



Brand Guidelines

Our logo



Our logo
The ila logo

The ila logo

Our logo is built around reflection. The English logo has been designed as a reflection of the Arabic, keeping our promise at the heart of our brand – banking that reflects you. Our logo is playful, bold and dynamic, setting us apart from our competitors in the financial world.

Consequent to our promise ‘banking that reflects you’, the magic of our logo is that it is dual language. This means you can reflect it horizontally to read fluently in Arabic. Only one version of the logo is supplied: the English version. To use the Arabic logo, simply flip the English version horizontally.

Please ensure all designs are approved with the ila marketing team.

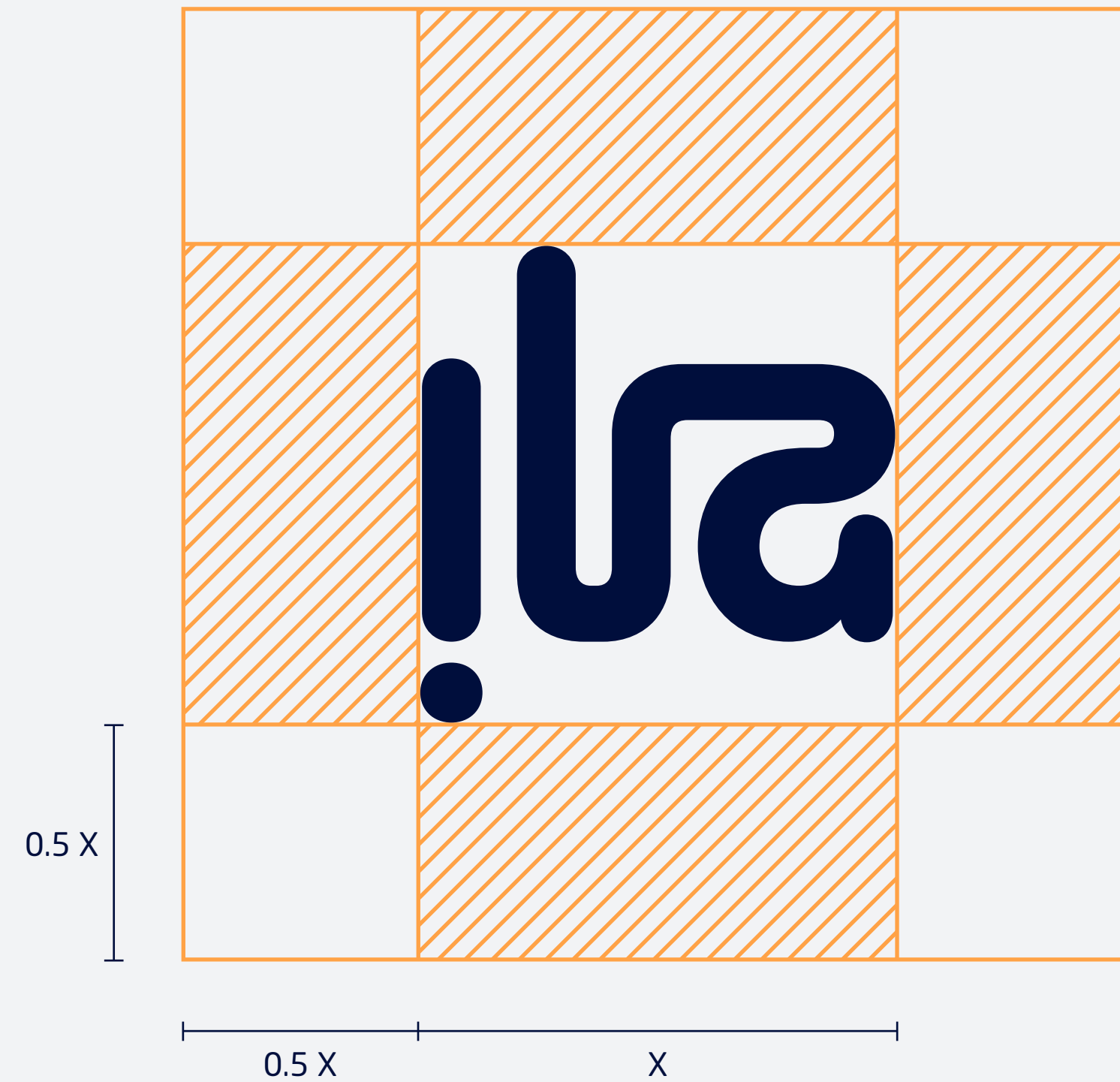
Logo clearspace

The **ila** logo works best when given space to breathe.

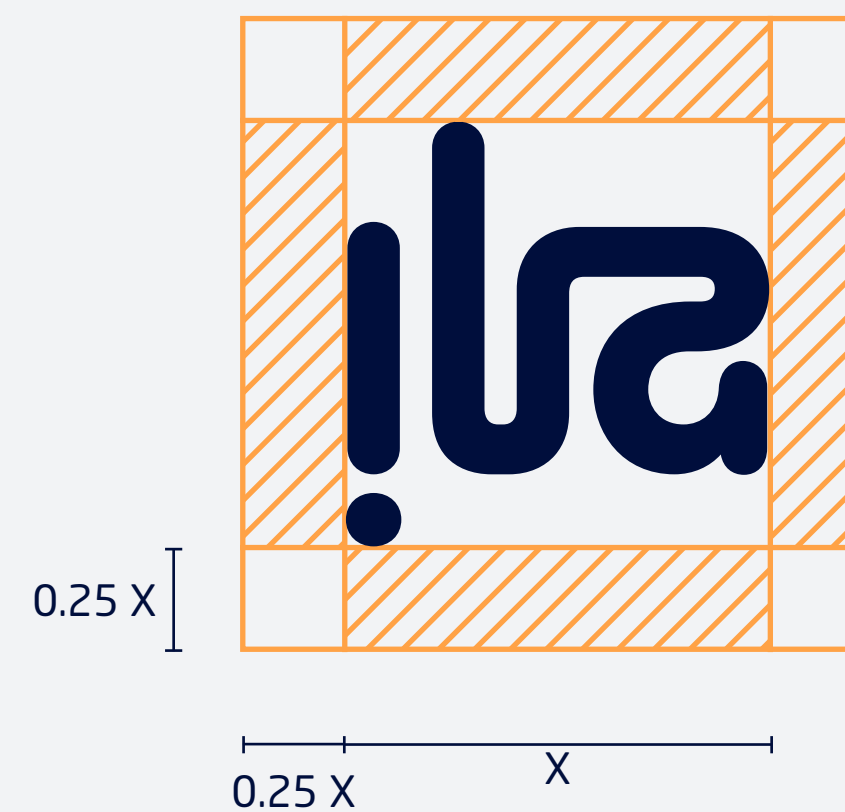
The clearspace is 0.5 x the width of the **ila** logo. Always ensure a clearspace surrounds the logo. Do not let any other elements appear within the clearspace. This applies to print, web, and digital applications – not to be used for the app icon on mobile devices (see page 21).

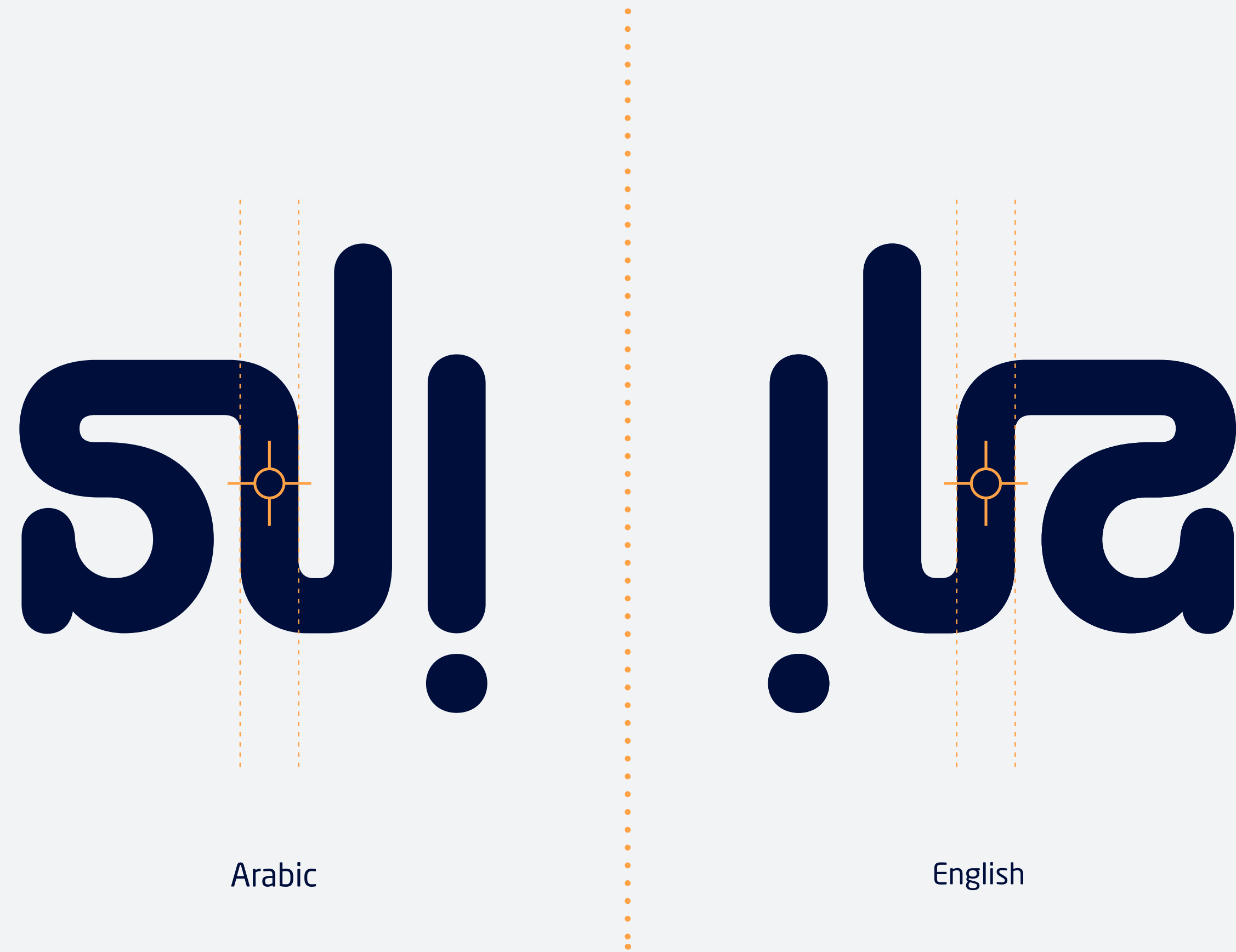
Where necessary, the logo clearspace can be altered to 0.25 x on some applications. This is only to be used where the logo minimum size is optically compromised by the canvas size, as the logo must be used as a hero in brand and marketing material.

Logo clearspace - 50%



Where necessary - 25%



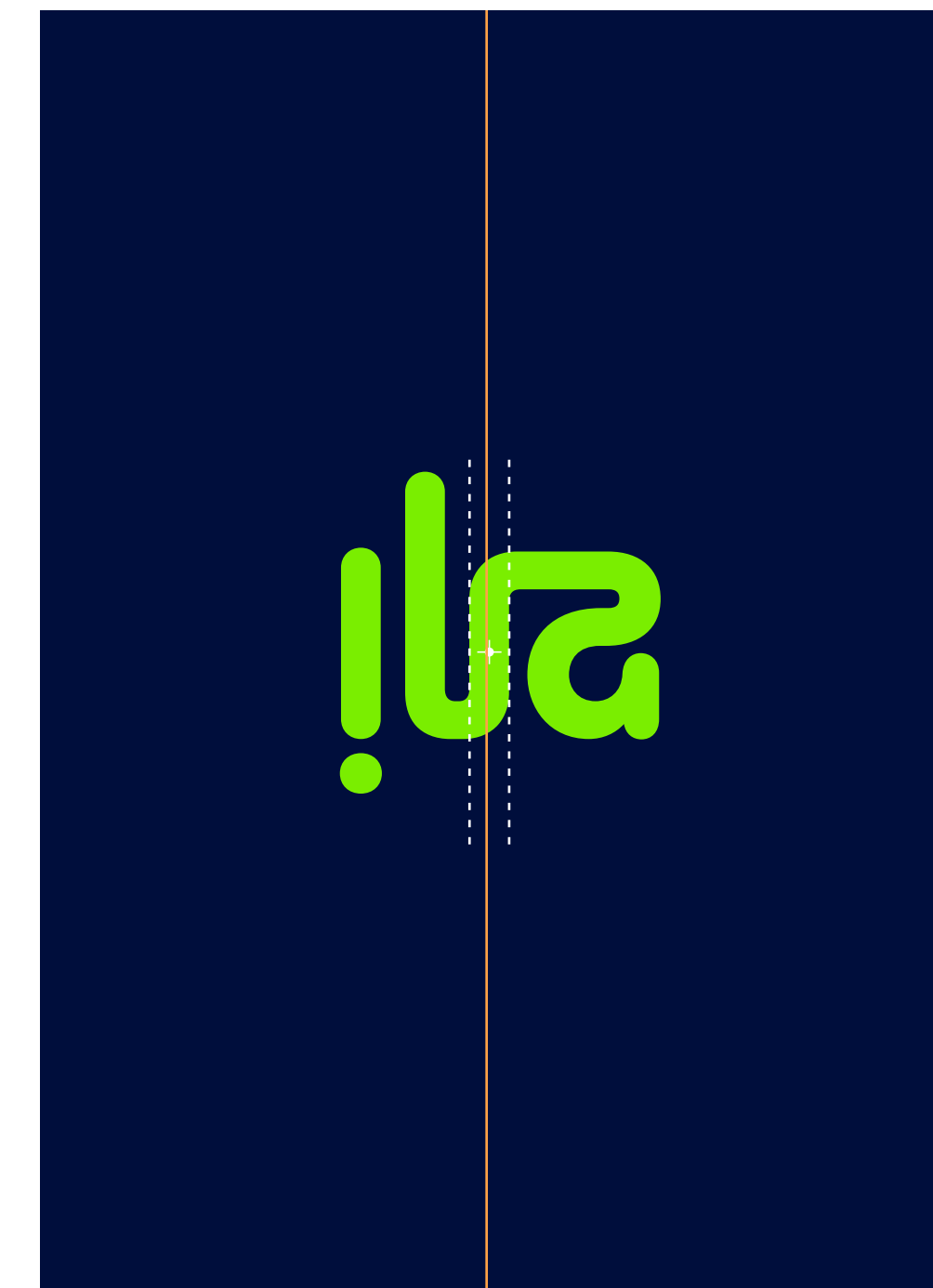


Our logo
Optical alignment

Optical alignment

The ila logo must be aligned optically, rather than mathematically.

The centre point of the ila logo is defined using the line that connects the 'l' of the logo to the 'a'. This centre point allows us to centrally align (optically) the logo in application, on a consistent basis.



Colour

Do



✓ Blue logo on green background



✓ Green logo on blue background



✓ Green logo on paper / white background (see page 67 for stationary use)



✓ Blue logo on paper / white



✓ Black logo on paper / white (Black & white applications only)

Don't



✗ Black logo on green background



✗ Black logo on blue background



✗ White logo on green background



✗ White logo on blue background



✗ White logo on Black background



✗ Black logo on grey background

Minimum size



Digital



Print

Our logo
Colour & Minimum size

How to use the logo Colour & Minimum size

We are a green brand
When using the logo, always place a green logo on a blue background, or a blue logo on a green background. The green logo is to be used on white primarily in print applications like stationary (see page 67). There will be the exception to place a black logo on paper when printing in black and white.

A white logo should never be used on green, blue, grey or black, as we are not a white brand. Never use black and blue together as it is not legible.

Minimum Size
For a minimum size, we recommend using nothing smaller than 30px width for digital applications, and 6mm width for print applications

Using our colour

ila green				ila blue			
R G B				R G B			
122 238 0				0 14 60			
C M Y K				C M Y K			
50 0 90 0				100 87 0 40			
Pantone 375 C				Pantone 282 C			
HEX #7aee00				HEX #000e3c			
70%				70%			
30%				30%			
5%				5%			
White							
R G B				Pantone			
255 255 255				n/a			
C M Y K				HEX			
0 0 0 0				#ffffff			

Our colour
Core colour palette

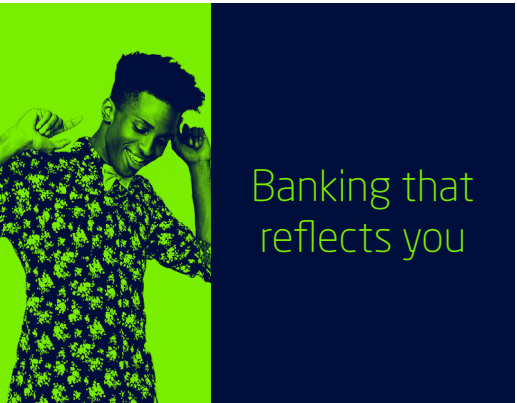
Core colour palette

Our core colour palette consists of three colours: **ila Green, ila Blue and White**. ila Green and ila Blue dominate all applications.

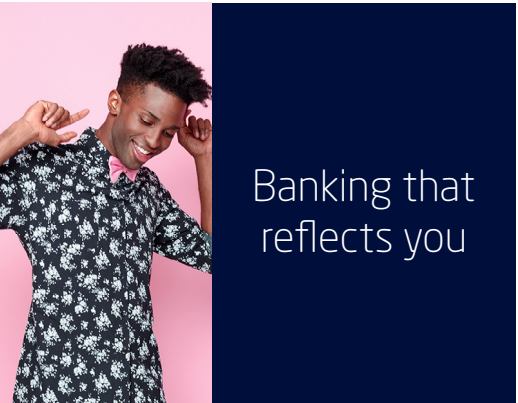
Our green has been designed to be eye-catching and bold on screen, perfectly complimenting the ila blue. Taken from our name ‘ila’, green means go, and represents financial freedom.

We are a green brand, so blue should always be used as a background to make the green pop.

Please note: Accurate representation of the green in CMYK on any printed medium is very challenging. Values given should be used as a starting point only and always run proofs when using a new supplier. Colours must be approved by the marketing team.



A green brand



Not a green brand