



Branding Guide

Transform Your Home

Praesent volutpat sit orci sed risus leo. Facilisis commodo leo tincidunt eros. Eu pharetra et id non enim. Orci dignissim tellus auctor placerat. Lacinia fermentum dictum in malesuada mattis fames purus eget diam. Sodales purus tortor sodales sit suspendisse interdum. Commodo quis pulvinar faucibus ac gravida pellentesque justo tempor. Mauris vulputate faucibus eget vel lectus diam interdum. Faucibus amet habitant cras mi.





Complete – Horizontal



Short – Vertical



Short – Horizontal



Color – Yellow



Color – Red

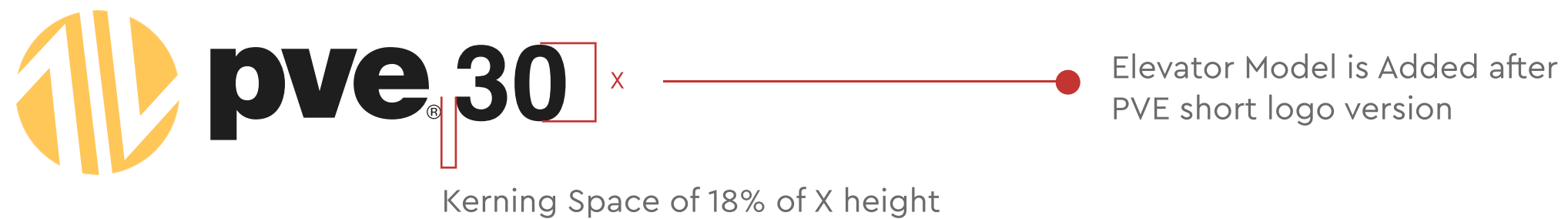


Negative



Monochromatic

Anatomy



Examples



Cera Pro

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()_+

Thin

Light

Regular

Medium

Bold

Black

Aa Bb Cc 1 2 3



Big Title

Cera Pro
Bold

Typeface

40 – 56pt

Size

110%

Line Height

Subtitle

Cera Pro
Regular/Bold

Typeface

20 – 30pt

Size

110%

Line Height

Paragraph

Cera Pro
Regular/Bold

Typeface

14 – 20pt

Size

125%

Line Height

Big Title

Cera Pro
Bold

Typeface

100 – 130pt

Size

105%

Line Height

Subtitle

Cera Pro
Regular/Bold

Typeface

30 – 60pt

Size

105%

Line Height

Paragraph

Cera Pro
Regular

Typeface

20 – 32pt

Size

120%

Line Height



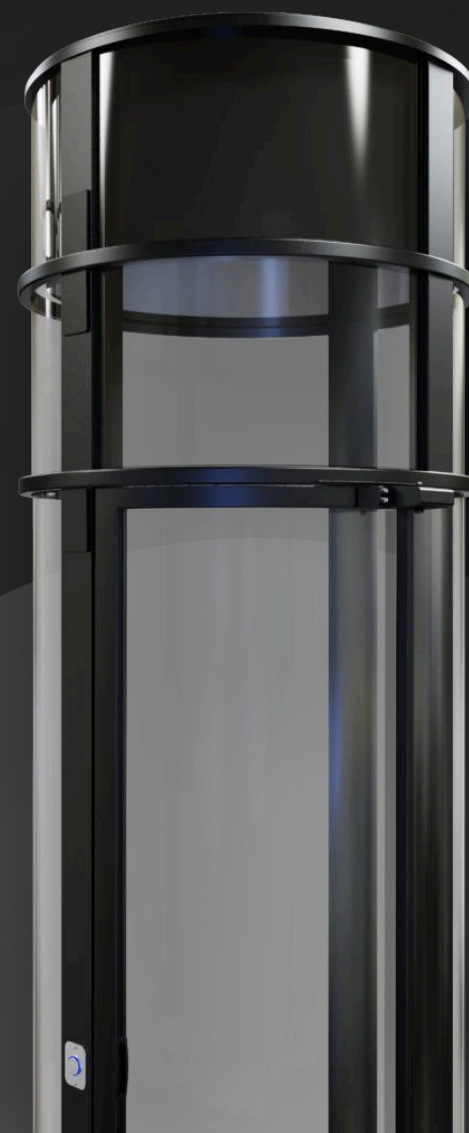
Red		#C33533	rgb(195,53,51)	cmyk(0,73,74,24)
Yellow		#FFC658	rgb(255,198,88)	cmyk(0,22,65,0)
Mid Gray		#424242	rgb(66,66,66)	cmyk(0,0,0,74)
Light Gray		#6B6B6B	rgb(107,107,107)	cmyk(0,0,0,58)
Dark Gray		#282828	rgb(40,40,40)	cmyk(0,0,0,84)
Cream		#FBFAF5	rgb(251,250,245)	cmyk(0,0,2,2)

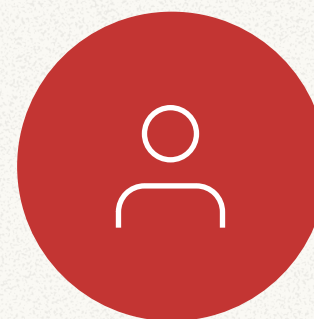
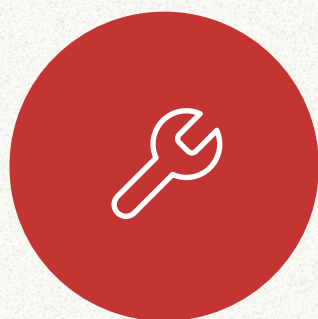



PNEUMATIC
TECHNOLOGY


FAST
INSTALLATION


SPACE
SAVING





PVE icons feature friendly, rounded lines. While the illustrations can include detailed elements, ensure they remain legible and appropriately sized. Front-facing angles are preferred.



Branding Guide

Technical Responsibility



commercial@ionstud.io