

BACKLIGHT



The following guidelines are for Backlight’s internal design and marketing teams, as well as any external agencies or contractors who may make assets for Backlight and its sub-brands.

Backlight Logo & Identity

Iconik Logo

Brand Colors

Typography

Backlight Logo & Identity

BACKLIGHT

BACKLIGHT

Ambitious teams need
ambitious tools

Backlight replaces broken media workflows with simple,
AI-powered products designed to make your teams faster
and your business stronger.

www.backlight.co

[@backlight.co](https://twitter.com/backlight.co)

BACKLIGHT

LOGOTYPE

A logotype is separate from a logo. A logo is an abstracted design whereas a logo mark contains the entirety of the word itself. This was a deliberate choice for greater brand awareness and audience impact.

LOGOTYPE

BACKLIGHT

STACKED

BACK
LIGHT

TILE



EXCLUSION ZONES

The clear space around the logo guarantees its visibility and effectiveness by keeping it separate from other competing visual elements like text, graphics, and images. The diagrams illustrate the appropriate spacing required around the logo. Ensure no other text or logos overlap upon this designated area.

Logotype

The exclusion zone on all sides is equal to the x-height of the logotype. In other terms, it aligns with the height of the letter ‘B’.

Tile

The tile should follow the same conventions as the logotype, with the exception of slight scaling.

Stacked

The stacked logo keeps the same exclusion zone as the non-stacked logo.

LOGOTYPE



STACKED



TILE



BEST PRACTICES

The Backlight logotype should always be treated as the most critical part of the brand itself — when creating assets, keep these examples in mind and if there is a question, contact Marketing.

Unapproved Colors

Do not place on unapproved color backgrounds or with low contrast colors.

Background Images

Do not place on high contrast backgrounds. Add a 30% black overlay to the image for better visibility.

Skew or Warp

Do not skew or warp the logo type



Iconik Logo

ICONIK

The **Iconik by Backlight lockup** is our primary logo and must be used as the default choice across all marketing, presentations, and official brand assets whenever space permits. This lockup establishes our parent brand connection and ensures consistent identity placement.

The **standalone Iconik logotype** can be utilized when clear references to the Backlight brand already exist nearby on the same asset, or where brand recognition has already been firmly established with the audience.

If you are unsure which variant to use for your project, please contact the marketing team for approval.



PRIMARY

ICONIK
by Backlight

ICONIK
by Backlight

SECONDARY

ICONIK

ATOMIZED

ICONIK

FAVICON

ICONIK

Brand Colors

Neutrals

RGB: 21 21 21

HEX: 151515

PMS: Black C

Ember

RGB: 240 57 9

HEX: F03909

PMS: 172 C

Sand

RGB: 228 221 213

HEX: E4DDDD5

PMS: 9080 U

CONTRAST

Contrast enhances readability and visual hierarchy, ensuring that important information is clear and easy to navigate. Strong contrast also creates a distinctive visual identity that captures attention and differentiates a brand from its competitors.

ADA compliance

In designs which require strict ADA compliance, be sure to run the selected color combination through a checker. If it fails that check, replace with a tint on the previous page until the checker is positive.



Typography

TYPOGRAPHY

Backlight’s type system uses two fonts: Instrument Sans and Fragment Mono — both fonts that are available in Google Slides, Figma, and most major design platforms.

The only adjustments are to Letter-Spacing, when possible, to create desired hierarchy and visual alignment.

Heading

Font Family	Instrument Sans
Font Weight	Semi Bold
Size/Line-Height	75 / 100%
Letter-Spacing	-3%
Text-Transform	Sentence case

Subheading

Font Family	Instrument Sans
Font Weight	Semi Bold
Size/Line-Height	30 / 130%
Letter-Spacing	-2%
Text-Transform	Sentence case

Body Copy

Font Family	Instrument Sans
Font Weight	Semi Bold
Size/Line-Height	16/ 150%
Letter-Spacing	-1%
Text-Transform	Sentence case

Buttons & Tags

Font Family	Fragment Mono
Font Weight	Regular
Size/Line-Height	14 / 100%
Letter-Spacing	0px
Text-Transform	All Caps

Unlock your team’s full potential

Boost your creative output.
And your bottom line.

Backlight replaces broken media workflows with simple, AI-powered products designed to make teams faster and businesses stronger. Through our integrated suite of solutions, including Iconik, Wildmoka, Ftrack, Cinesync, Celtx, and Zype, we empower creative and production teams to focus on what matters most: crafting compelling stories that drive impact.

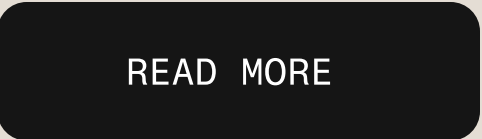
Primary



Secondary



Secondary



TYPOGRAPHY IN ACTION

While, at times, you can break out of this type system, it’s important to maintain a strong visual hierarchy: identify the main tagline or header and parse out copy in an intelligible and easy-to-digest structure. This format makes it easier.

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READ MORE



WHEN TO USE ‘TANKER’

Tanker is a **special use** type. It’s use in Backlight designs is up to the discretion of the individual designer, but it should be used sparingly. It’s great for moments where the design calls for a condensed type, but doesn’t translate well into the digital landscape.

Rule of Thumb

As a general, it’s best to not use Tanker when it comes into conflict with other logos. As the root of our logo type is Tanker, visually it’s important for the user to make the connection and not be impeded by competed type.

No Caps!

Even in lowercase, Tanker is an all-caps font. The uppercase lettering is slightly different from lowercase, so it’s important that it remains lowercase when deployed.

THIS
TYPEFACE IS
USED FOR
HEADERS

BACKLIGHT

