

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Typography

Element	Typeface and weight	Application
Main and secondary headings	Syne Bold	Document titles, section headings and clear hierarchy
Key figures	Syne Bold	Verified numerical highlights and KPIs
Body copy	Arial Regular	Paragraphs, explanations and captions
Metadata	Arial Regular or Bold	Dates, labels, language, version and contact details

Apply this hierarchy consistently. Use short headings, readable body text and generous spacing. Let weight and scale establish priority. Avoid decorative effects and unnecessary type styles.

The supplied document master governs page geometry, text sizes and header and footer placement. When preparing an icönik document, retain those settings rather than rebuilding the layout from memory.

Colour and backgrounds

Black #0E0E0E and white provide the essential contrast for the press identity. Use the original colours embedded in supplied files. Any supporting colours must come from the verified official template or approved artwork.

Keep backgrounds quiet and text clearly readable. Supporting panels and labels should organise information without competing with the wordmark. Colour must not be the only way a reader can understand a label or distinction.

COLOUR	VALUE	ROLE
Master black	#0E0E0E	Wordmark and main hierarchy
White	#FFFFFF	Primary background
Supporting grey	#6B7280	Metadata and captions
Light grey	#EEF0F2	Template panel background

BRAND ASSETS

Images and presentation

Accurate, coherent use in press and partner communications

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Images

The standard document treatment uses zero or one image. Two or three images may be used when a comparison needs them. Choose an image because it explains the subject, and keep its caption close to it.

Use files with a documented source and a permission or licence that covers the intended use. Keep the original creator, source link, licence and any required credit with the asset. Editorial permission to display an image does not by itself establish permission to distribute the original file.

Identify contextual photographs accurately. A stock or public-domain photograph must not be described as an icönik office, employee, event or project unless it actually depicts that subject. Photographs of Ricardo Macedo must be authentic and supplied or cleared for the relevant use.

Resize and crop carefully within the permission attached to the image. Preserve the subject's meaning and required credits. Use image descriptions that explain the subject rather than repeating promotional copy.

Editorial presentation

Use clear, factual language. Present icönik as an international digital editorial platform, and describe the relevant editorial work or partnership directly. Keep names, roles, contacts and platform descriptions consistent with the current institutional source.

Publish numerical claims only with a verified source and reporting period. Distinguish website visits, page views, search impressions and other measures. List only the languages and services supported by the current information.

Identify sponsored or commercial content clearly. Placing an organisation beside the icönik wordmark must reflect the actual relationship. The brand's appearance should not suggest an endorsement, affiliation or exclusive arrangement that has not been agreed.

Files and enquiries

Use vector artwork for scalable output and the supplied transparent PNG for compatible digital layouts. Keep the original file available and export the document without flattening or distorting the wordmark.

Use the current Press Room downloads and retain the document's version and date when sharing a file. For an application not covered here, contact the icönik Press Office before commissioning new brand artwork.

Press Office: press@iconikmagazine.com
Press Room: www.iconikmagazine.com/press-room