Brand Guidelines

icehouse

Our *Vision*

To create a thriving New Zealand driven by entrepreneurs and business owners.

To do this we evolve, stay relevant and push the boundaries to provide leadership and expertise in the areas the businesses and individuals who work with us need.

After 15 years, we reflected, conducted research and set on a path to develop our strategy out to 2026. From this we learnt that the Icehouse brand, logo and sub-brands did not fully express our personality, attribute equity to one another and appeared unapproachable. We so we embarked on a path to create a refreshed brand and brand family, which speaks to our belief in the extortionary potential of NZ business owners and entrepreneurs.

We wanted to ensure our refreshed brand expressed that we are authentic in our pursuit, we are here to help individuals succeed, and that we have the offering and expertise to enable it. We knew we needed to acknowledge the interests and connection of those who've worked closely with us, as for many in the Icehouse ecosystem, we've grown to be trusted friends and business partners.

The Icehouse master brand, for those that know us, is synonymous with investment and enabling the best start-ups and aspirational business owners to succeed. For those who do not know us, we need to find a way to ensure we are the go-to for this market. How do we do this? We build and amplify our brand equity.

Our challenge was that our sub-brands and affiliates do not link readily to The Icehouse, nor does The Icehouse lend it's 16-year credibility to these brands. A great brand is one we come to trust with time and experience, so we resolved that attribution across our brands was critical to long term success.

Contents

NO. *1*

Logo

Primary Logos

This is the Primary Logo, it must be resized proportionately, never stretched.

Primary Logo

icehouse

Primary Logo with Tagline

icehouse
Grow smarter. Grow faster.

Download Logos

Reversed Logos

Primarily for use on dark backgrounds that still provide enough contrast against the orange donut and white text.

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Download Logos

icehouse

icehouse
Grow smarter. Grow faster.

Black Logos

Primarily for use when there is a limit on the number of colours used in a print run, e.g. if it's a 1-colour print job.

icehouse

icehouse
Grow smarter. Grow faster.

Download Logos

White Logos

Primarily for use when the donut lacks contrast against the background, e.g. when the logo is on an orange background, or if there is a limit on the number of colours used in a print run, e.g. if it's a 1-colour print job.

icehouse

icehouse
Grow smarter. Grow faster.

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Download Logos

Logo Clear Space

When using the Icehouse logo, always apply an exclusion area equal to the height of the 'h' in 'Icehouse' on all sides as shown.

Clear space
The height of the 'H' in 'Icehouse'

To protect the legibility of the logo, it should never be used on any format at a size smaller than 30mm in width for print formats and 100 pixels in width for digital formats.

Minimum sizes – print

Minimum sizes – web

30mm


30mm

100px

100px

Brand Submark

A submark is an alternate representation of the brand that can be used when we need something at a smaller scale allowing you to communicate the brand quickly.

The graphic can be used as an icon in a piece of brand collateral, or as a social profile photo. It must be resized proportionately, never stretched.

Primary Donut

Black Donut

White Donut

THE ICEHOUSE GROWTH HUB BRAND GUIDELINES
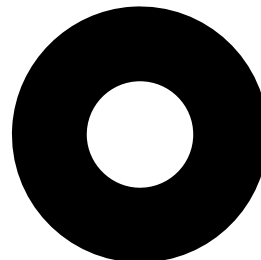
Download Submark

NO. *2*

Brand Elements

Brand Pattern

The 'donut' element in the logo has been split into segments to signify the different component blocks that make up our courses, these unique shapes represent the various offerings as well as the different stories and experiences of our learners.

This repeating pattern can be used to add interest to any artwork or backgrounds, but can only be used on top of the brand Charcoal background (please refer to the **Colour Palette section** for breakdown).

Download Pattern

THE ICEHOUSE GROWTH HUB BRAND GUIDELINES

Brand Elements

Hand-drawn elements bring about a sense of human connection where authentic stories are shared between business owners and leaders, idea generation and the act of physically noting things down that take place in our workshops.

These elements can be applied sparingly throughout any brand collateral to highlight certain messaging and add that sense of fun which makes our programmes unique and successful.

Please be mindful when scaling that the stroke weight must be consistent across any elements used. The working AI file can be utilised for creating any elements to size with the same stroke weight.

Brand Iconography

The Icehouse icons are hand-drawn in style to align with our other brand elements. It is important for any new icons to be created in the same stylistic approach for consistency.

Things to note when creating new icons:
- Ensure you're using our AI working file which contains the same brush stroke used in our existing icons
- Fill only the key area/graphic with white and leave the rest unfilled to highlight certain elements
- The fill is made to look irregular, as it if was coloured by hand. It is intentionally not a perfect fill but rather the fill can go in/out of the stroke outlines, as per the reference below.
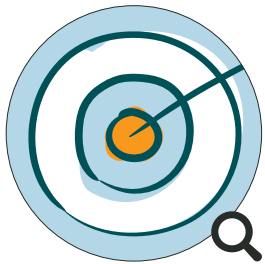
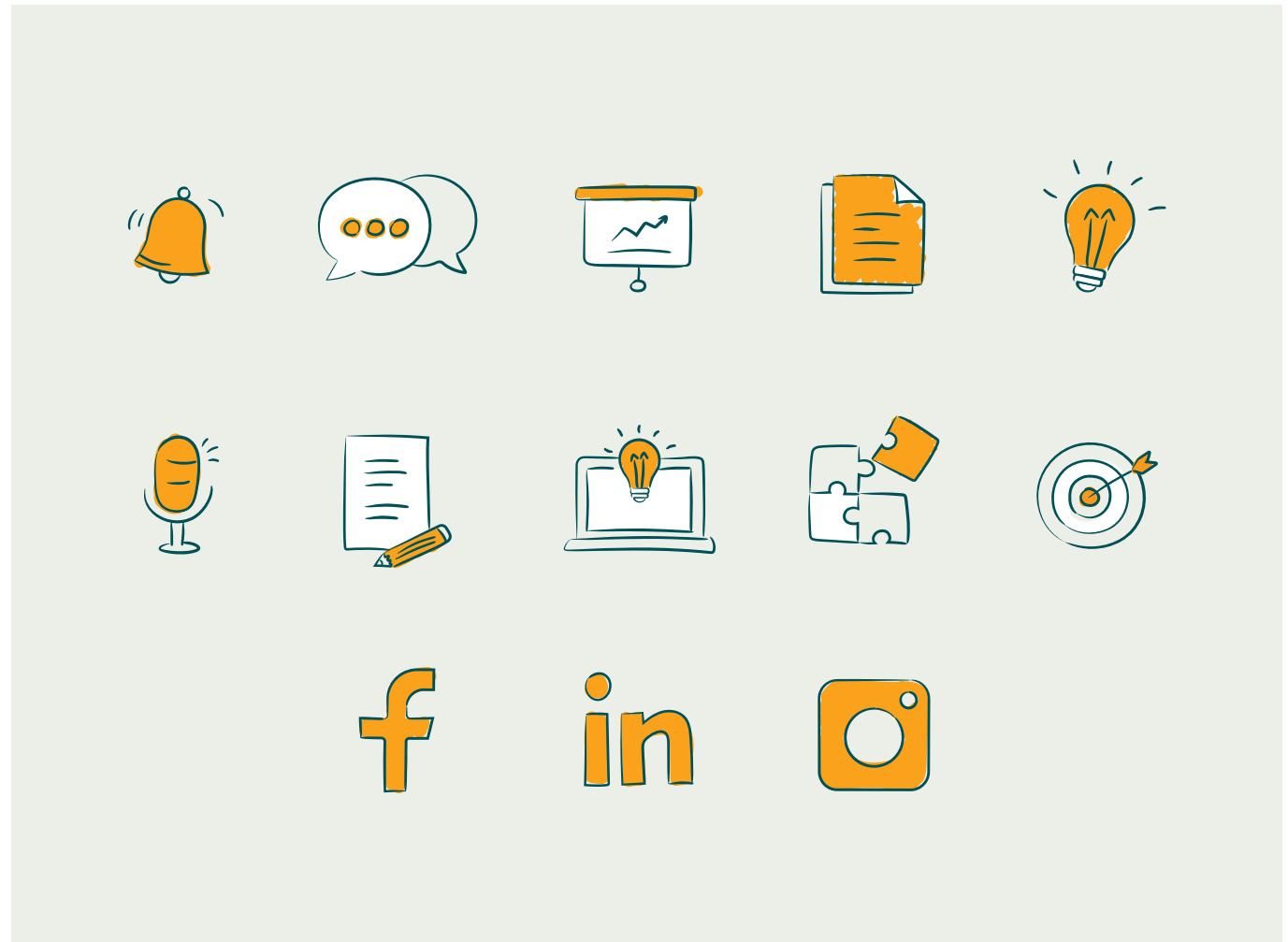**Colours – on Charcoal, Sky or Stone background**
- **Stroke:** Teal
- **Fill:** White & Sunrise

Refer to the Colour Palette section for breakdowns

Colours – on Teal background
- **Stroke:** Chacoal
- **Fill:** White & Sunrise

Refer to the Colour Palette section for breakdowns

NO. *3*

Colour Palette

Brand Colours

Our brand is underpinned with a colour palette designed to be modern, approachable and professional. Keeping colour consistent is a vital element to our branding. Colour is the way we differentiate and identify our brand in a crowded marketplace. To help achieve greater brand recognition it is important that our colour palette is applied accurately and consistently.

PANTONE
2018 C
—
R   244
G   119
B   33
—
C   0
M   66
Y   100
K   0
—
#F47721

ORANGE

PANTONE
2012 C
—
R   250
G   162
B   27
—
C   0
M   42
Y   100
K   0
—
#FAA21B

SUNRISE

PANTONE
7457 C
—
R   179
G   215
B   231
—
C   28
M   5
Y   5
K   0
—
#B3D7E7

SKY

PANTONE
7476 C
—
R   0
G   78
B   78
—
C   92
M   50
Y   60
K   38
—
#004E4E

TEAL

PANTONE
5793 C: 20% Tint
—
R   235
G   239
B   232
—
C   7
M   2
Y   8
K   0
—
#EBEFE8

STONE

PANTONE
BLACK 3 C
—
R   40
G   46
B   42
—
C   23
M   9
Y   24
K   92
—
#242B27

CHARCOAL

Colour Hierarchy

A colour hierarchy has been implemented, with Moss being the hero colour and Aqua the secondary. Sunset and Wine are highlight colours that can be used for conveying importance. Stone is mainly used for background washes and Charcoal for body copy.

THE ICEHOUSE GROWTH HUB BRAND GUIDELINES

Colour Usage

Using the right colour combinations is essential to ensure contrast for readability, visual appeal, and effective communication.
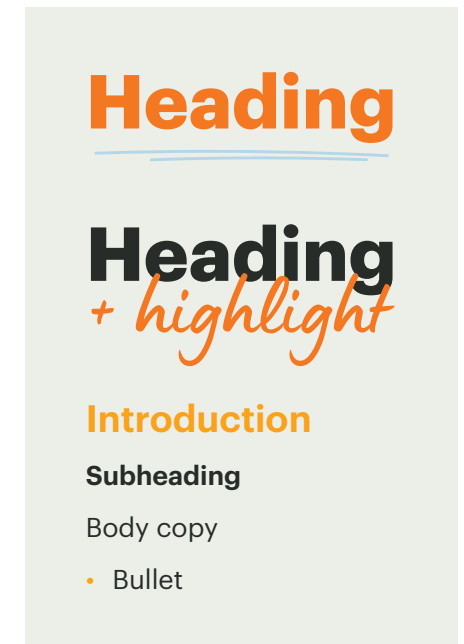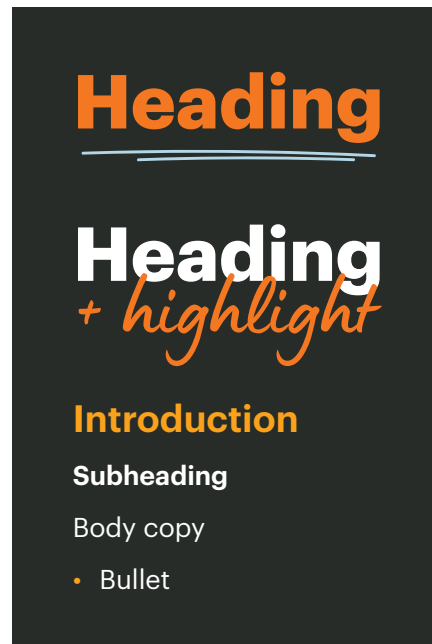
Charcoal background
- **Heading (only):** Orange
- **Heading when used with Highlight:** White
- **Highlight:** Orange
- **Introduction:** Sunrise
- **Subheading:** White
- **Body copy:** White
- **Bullet:** Sunrise
- **Hand-drawn elements:** Sky

Teal background
- **Heading:** Orange
- **Heading when used with Highlight:** White
- **Highlight:** Orange
- **Introduction:** Sunrise
- **Subheading:** White
- **Body copy:** White
- **Bullet:** Sunrise
- **Hand-drawn elements:** Sky

Stone background
- **Heading:** Orange
- **Heading when used with Highlight:** Charcoal
- **Highlight:** Orange
- **Introduction:** Sunrise
- **Subheading:** Charcoal
- **Body copy:** Charcoal
- **Bullet:** Sunrise
- **Hand-drawn elements:** Sky

Heading
Heading *+ highlight*
Introduction
Subheading
Body copy
- Bullet

Heading
Heading *+ highlight*
Introduction
Subheading
Body copy
- Bullet

Heading
Heading *+ highlight*
Introduction
Subheading
Body copy
- Bullet

NO.
4
Typography

Primary Typeface

Graphik is our primary brand typeface, used in headings and body copy.

We use the below weights of Graphik:
- Bold
- Semibold
- Medium
- Regular

Graphik Bold
Used for headlines

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890
!@#$%^&*()-+

Graphik Semibold
Used for intro/subheadings when we need to emphasise words within body copy

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890
!@#$%^&*()-+

Graphik Medium
Used for footers and page numbers

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890
!@#$%^&*()-+

Graphik Regular
Used for body copy

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890
!@#$%^&*()-+

Secondary Typeface

Lumios Marker is our secondary typeface, used in callouts or to emphasise certain words within in a headline.

It can be used in combination with Graphik Bold to create heading lockups, however it is not suitable for lengthy sentences.

When using in combination with Graphik as a headline, it may have a tight leading and slight overlap with some of the Graphik text where appropriate to create a lockup, as per the sample below.

Lumios Marker

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Heading lockup example

The Icehouse
Alumni Conference
2024 *Schedule*

Alternate Typeface

Arial is our system default font, to be used when Graphik is unavailable or unsuitable, e.g. emails, presentations, PC-based documents.

We use the below weights of Arial:
Heading: Bold
Introduction: Bold
Subheading: Bold
Body copy: Regular

Arial Bold
Used for headlines and subheadings

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()-+

Arial Regular
Used for body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()-+

THE ICEHOUSE GROWTH HUB BRAND GUIDELINES

Use of Type

Typographic hierarchy is a system for organising type that establishes an order of importance within the content, allowing the reader to easily find what they are looking for and navigate the copy. Maintaining these type pairings and proportions will allow for clarity, consistency and a strong hierarchy for all communications.

Heading
Graphik Bold

Highlight
Lumios Marker

Introduction
Graphik Semibold

Subheading
Graphik Semibold

Body Copy
Graphik Regular

Footer
Graphik Medium

Do we need to update this copy with new brand messaging?

Helping
Kiwi Businesses

The Icehouse is New Zealand's leading provider of courses, customised programmes and business coaching specifically designed to help Owner Managers and Senior Leaders in Kiwi small and medium-size businesses.

We help these understated heroes of the New Zealand economy grow their ambition, develop new skills, action their strategies and keep each other accountable along the way.

How it started

When our founder David Irving initially pitched the idea of The Icehouse in 2000, he had a very simple value proposition – he wanted to develop a journey programme for New Zealand's small and medium-sized enterprises, these 'bloody things called SMEs'. They were like flies, buzzing everywhere, but you couldn't grab hold of them, and you didn't necessarily know where they were coming from – but they were the engine room of the New Zealand economy, and no one was teaching them how to grow.

ABOUT THE ICEHOUSE

Typography Stylesheet

The following styles are based on an A4 document and have been created so information can be easily navigated and understood. Using these styles helps create information hierarchy and consistency throughout the document.

Please note: these styles act as a general guide, in some instances adjustment may be needed.

*The size of the **Handwritten Heading (using Lumios Marker Regular)** can be adjusted according to what works visually against the heading.

Style	Size	Leading	Font	Case
Heading	48pt	52pt	Graphik Bold	Sentence
Heading, handwritten	58pt+*	58pt+*	Lumios Marker Regular	Sentence
Intro	14pt	18pt	Graphik Semibold	Sentence
Subheading	10pt	14pt	Graphik Semibold	Sentence
Body copy	10pt	14pt	Graphik Regular	Sentence
Body copy, highlight	10pt	14pt	Graphik Semibold	Sentence
Table heading	9pt	12pt	Graphik Semibold	Sentence
Table body copy	9pt	12pt	Graphik Regular	Sentence
Footer	8pt	10pt	Graphik Medium	Uppercase
Page number	7pt	N/A	Graphik Medium	Uppercase

Table Styling

The opposite example is based on an A4 document and provides general rules surrounding styling of tables and the content it contains.

Stroke
Horizontal Stroke Weight: 0.5pt
Vertical Stroke Weight: 0pt
Header Row Stroke Colour: Nil
Copy Row Stroke Colour: Charcoal

Cell Formatting

Style	Horizontal Alignment	Cell Vertical Alignment
Table Heading **Font:** Graphik Semibold **Size:** 9pt **Leading:** 12pt	Left	Top
Table body copy **Font:** Graphik Regular **Size:** 9pt **Leading:** 12pt	Left	Top

Cell Fill Colour – Light Background

Header Cell Fill: Sky
Copy Cell Fill: White
Cell Margins **Top Margin:** 3mm **Bottom Margin:** 3mm **Left Margin:** 3mm **Right Margin:** 3mm

Cell Fill Colour – Dark Background

Header Cell Fill: Teal
Copy Cell Fill: White
Cell Margins **Top Margin:** 3mm **Bottom Margin:** 3mm **Left Margin:** 3mm **Right Margin:** 3mm

THE ICEHOUSE GROWTH HUB BRAND GUIDELINES

NO. *5*

Brand Treatment

Brand Treatment

Stickers

Brand Treatment

Apparel

Brand Treatment

Name Tags

Brand Treatment

Business Card

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icehouse

Brand Treatment

Powerpoint Template

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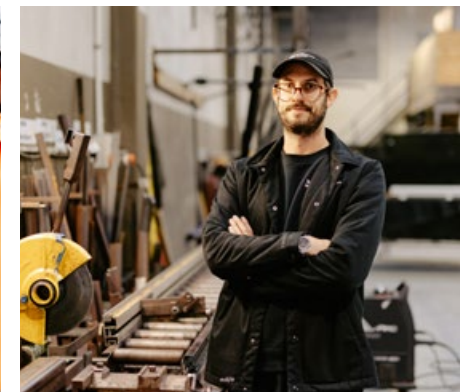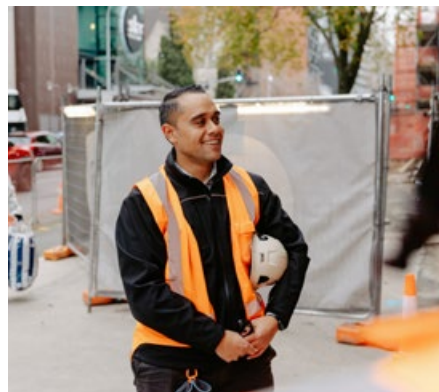
Brand Treatment

Poster

NO. *6*

Brand Imagery

Imagery

Every image should feel natural, relaxed and in the moment.

Notes about the types of images we use – lifestyle shots of alumni in their work environment etc. Tone of images (warm, light, bright?)

NO. 7

Web UI

Typography

Font use
Headings: Graphik Bold
Subheadings: Graphik Semibold
Body copy: Graphik Regular
Text links: Graphik Medium

Font sizes

Heading 1

88px

Heading 2

68px

Heading 3

54px

Heading 4

22px

Paragraph 1

54px

Paragraph 2

46px

Paragraph 3

36px

Paragraph 4

18px

Buttons

Font use
Buttons: Graphik Semibold

Primary buttons

Normal   **Hover**   **Active**   **Disabled**

Normal state
- **Fill:** #FF4D00
- **Stroke:** None
- **Text:** #FFFFFF

Normal state
- **Fill:** #FF7700
- **Stroke:** None
- **Text:** #FFFFFF

Normal state
- **Fill:** #D9451F
- **Stroke:** None
- **Text:** #FFFFFF

Normal state
- **Fill:** #FFBD9C
- **Stroke:** None
- **Text:** #FFDECC

Secondary buttons

Normal   **Hover**   **Active**   **Disabled**

Normal state
- **Fill:** #FFFFFF
- **Stroke:** #FF4D00, 1px
- **Text:** #FF4D00

Hover state
- **Fill:** #FFFFFF
- **Stroke:** #FF7700, 1px
- **Text:** #FF7700

Active state
- **Fill:** #FFFFFF
- **Stroke:** #D9451F, 1px
- **Text:** #D9451F

Disabled state
- **Fill:** #FFFFFF
- **Stroke:** #FFBD9C, 1px
- **Text:** #FFBD9C

THE ICEHOUSE GROWTH HUB BRAND GUIDELINES

Colour Usage

Using the right colour combinations is essential to ensure contrast for readability, visual appeal, and effective communication.

Heading #F47721

Subheading #FFFFFF

Body copy #FFFFFF

Normal Link #FF4D00

Hover Link #FF7700

BACKGROUND #242B27

Heading #F47721

Subheading #FFFFFF

Body copy #FFFFFF

Normal Link #FFFFFF

Hover Link #FF7700

BACKGROUND #004E4E

Heading #F47721

Subheading #242B27

Body copy #242B27

Normal Link #FF4D00

Hover Link #FF7700

BACKGROUND #EBEFE8