

Ivy Interactive
Brand Identity Light
Version 1.0
May 26th 2025

001

Brand Concept

Ivy Interactive is all about taking the endless possibilities of building blocks to the very limit. Providing enterprise grade software through AI sets Ivy apart from its competitiors.

The Ivy brand is built on that very ambition and wants to reflect three main themes. Endless possibilities, enterprise grade precision and scale.

This is symbolised through an atomic design, starting with the composition of the logotype, movingh through typography choices and layout principles.

Let’s dive in!

002

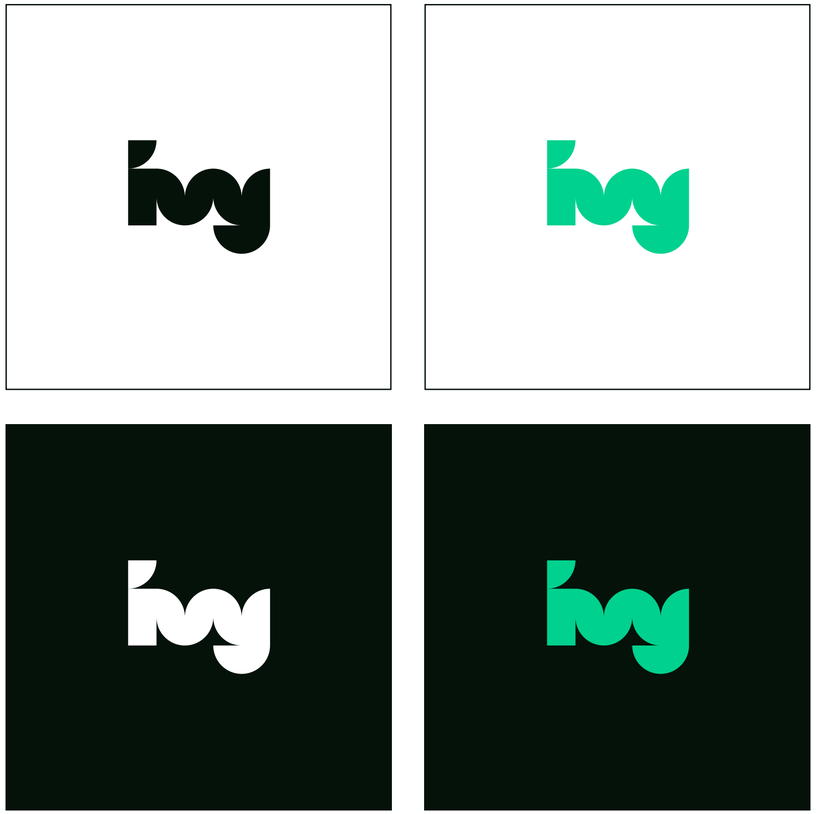
Logotype

PRIMARY LOGOTYPE



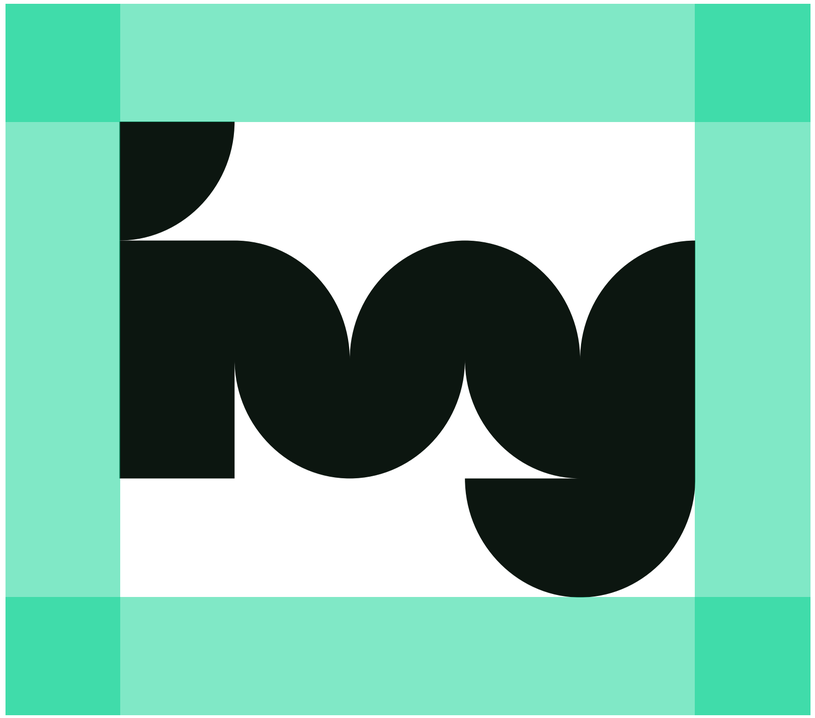
The Ivy logotype is comprised by basic building blocks, representing the infinite nature of the product usecase. The interplay between straight and curved shapes, organized in a mathematically simple grid creates a tension within structure that gives the entire brand a distinctive visual language.

LOGOTYPE VARIATIONS



Depending on the context, the logotype can be used in different ways. Always aim for maximum contrast, putting emphasis on the Ivy Emerald Green. The following variants are allowed and subject to the designer's good judgement.

LOGOTYPE USAGE - FREE SPACE



Always make sure enough room is given to let the Ivy logotype breathe and take up it's place. The displayed options indicates minimum space. However, given its' rather dense design, more room can successfully be given to let the logo be portrayed in the best way possible.

003

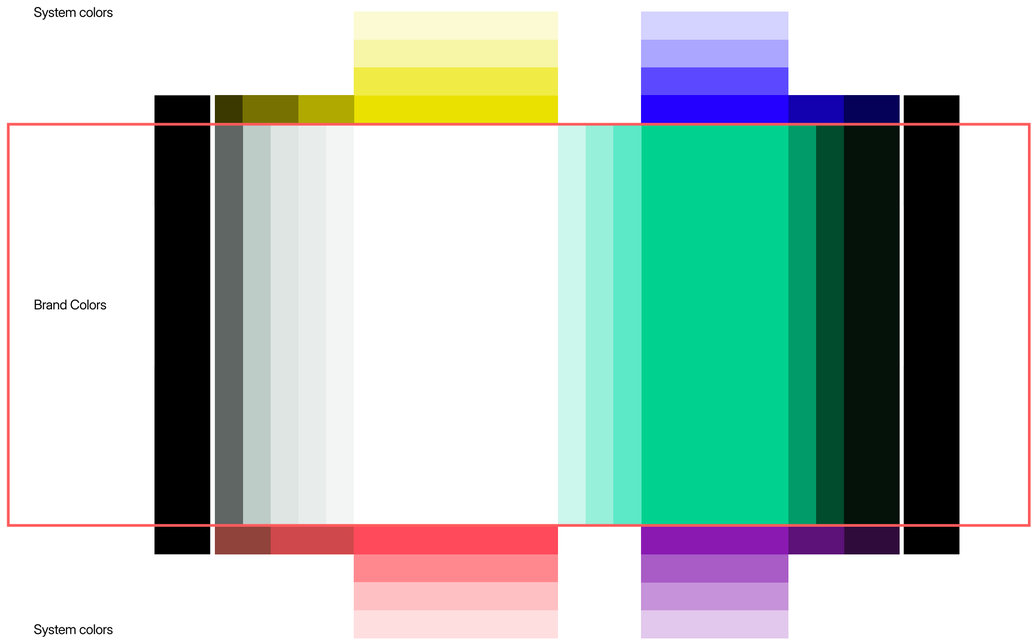
Colors

The overall coloring of the Ivy brand should be in line with the concept. Understated, elegant and sophisticated. Yet optimistic and full of promise.

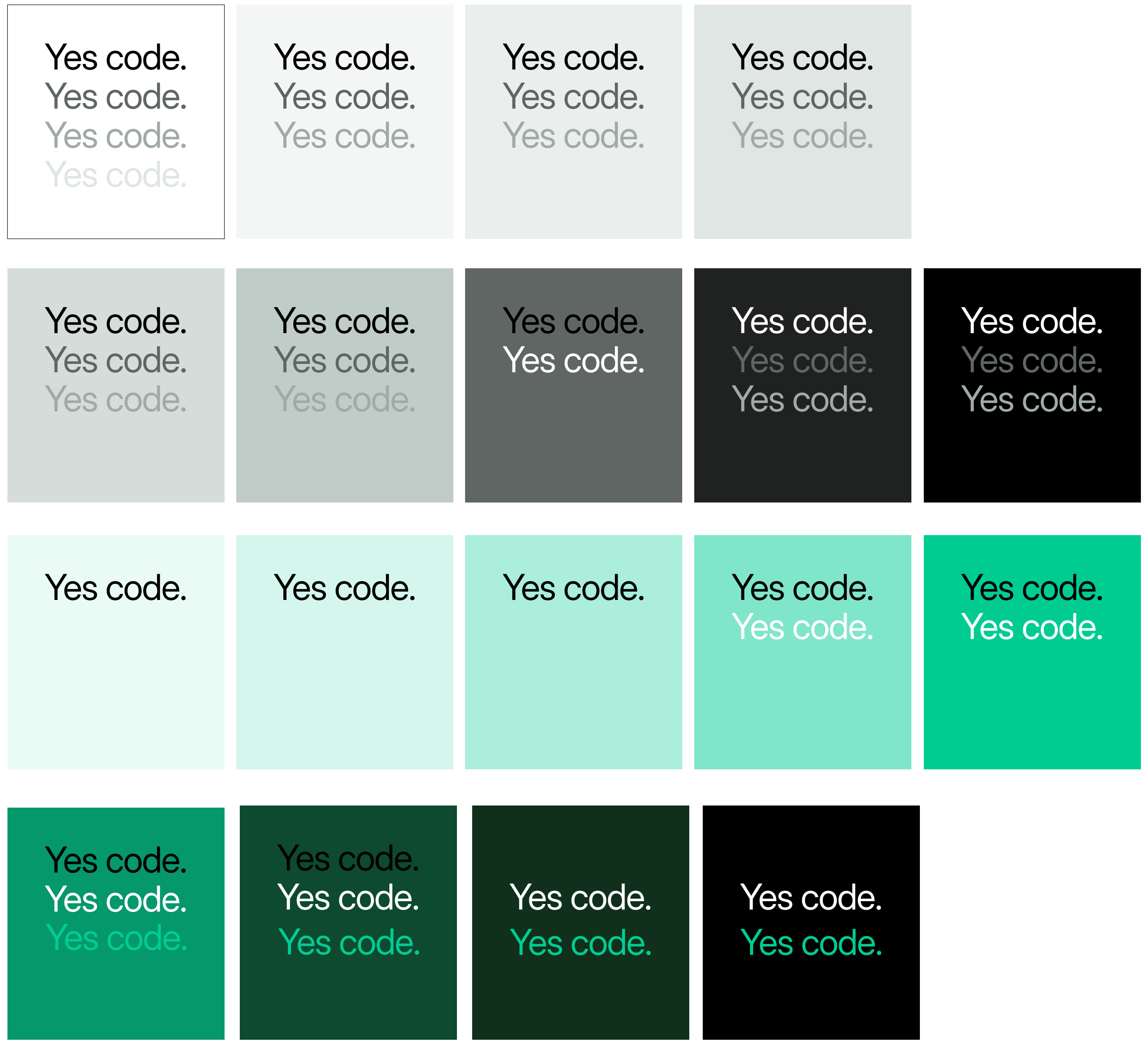
These principles gave birth to the Ivy Electric Emerald color. This is the main brand color and the one you should be thinking about if ten years from now, closing your eyes and depicting the Ivy brand. The Electric Emerald is a modern cross-over between natural, floral green and a digital “yes-green”. It has a high impact-value, yet is slightly drawn towards blue, for originality and distinctiveness purposes.



HEX	CMYK	RGB
	80	0
	0	204
	65	146
	0	



All colors within the inner rectange are brand colors.
The colors outside of them are color matched with the
brand colors, but are designed to work as system colors.



Please see the above examples as preferred, yet not all-encompassing usage of color. The main takeaway is to handle the powerful colors with care, refraining from seeking "maximum effect" in each element. Instead letting one color per element be active, carefully mixing the custom grayscale with the Ivy Electric Emerald.

The brand color should be kept intact as long as possible. It can be tinted (using lighter versions) as seen in the backgrounds. The rule is that text should be rendered in either grayscale or Electric Emerald.

Notice
Some of the examples above use black text on rather dark bakgrounds. This is an intentional "error", but should be reserved for ads or other large surfaces where legibility can be retained.

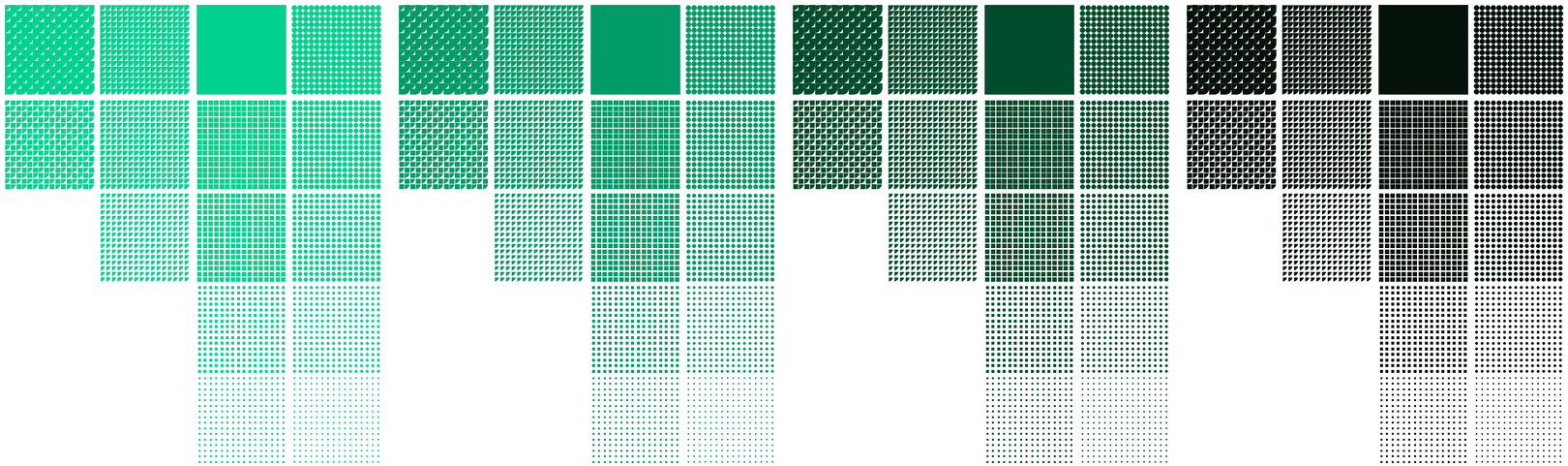
004

Patterns

Patterns

As a part of Ivy’s atomic design, the basic shapes from the logotype is reused as a pattern, creating an interesting and distinct pattern that can be used in various ways.

LOGOTYPE VARIATIONS



005

Typography

Typography

Since the product lives within the ShadCN universe, combined with licenceing costs, the typeface of Inter is set.

Being the world’s most used typeface, whilst also aiming to create a brand built on minimalism and logic, the options are limited. However, these limitations work well to keep the brand together, creating a unified, professional look.

The typographic component in the brand itself plays a structural, professional role. The main principle for the Ivy typography is spelled restraint.

By avoiding to mix too many font sizes, styles or color options at once, a calm, trustworthy expression is created.

Please note that the examples to the right are relative, given that one has to apply the same proportions to any text, but also factoring in the context. A print ad, webpage and an app text are all good examples of how different things appear in different surroundings. Instead, use the hierarchies given in the examples.

Say yes to yes code

Inter Display
Medium
Size: 60
Line height: 60
Spacing: -5%

Say yes to yes code

Inter Display
Medium
Size: 40
Line height: 41
Spacing: -4%

Say yes to yes code

Inter Display
Medium
Size: 30
Line height: 32
Spacing: -3%

Say yes to yes code

Inter Display
Medium
Size: 25
Line height: 27
Spacing: -2%

Say yes to yes code

Inter Display
Medium
Size: 25
Line height: 27
Spacing: -2%

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer

Lead

Inter
Regular
Size: 20
Line height: 22
Spacing: -2%

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable. If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle of text. All the Lorem Ipsum generators on the Internet tend to repeat predefined chunks as necessary, making this the first true generator on the Internet. It uses a dictionary of over 200 Latin words, combined with a handful of model sentence structures, to generate Lorem Ipsum which looks reasonable. The generated Lorem Ipsum is therefore always free from repetition, injected humour, or non-characteristic words etc.

Descriptive text

Inter
Regular
Size: 8
Line height: 14
Spacing: 4%

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer

Semi-Lead

Inter
Regular
Size: 15
Line height: 24
Spacing: 0%

THERE ARE MANY VARIATIONS OF PASSAGES OF LOREM IPSUM AVAILABLE, BUT THE MAJORITY HAVE SUFFERED ALTERATION IN SOME FORM, BY INJECTED HUMOUR, OR RANDOMISED WORDS WHICH DON'T LOOK EVEN SLIGHTLY BELIEVABLE. IF YOU ARE GOING TO USE A PASSAGE OF LOREM IPSUM, YOU NEED TO BE SURE THERE ISN'T ANYTHING EMBARRASSING HIDDEN IN THE MIDDLE OF TEXT.

Large label

Inter
Regular
Size: 8
Line height: 16
Spacing: 8%

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer

Large body

Inter
Regular
Size: 12
Line height: 15
Spacing: 1%

IT IS A LONG ESTABLISHED FACT THAT A READER WILL BE DISTRACTED BY THE READABLE CONTENT OF A PAGE WHEN LOOKING AT ITS LAYOUT. THE POINT OF USING LOREM IPSUM IS THAT IT HAS A MORE-OR-LESS NORMAL DISTRIBUTION OF LETTERS, AS OPPOSED TO USING 'CONTENT HERE, CONTENT HERE', MAKING IT LOOK LIKE READABLE ENGLISH. MANY DESKTOP PUBLISHING PACKAGES AND WEB PAGE EDITORS NOW USE LOREM IPSUM AS THEIR DEFAULT MODEL TEXT, AND A SEARCH FOR 'LOREM IPSUM' WILL UNCOVER MANY WEB SITES STILL IN THEIR INFANCY. VARIOUS VERSIONS HAVE EVOLVED OVER THE YEARS, SOMETIMES BY ACCIDENT, SOMETIMES ON PURPOSE (INJECTED HUMOUR AND THE LIKE).

Small label

Inter
Regular
Size: 5
Line height: 12
Spacing: 14%

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable. If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle of text. All the Lorem Ipsum generators on the Internet tend to repeat predefined chunks as necessary, making this the first true generator on the Internet. It uses a dictionary of over 200 Latin words, combined with a handful of model sentence structures, to generate Lorem Ipsum which looks reasonable. The generated Lorem Ipsum is therefore always free from repetition, injected humour, or non-characteristic words etc.

Body

Inter
Regular
Size: 10
Line height: 13
Spacing: 2%

Blog Post Headline

The first paragraph that draws in the user to keep reading the blog. Such a nice one it is too. Lovely.

Space: 20 px

The spacing depends on the size of the headline and the lead paragraph. I chose 20 px as it creates a system of even 10px spaces as base units, that can be modified and that looks deliberate to the user.

Space: 40px

This space is 40px. The space is used to indicate a clear separation between the Heading/body copy sections. It can also be filled by an image. Then it should be at least 20 px of free space above (or two base units) and below.

Suspendisse sit amet lorem eget enim consectetur mattis. In viverra eu massa sit amet elementum. Donec sed mi enim. Sed eget vehicula tortor. Etiam faucibus quam id velit dapibus, sollicitudin tempor orci auctor. Quisque suscipit vehicula tempus. Quisque euismod dui in arcu tincidunt, eget iaculis lacus lobortis. Phasellus pellentesque tempor nisl a tempor.

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- Apple
- Orange
- Kiwi

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Space: 40px

A clear indication that the paragraph is over, by using 4 base units.

Paragraph Headline

Space: 20px

The space indicates that the headline and the subsequent paragraph are connected, since it is smaller.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut pellentesque nibh non eros bibendum porttitor. Vestibulum eu aliquet magna. Nam fermentum diam augue, sit amet egestas urna rhoncus quis. Nunc commodo rhoncus maximus. Suspendisse sit amet lorem eget enim consectetur mattis. In viverra eu massa sit amet elementum. Donec sed mi enim. Sed eget vehicula tortor. Etiam faucibus quam id velit dapibus, sollicitudin tempor orci auctor. Quisque suscipit vehicula tempus. Quisque euismod dui in arcu tincidunt, eget iaculis lacus lobortis. Phasellus pellentesque tempor nisl a tempor.

Space: 40px

To mark the end of a paragraph, we are using a 4-base-unit space. A natural separation to the subsequent paragraph is created.

006

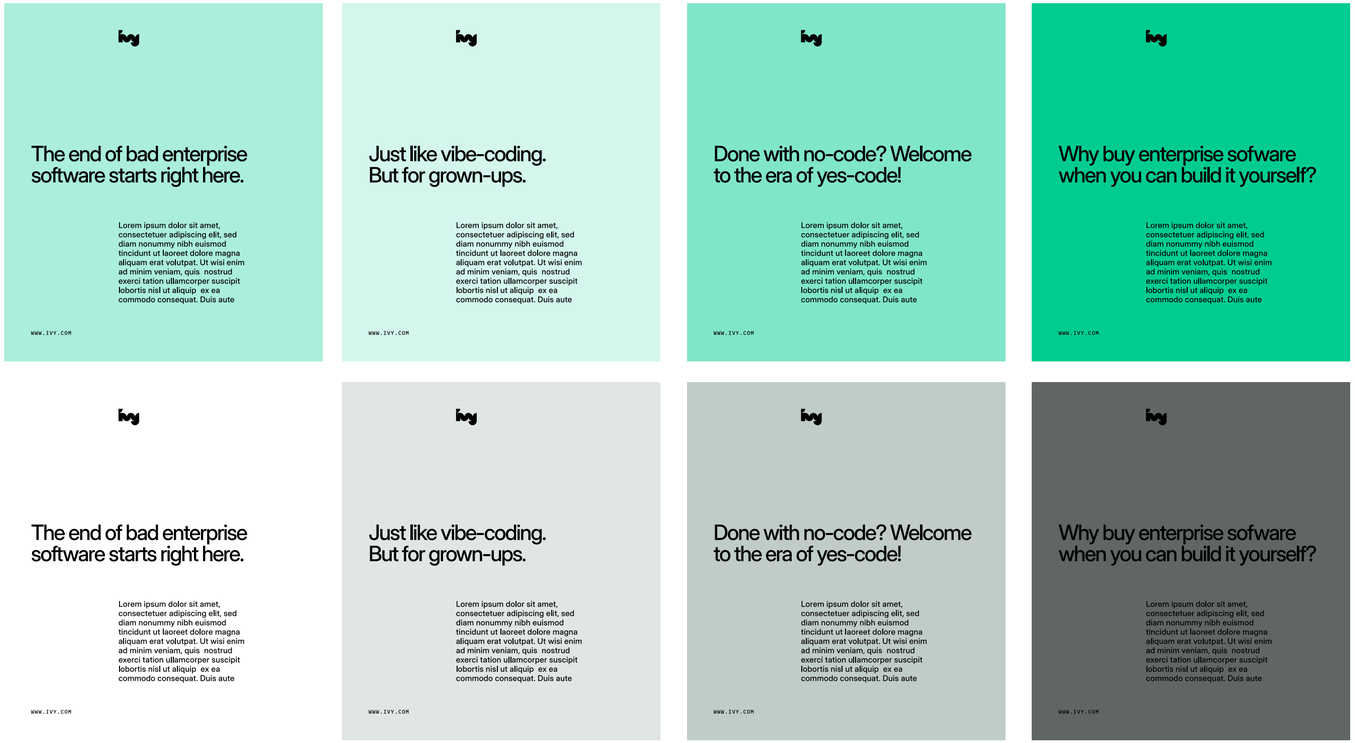
Layout

Layout

Hierarchy is key to being minimalist. Therefore, the main message should always be displayed in the most prominent space available. In this case, the poster is designed with a 60pt headline positioned on a left hand side gridline with a 10 % margin.

Thus, using elegant Dutch typographic rules and plenty of negative space, the message comes across clearly, without becoming boring.

LAYOUT EXAMPLES




Junior Growth Marketing Specialist
Product-Led Growth Specialist
Open-Source Community Manager
Founding AI Engineer
Founding Engineering Manager
Founding Design Engineer



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