



CEYKOR

Brand Guideline

Version 01.1 | 2025

Brand Overview

- **Brand Name:** CEYKOR
- **Brand Purpose:**
To represent Sri Lanka's natural heritage, authenticity, and sustainability.
- **Brand Values:**
Authentic, Natural, Strong, Rooted, Progressive
- **Brand Personality:**
Modern yet grounded in tradition, eco-conscious, warm, trustworthy.

Disclaimer

This brand guideline has been created to ensure consistent and correct usage of the **CEYKOR** identity. All elements, including logos, typography, colors, and design assets, are the intellectual property of **CEYKOR** and may not be altered, modified, or used in any unauthorized manner.

The guidelines outlined in this document must be followed by all internal teams, partners, and third-party collaborators when representing the brand. Any exceptions or special usage must receive prior approval from the **CEYKOR** brand team/management.

By adhering to these standards, we ensure the brand is represented with clarity, professionalism, and consistency across all platforms.

Logo Concept & Philosophy



CEYKOR

- **Typography:**
A clean, bold geometric sans-serif to represent clarity and strength.
 - **Symbolism:**
K + O = Coconut half in 3D representing Sri Lanka's coconut identity, nourishment, and export strength.
O + Green Stroke = Resembles Sri Lanka's geographical shape connects brand to its roots.
- Color Combination =
Natural (brown = coconut shell & soil) + Growth (green = freshness & sustainability).
- **Hidden Message:**
CEYKOR is not just a wordmark; it visually integrates Sri Lanka's identity and its natural core.



Logo Variations

Primary Logo

Use for all standard communications.



Secondary Logo

Use when color printing is limited.



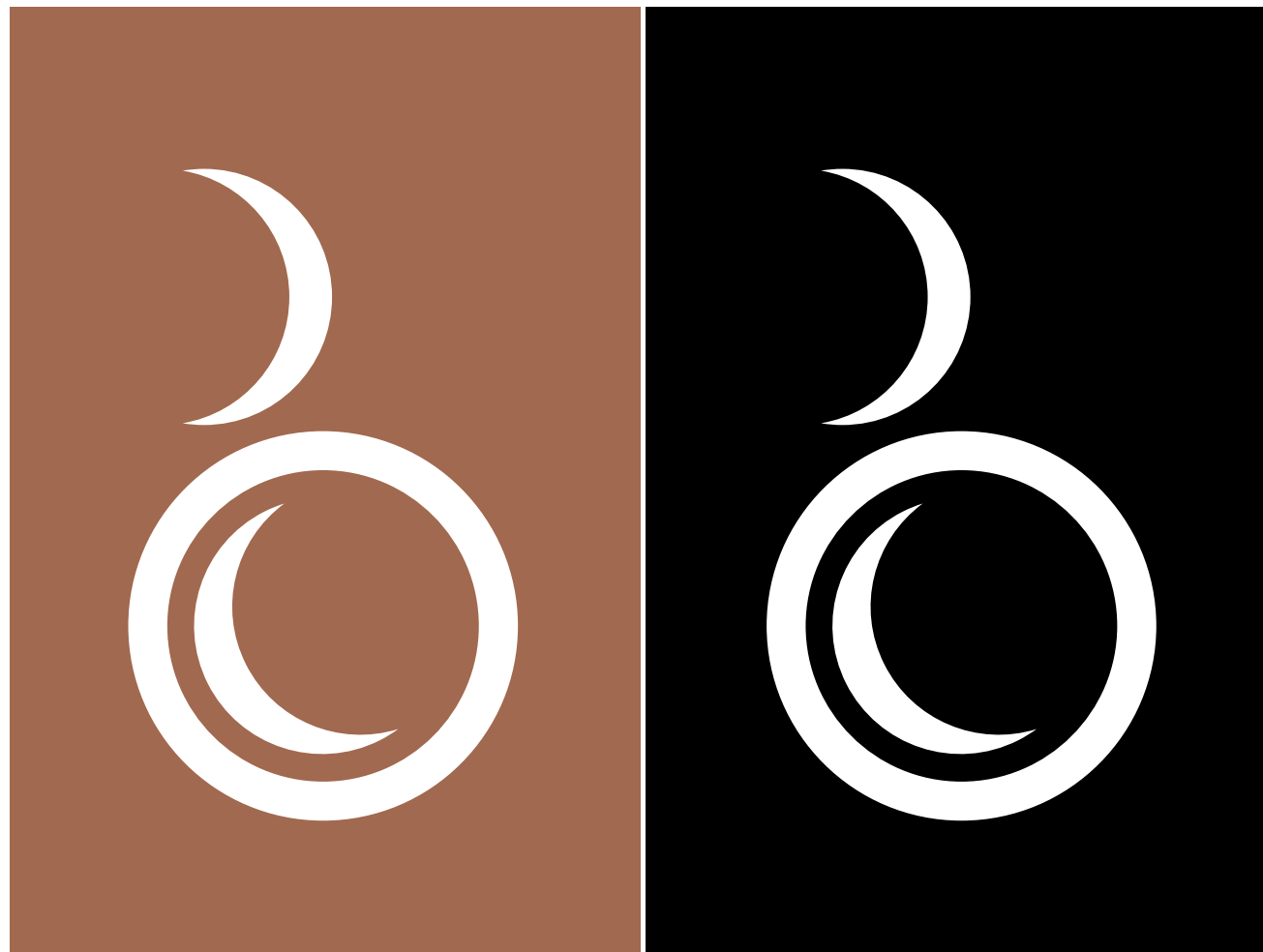
Reversed Logo

- White logo on dark backgrounds.
- For high-impact placements

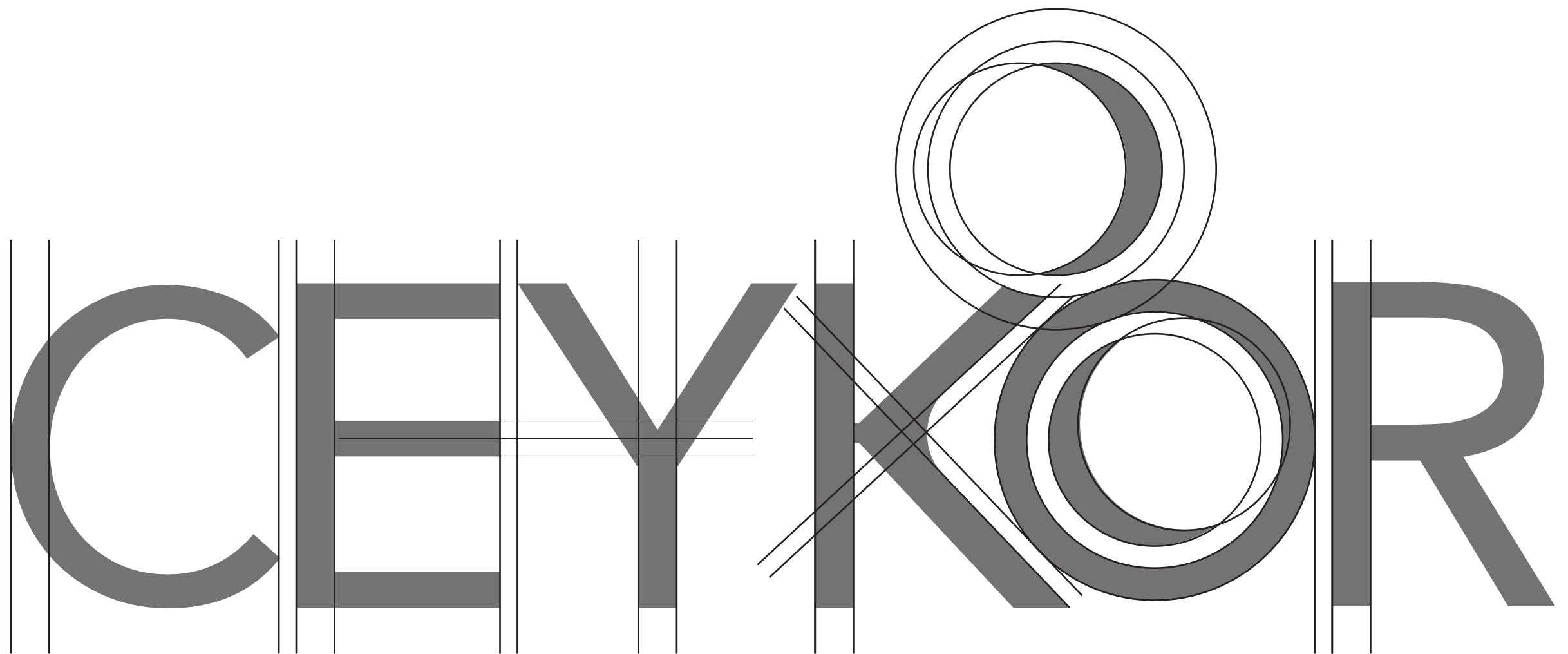


Icon Mark

The “coconut + Sri Lanka” element can be used as a standalone icon for social media avatars, app icons, or product stamps.



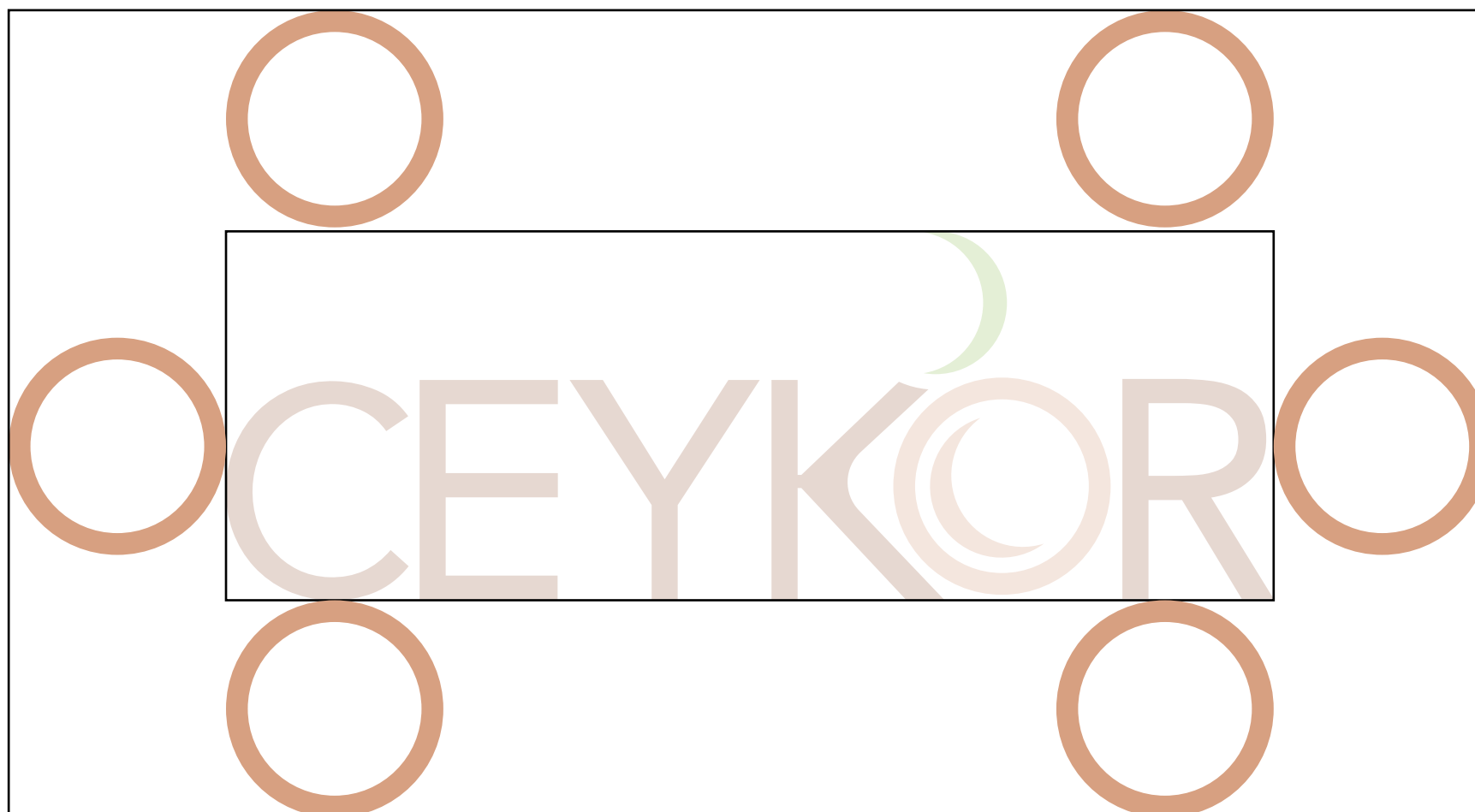
Logo Proportion



Logo Usage Rules

Clear Space

Maintain clear space equal to the height of the "o" icon mark around all sides of the logo.



Minimum Size

- Print: Not smaller than 25mm in width.
- Digital: Not smaller than 150px in width.

CEYKOR

25mm/ 150px

Do's and Don'ts

- ✔ Use original logo colors.
- ✔ Place on clean, uncluttered backgrounds.
- ✔ Maintain proportions.
- ✔ Use high-resolution files for print.
- ✘ Do not stretch, warp, or skew.
- ✘ Do not change colors.
- ✘ Do not add shadows, glows, or effects.
- ✘ Do not crop or rearrange elements.
- ✘ Do not place on busy or patterned backgrounds.



Color Palette

Primary Colors



Coconut Shell Brown

C 31%, M 60%, Y 71%, K 14%
R 161, G 105, B 79
#a1694f

Coconut Shell Light Brown

C 15%, M 40%, Y 49%, K 0%
R 215, G 160, B 129
#d7a081

Coconut Green

C 45%, M 5%, Y 80%, K 0%
R 152, G 194, B 98
#98c262

Secondary/Support Colors



Neutral White

Dark Gray

C 0%, M 0%, Y 0%, K 70%
R 109, G 110, B 113
#6d6e71

Light Sand Beige

C 9%, M 16%, Y 27%, K 0%
R 229, G 209, B 184
#e5d1b8

Typography System

The *Avenir* font family will be used as the primary typeface across all brand communications. Its clean, modern, and versatile design ensures readability and consistency across digital and print applications, establishing a strong and contemporary visual identity for the brand.

Pure by Nature, Premium by Ceykor

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Designed By

saan