INKRALLY™

For the things you're into.

IDENTITY / PHOTOGRAPHY / CAMPAIGNS

A visual world for curious minds.A practical system for everything we make.

THE IDEA

Your interests. Out in the open.

A room should feel like the person who lives in it.

The car you recognize by silhouette. The machine you can't stop studying. The place that puts everything in perspective.

INKRALLY turns those interests into art you can live with. Expressive compositions, considered typography, and tangible canvas—with enough personality to make a wall feel like yours.

THE PROMISE

Art for your kind of mind.

Curious. Confident. Human.

01

Look closer.

Specific subjects make the brand memorable. Lead with the silhouette, the material, the detail someone will recognize.

02

Say it simply.

Short, direct language. A little wit. Invite people into the art without telling them what kind of person they should be.

03

Make it physical.

Show texture, wrapped edges, honest scale, and rooms with character. Give every composition a life beyond the screen.

INK / THE MEDIUM + RALLY / A SHARED INTEREST

INKRALLY™

PRIMARY SIGNATURE

Bricolage Grotesque, weight 800, with the storefront's tight tracking. Use the supplied artwork; do not retype or reshape it.

WORDMARK FIRST

The name is the identity. No additional emblem. The existing INK favicon is a small browser utility, not a replacement brand symbol.

TRADEMARK

Use the ™ version on first or primary brand appearances. The plain wordmark suits repeated small applications.









One name.
Four strong settings.

Primary: cream on cobalt. Neutral: ink on cream. Reverse: white on ink. Accent: cream on orange for large display applications. Blue on cream is the preferred light-background signature.

A LITTLE ROOM TO BREATHE

Keep it clear.

Use a minimum clear space of half the cap height on every side. Keep artwork, edges, and body copy outside that space.

Minimum wordmark width: 120 px on screen or 30 mm in print. Below that, simplify the surrounding layout—not the letterforms.



INKRALLY™ 120 PX MINIMUM / DIGITAL

Do not stretch, outline, shadow, rotate, or place the wordmark on visually busy artwork. The packaged SVG is the master.

A little more electric.

Cobalt

#2449EDRGB 36 / 73 / 237

Primary brand field

Vermilion

#F04B25RGB 240 / 75 / 37

Emphasis & energy

Cream

#FFF9E9RGB 255 / 249 / 233

Warm breathing room

Ink

#182123RGB 24 / 33 / 35

Body copy & contrast

SCREEN MASTER: sRGB. For print, ask the printer to proof these colors on the actual stock; a generic CMYK conversion is not a color match.

BRICOLAGE GROTESQUE

Aa Looking closer.

Display 650–750 / Wordmark 800Tight tracking, open layouts, short lines.

INSTRUMENT SANS

Details make the difference.

Body 400–500 / Labels 600–650Regular sentence case. Use uppercase for navigation and small navigational labels.

Hierarchy in practice

Display: 64–112 pxSection title: 34–58 pxBody: 15–18 px / 1.6–1.85 line heightUtility: 10–12 px, modest letter spacing

Both font families use open font licenses.

LESS NOISE. MORE PERSONALITY.

Write like a person.

Start with recognition.

“For the love of the drive.”

“A little more you, on the wall.”

“Make room for a reset.”

Then get specific.

Describe the subject, color, composition, canvas depth, sizes, and what arrives.

Use concrete details instead of unsupported claims about quality.

Earn the trust.

No invented customer quotes, ratings, sales counts, scarcity, awards, or endorsements.

Only make price, delivery, and product promises the store can fulfill.





Real materials. Rooms with a point of view.

Window light, walnut, textured plaster, sculptural furniture. Let the canvas command attention. Keep the whole composition visible, with readable type and natural-looking scale.





One work. Two moods.

Use room mockups to show possibility while retaining the exact front-face composition.

Never regenerate, crop, or rewrite the artwork to fit a scene.

Styling is illustrative. Product dimensions are the source of truth for scale.



OPEN IT. HANG IT. LOVE IT.

The good part starts here.

Use close, purposeful gestures and credible protective materials. These are styled scenes, not customer endorsements.



Something worth opening.

Kraft, cobalt, warm cream. A bold belly band, a quiet thank-you card, and restrained repeated wordmarks.Proposed future packaging. Supplier feasibility and production specifications must be confirmed before manufacture.



Small format.
Strong impression.

Thick uncoated stock, clean typography, one confident color. A 3.5 × 2 inch card puts the brand first and the URL within easy reach.Editable card layouts are included. Print artwork needs stock, bleed, and color-proof approval.

SOCIAL PRESENCE

The identity at phone size.

The same name, color, and voice carry into a small screen. The artwork stays central; the identity gives it continuity.



Profile and launch-feed creative are withheld from this public edition.

CAMPAIGN IDENTITY

A consistent frame for the work.

The brand system connects a changing collection through typography, color, and tone. It gives different subjects a shared home.



Finished advertising layouts and campaign copy remain private.

ACROSS FORMATS

Recognizable wherever it appears.

A useful identity works across a website, a social profile, a printed card, and packaging concepts. Each application is reviewed in context.



Placement-specific creative and production instructions are withheld.

Make it yours.

01

Logos

SVG masters + transparent PNGs. Five colors, with and without ™.

02

Instagram

Desktop and mobile profile concepts, a 12-post feed plan, and source assets.

03

Photography

Interiors, unboxing, details, and individual product room mockups.

04

Advertising

Twelve statics, two carousels, and four short videos. Private campaign assets are not included in this edition.

05

Brand guide

This PDF and its editable, self-contained HTML layout.

06 / 07

Mockups & source

Packaging, stationery, original scene files, fonts, and production notes.

INKRALLY™

Art for your kind of mind.

INKRALLY.COM