



KAYBE
MEGAMARKETING

BRAND GUIDELINES



KAYBE Brand Guidelines

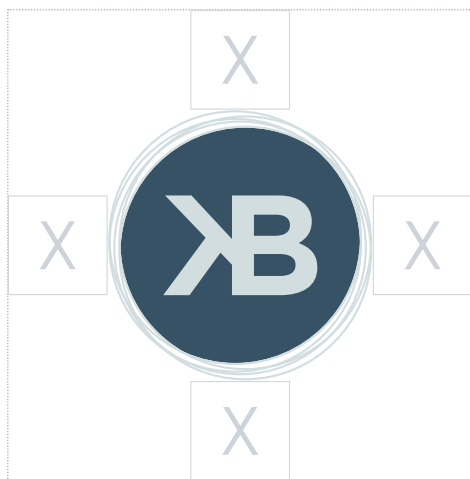
Typeface

Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam sodales, nulla sed blandit feugiat, nisi odio rhoncus tellus, vitae eleifend lectus ante ut purus.

Century Gothic Pro Regular is the typeface to be used for all copy across both digital and print. Headings have a minimum kerning of 100. Body copy to use standard kerning.

Logo



Two variants of the KAYBE logo (full colour and white-out) are available in SVG and PNG format for web/email use and EPS format for PDF/print use. The white-out logo is for use on mono print items only.

Please include sufficient white space around the logo. As shown in the example opposite, this white space should be at least the height of X.

The logo must not be reproduced less than 25mm wide. Never re-draw or change the arrangement of the logo elements. Never remove any of the elements from the logo.



X is calculated by the height of the K and B within the logo.



Colours



C 98 M 80 Y 53 K 72	C 81 M 56 Y 40 K 32	C 19 M 0 Y 5 K 0	C 37 M 0 Y 29 K 0
#0b1a27	#355164	#d4ffff	#a5fd6

For professional printing, please use the CMYK values as specified.

For digital use, please use the Hex values specified opposite.