icönik

ICÖNIK NEWS

icönik releases updated Brand Guidelines and official Logo Pack

Original News date 27 August 2026

PDF edition 28 October 2026 | English | Press Office

icönik has completed an updated set of Brand Guidelines and an official Logo Pack, creating a single controlled reference for how the brand should be presented across press, institutional, editorial and commercial communications.

The updated guidance establishes the official master-brand naming rule, logo usage principles, typography, colour direction, visual consistency, editorial tone and the relationship between core brand assets and their applications. The objective is to make the identity easier to apply correctly and to reduce inconsistencies between the website, media kits, press materials, newsletters, presentations, social communication and partner-facing documents.

A controlled set of approved brand assets

The accompanying Logo Pack brings together approved brand files for practical use by journalists, media professionals, agencies, partners and internal teams. The package is designed to make the correct assets easier to identify and to reduce the circulation of outdated, altered or low-quality versions of the logo. It also provides a clearer foundation for institutional and editorial applications where consistency is especially important.

Stronger brand governance

The new guidance is part of a broader effort to strengthen brand governance as icönik expands its editorial, institutional and commercial activities. Centralising the approved visual and naming standards makes future updates easier to manage, gives collaborators a reliable point of reference and supports a more consistent presentation across markets and formats.

The Brand Guidelines and approved assets are being integrated into the icönik Press Room so that media professionals and partners can access current information from an official source. Future revisions will follow the same controlled structure to ensure that the most recent version remains clearly identifiable.

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