

KIVRA

Brand Guidelines

1.0 Logotype

In this section we will introduce our logotype and how to use it.

Logotype

About

Kivra is one of our unique brand assets and should be used according to our brand guidelines.

If you are unsure about how to use it, please contact the nice people at Kivra and we'll help you out.



Clearance

Use the “K” as minimum clearance around our logotype.



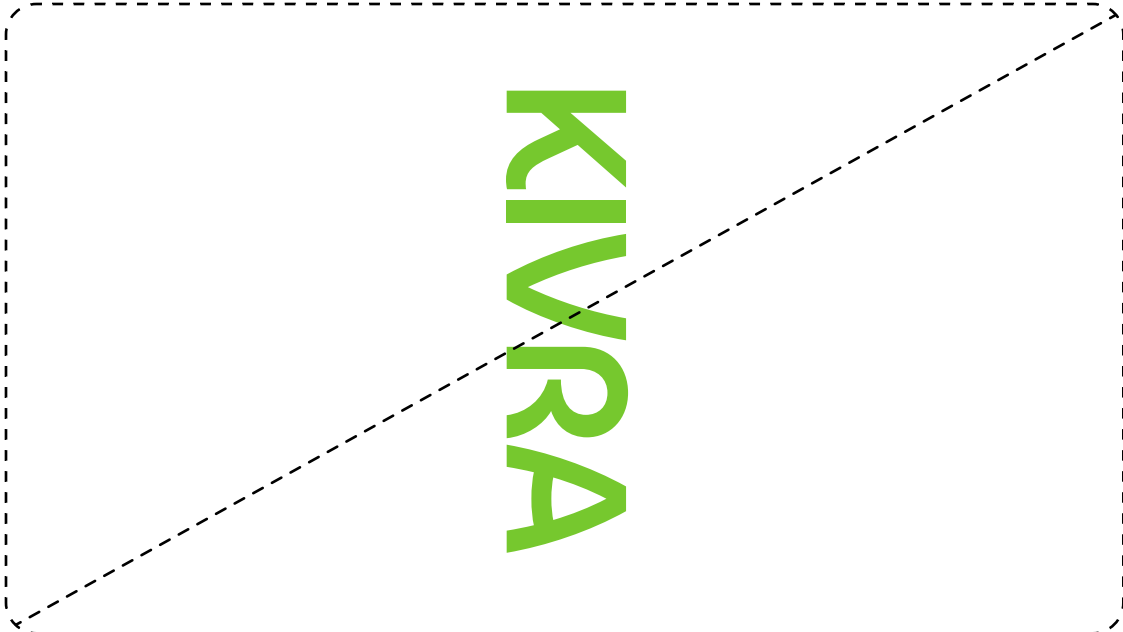
Center placement

When having our logo center aligned, add half a width of the “I”.

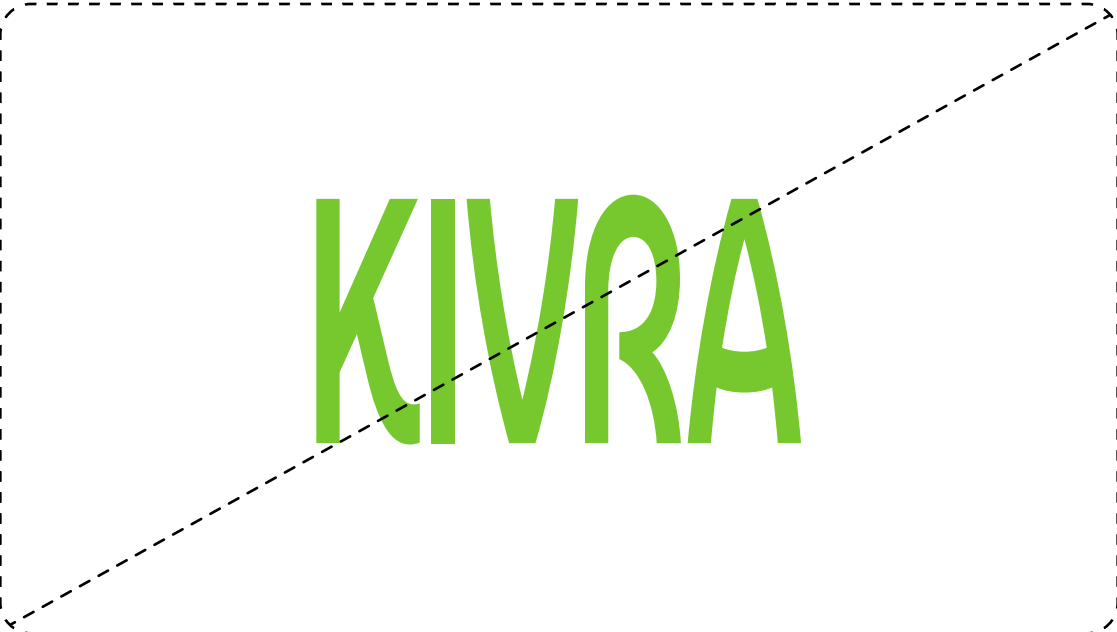


Do's and dont's

Please make sure you use the logotype or symbol in a correct manner.



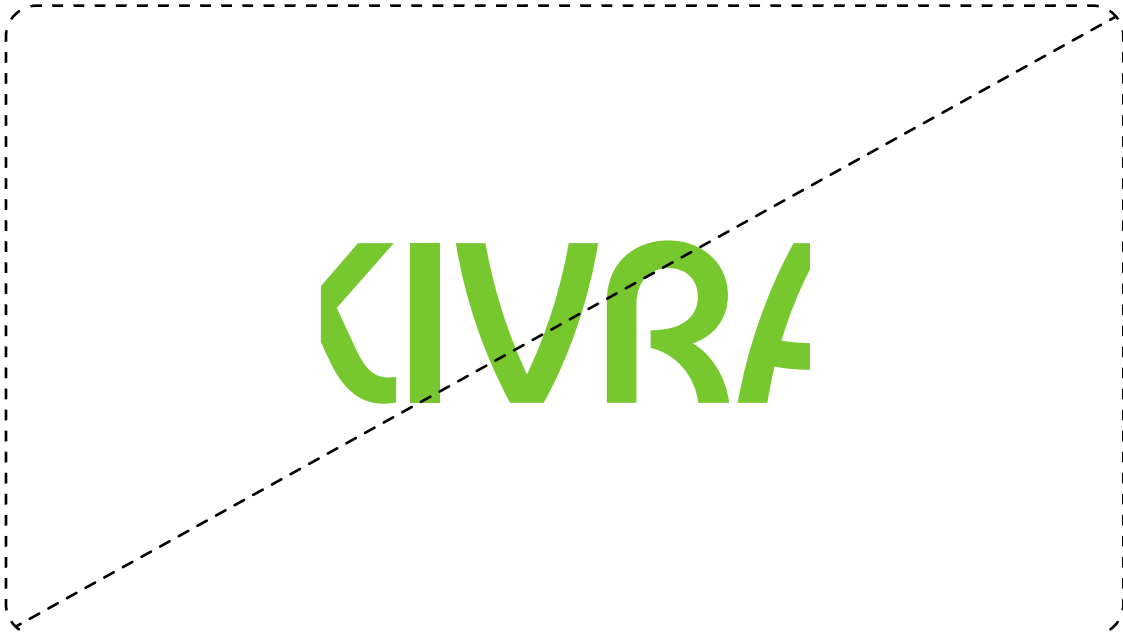
Don't tilt or rotate the logo.



Don't distort the logo.



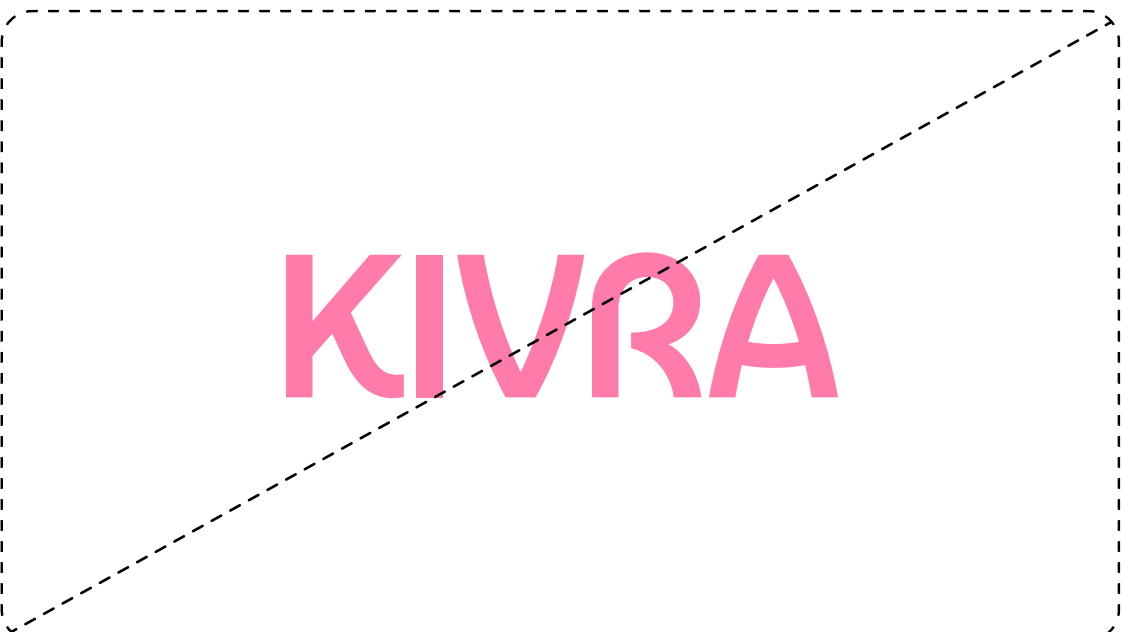
Don't put effects on the logo (such as shadows or outlines).



Don't crop the logo.



Don't put text or symbols too close to the logo. Don't ignore the clearance area.

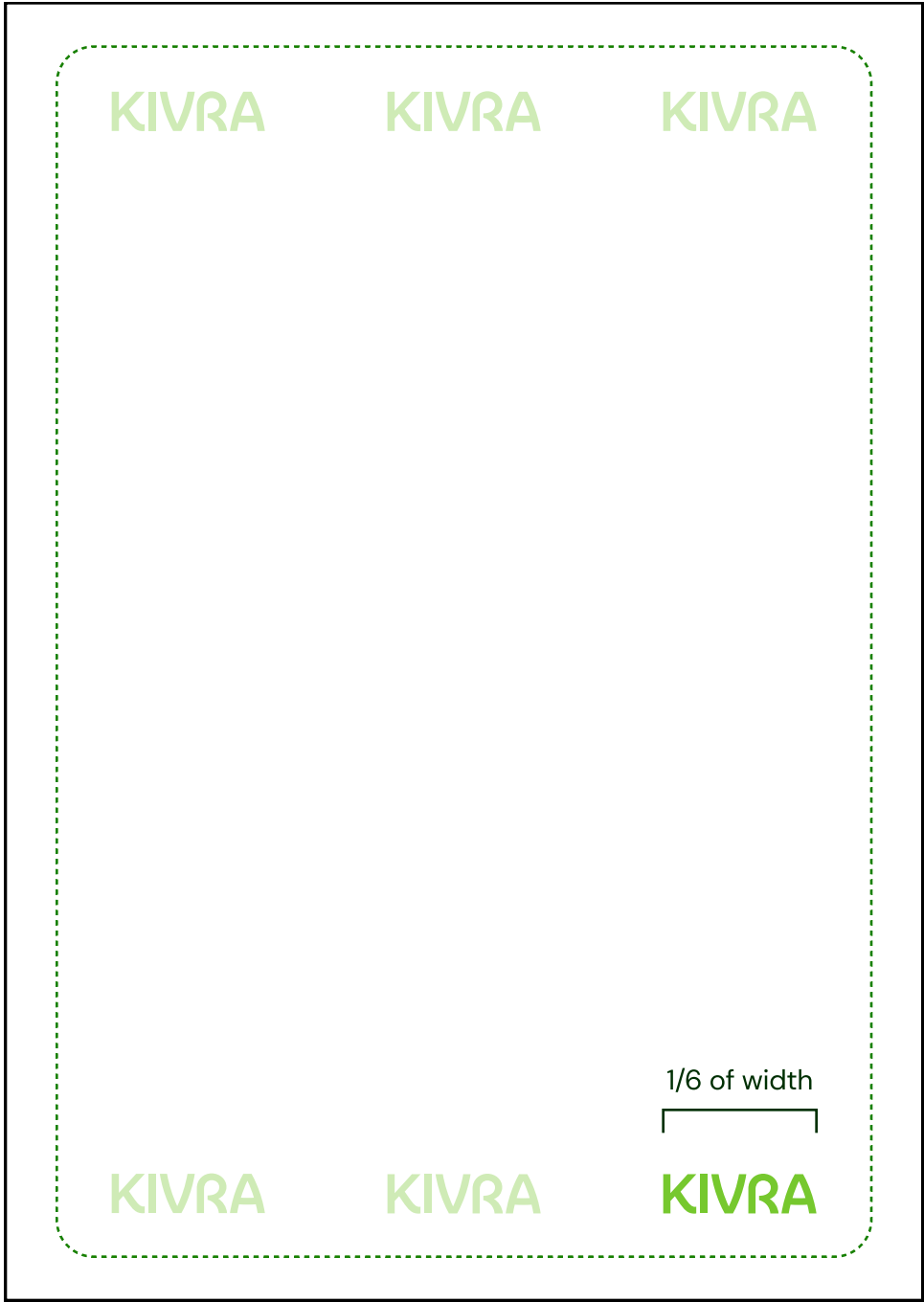


Don't change the colour of the logo. If needed, see appropriate changes in the colour section.

Size and placement

When using the logo as a marker on a page or document the primary placement is bottom right aligned. However the logo can be placed as the examples on this page, depending on media and usage.

The size of the logo will also depend of the media, but these are the standard use cases.



On stationary such as A4 / A3 the logo standard size is 1/6 of width. The logo is allowed to be smaller in specific use cases, for example in partnership communication.

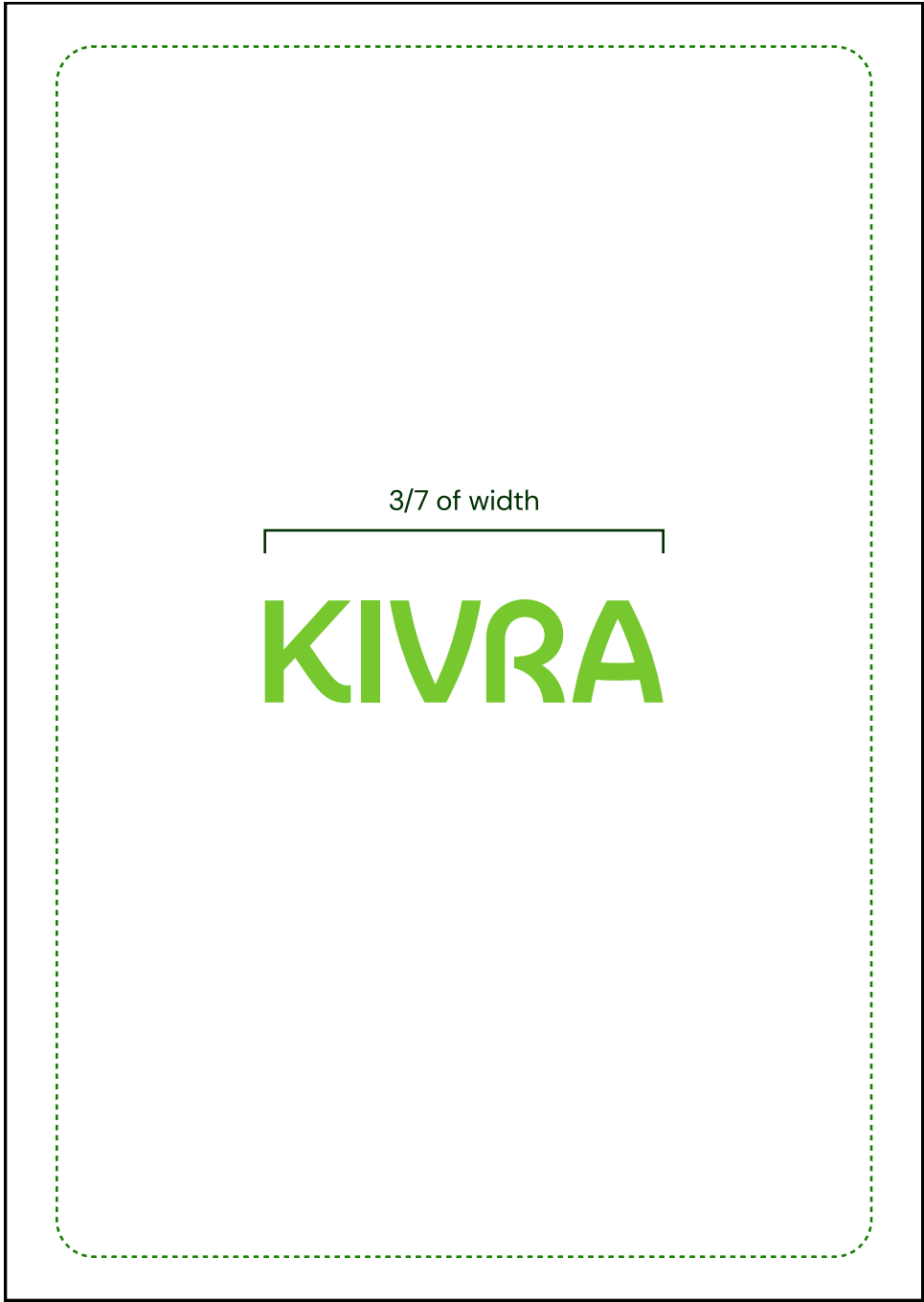


In presentations and videos where the logo should be present standard size is 1/15 of width.

Size and placement

When using the logo as a sign-off on a page or video the primary placement is center aligned.

The size of the logo will also depend of the media, but these are the standard use cases.



When you want the Kivra logo to take the stage on page standard size is 3/7 of width.



When you want the Kivra logo to take the stage in a video standard size is 4/14 of width.

Partnerships

Usage

Kivra’s green logo is our primary colour, it works best on white our light grey backgrounds. If you need to put the logo on a photo or another coloured background use white. See more examples of do’s and don’ts in the colour section.

Placement

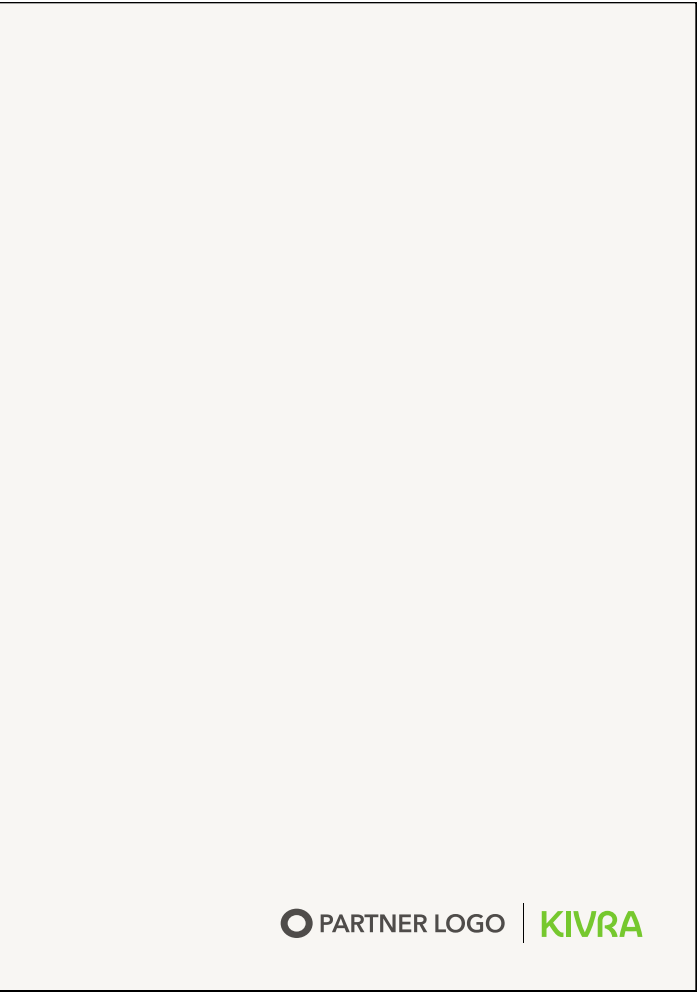
Don’t put the Kivra logo too close to other logos. The minimum clearance area is the “k”, double or more space is preferred where it’s possible.



Place Kivra’s logo with a safe distance from other logos. At least two K in distance.



If you are using symbols or separators to show partnerships, mind the distance and let the Kivra logo have some breathing room.



Use white on dark backgrounds and images. Use signature green on white or very light backgrounds. If white or green don’t work, use black.

2.0 Colours

Learn what colours Kivra uses and where.

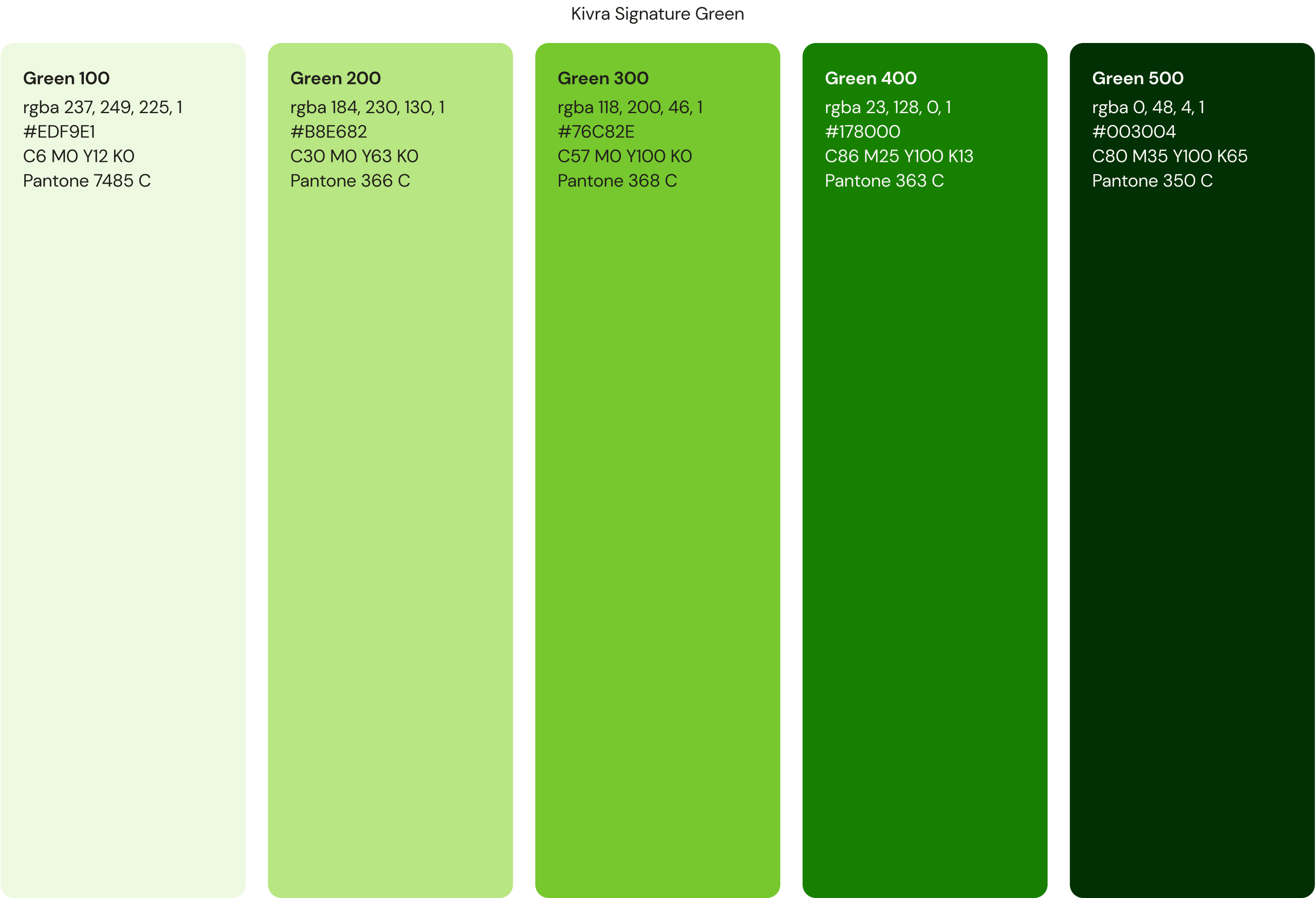
Primary colours

Kivra is a green brand

A set of green shades make up our green palette. The combinations of green colours are used for building recognition. These allow for flexibility in communication, ensure functionality in the app and provide contrast accessibility in text.

Our green palette should always be present and play a stronger role in the brand than our accent colours, particularly in external communication.

Green 300 is our signature colour and is the primare colour for the logo or the background.



2.1 Colour usage

In this section you will be provided with best practices and guidance on how to use our colours.

Logotype colour

Recommended

The primary colour to use on the logotype is **Green 300**. It should be used as much as possible in external communication and in the app and website.

Black/White

The logotype can be used as white and black if needed (ie. for print or on photography).

Rare occasions

In some rare occasions, it may be useful to use a colour other than Green 300. Only do this if the brand has been clearly established with the green palette first, and if the logo is placed on a colored surface. Please follow the guidelines for text color combinations in that case.

Recommended



Logotype: Green 300
Background: White



Logotype: White
Background: Green 300



Logotype: Green 300
Background: Green 500



Logotype: White
Background: Black



Logotype: Black
Background: White



Logotype: White
Background: Video/Photo



Logotype: Green 500
Background: Green 200



Logotype: Amber 500
Background: Amber 200



Logotype: Indigo 500
Background: Indigo 200

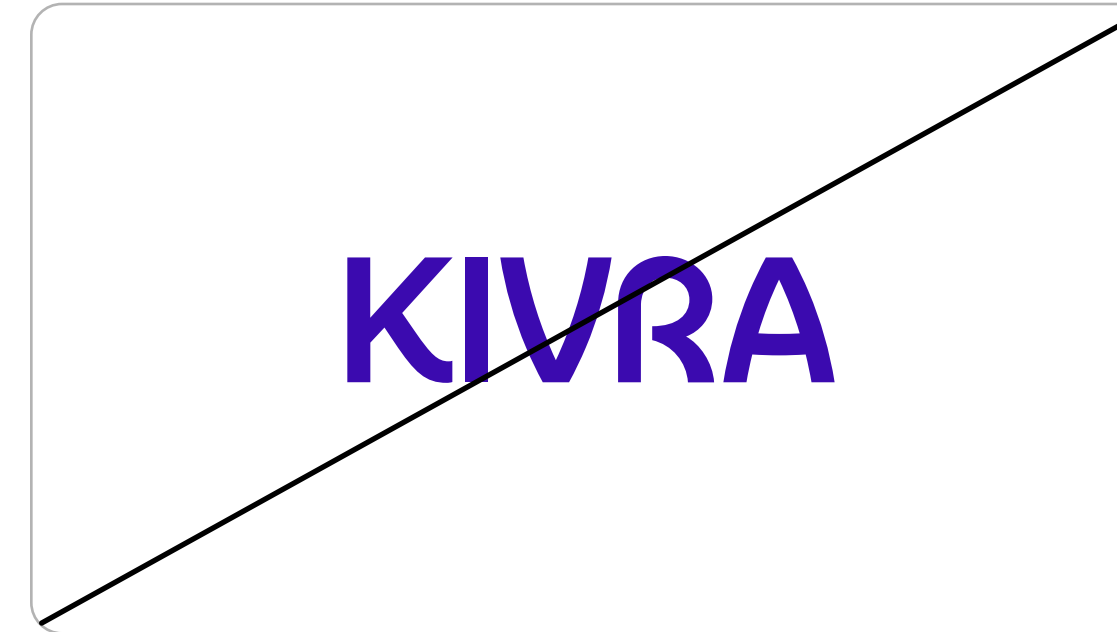
Logotype colour combinations to avoid



Examples of colour combinations that should not be used.



Don't use a colour combination that is not recommended as text colour combination.



Don't use a colour combination that is not recommended as text colour combination.

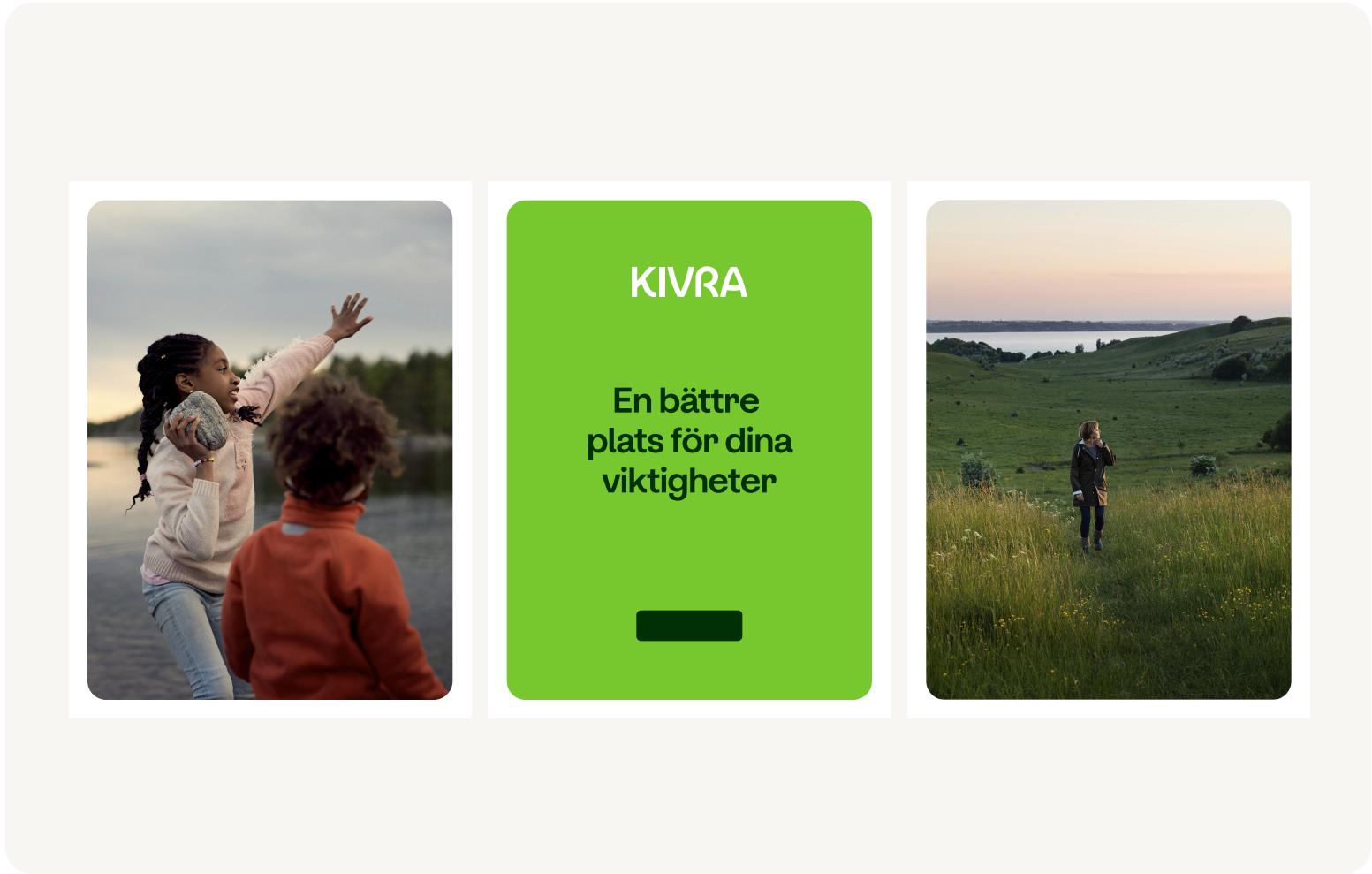


Don't use low contrast colour for the logotype on image backgrounds.

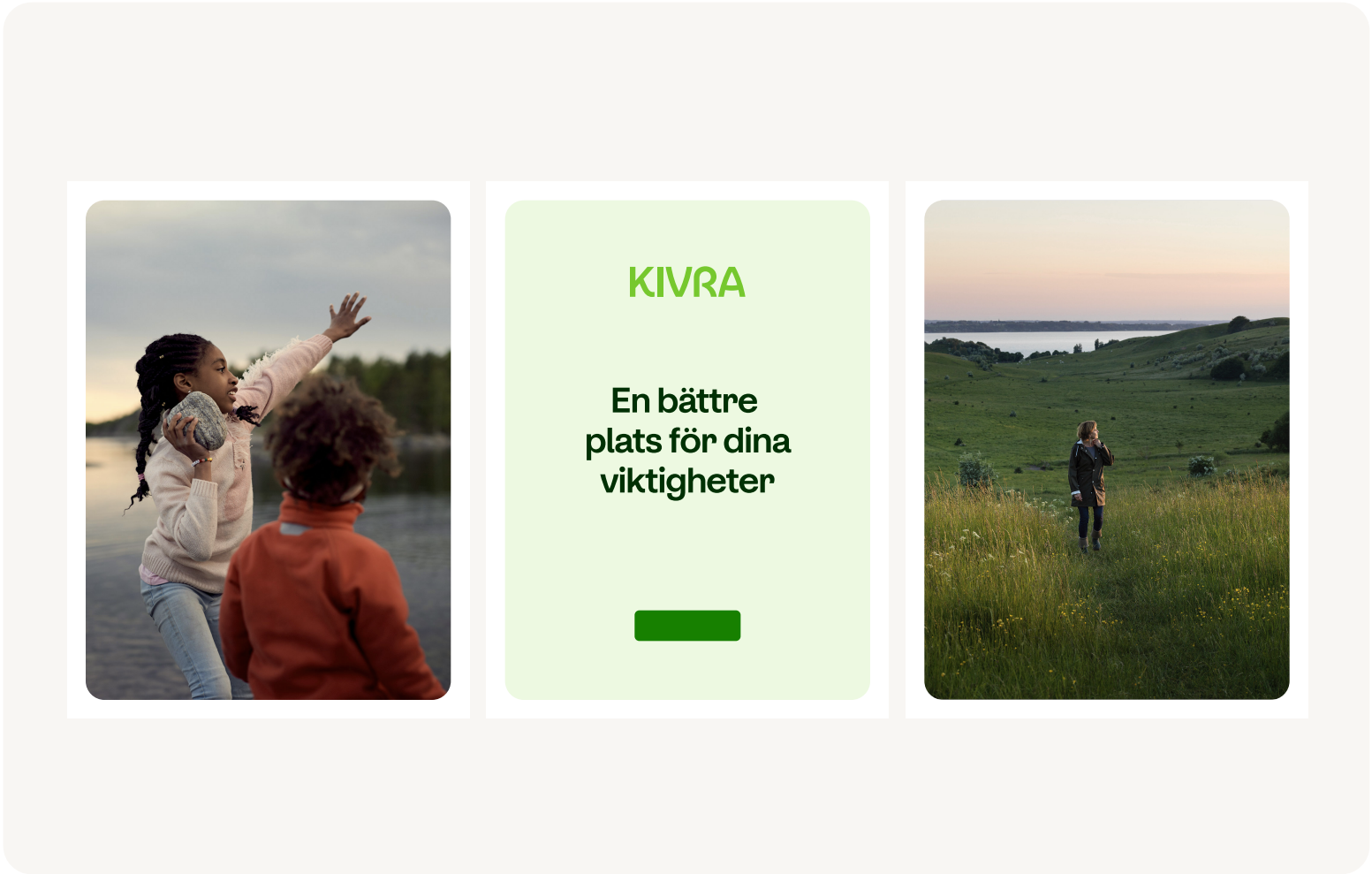
Working with primary colours

External communication

- ✓ Notional example of colour usage for building brand recognition.

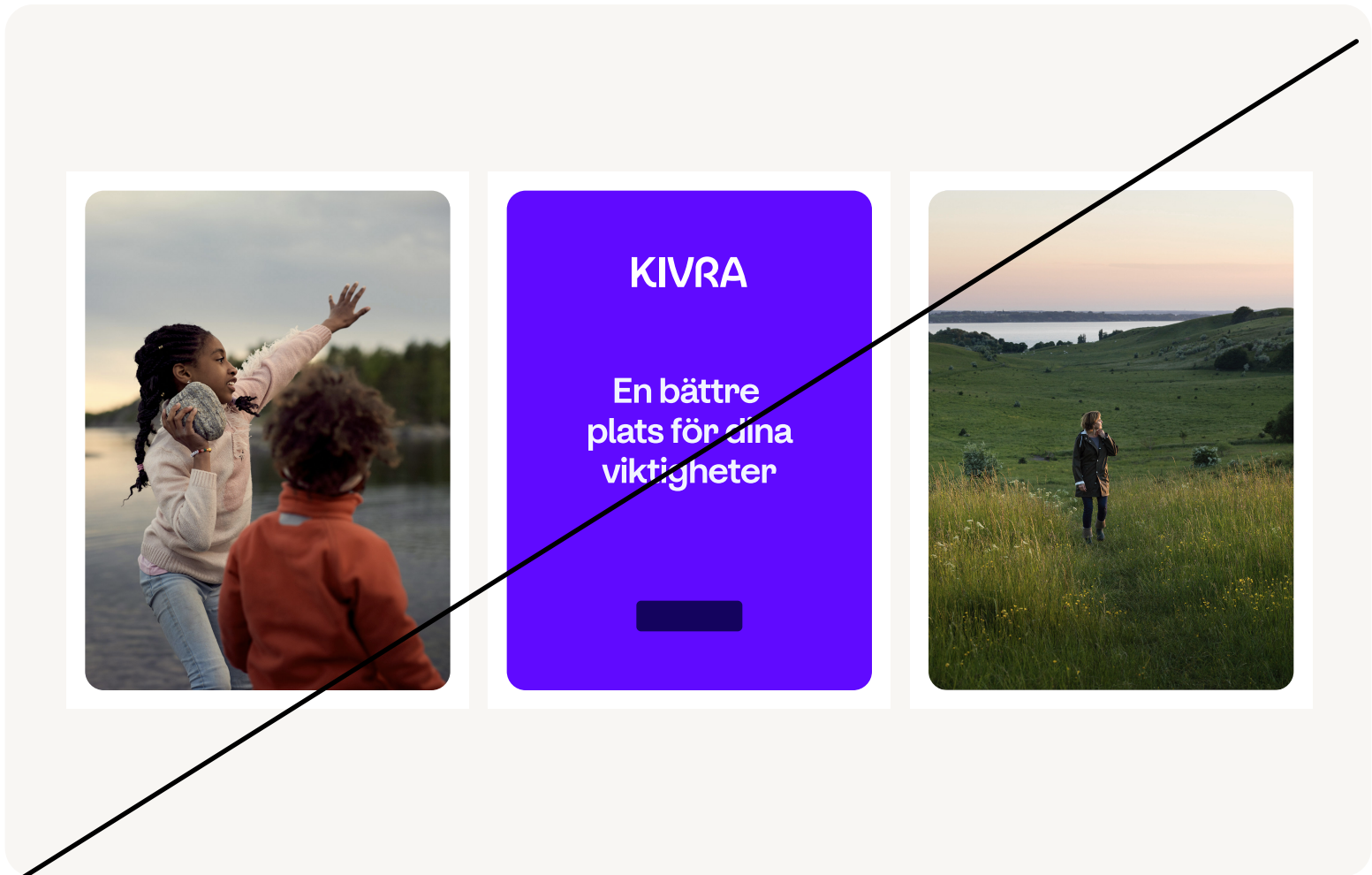


The primary colours should always be present in a stand alone artwork in external communication.

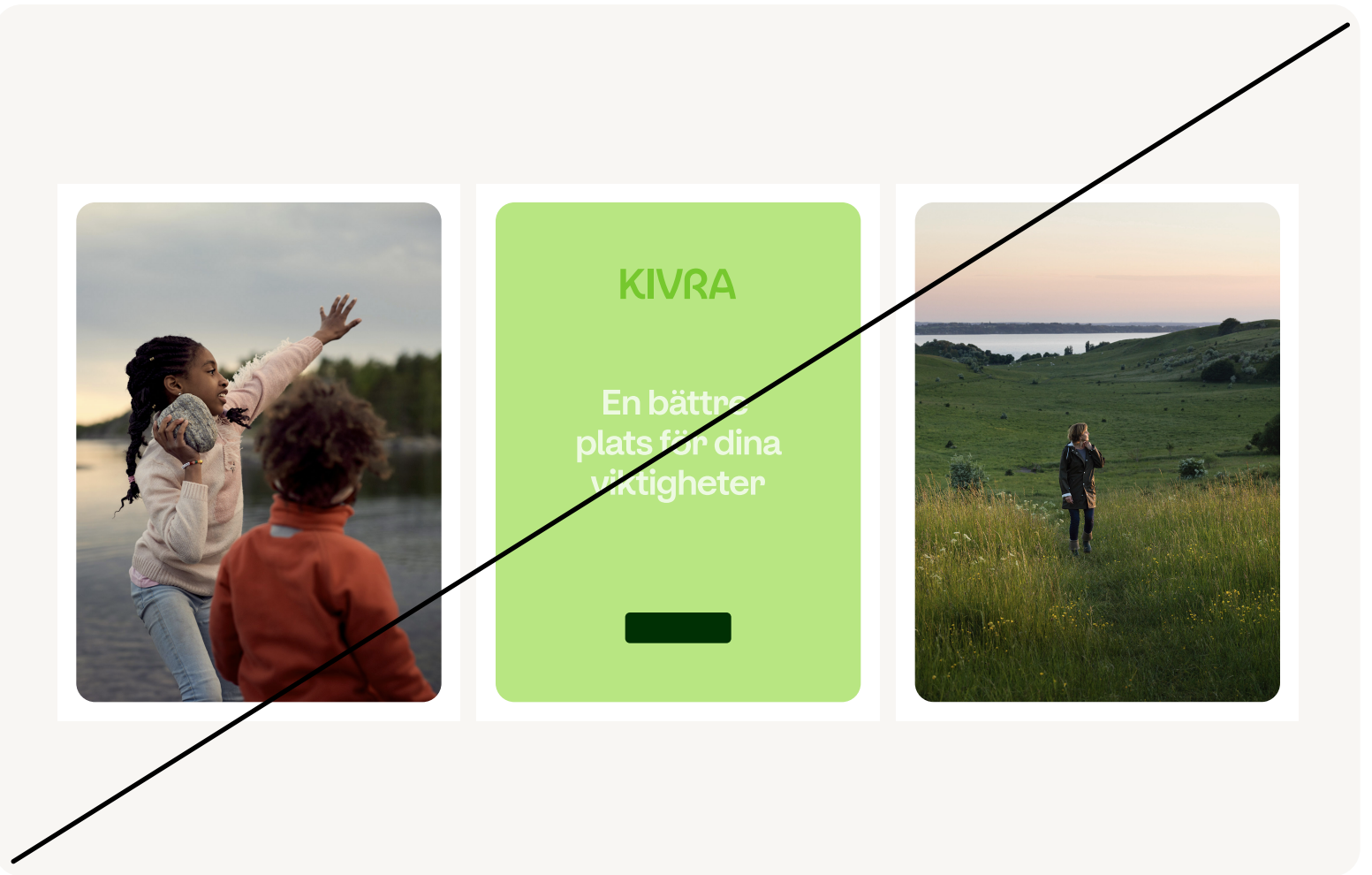


Make sure to use the recommended colour combinations for logo and text.

- ✗ Examples of how not to use the primary colours



Don't use the accent colours for a stand alone artwork in external communication



Please follow the recommended colour combinations for the primary colours.

Text colour combinations

Primary

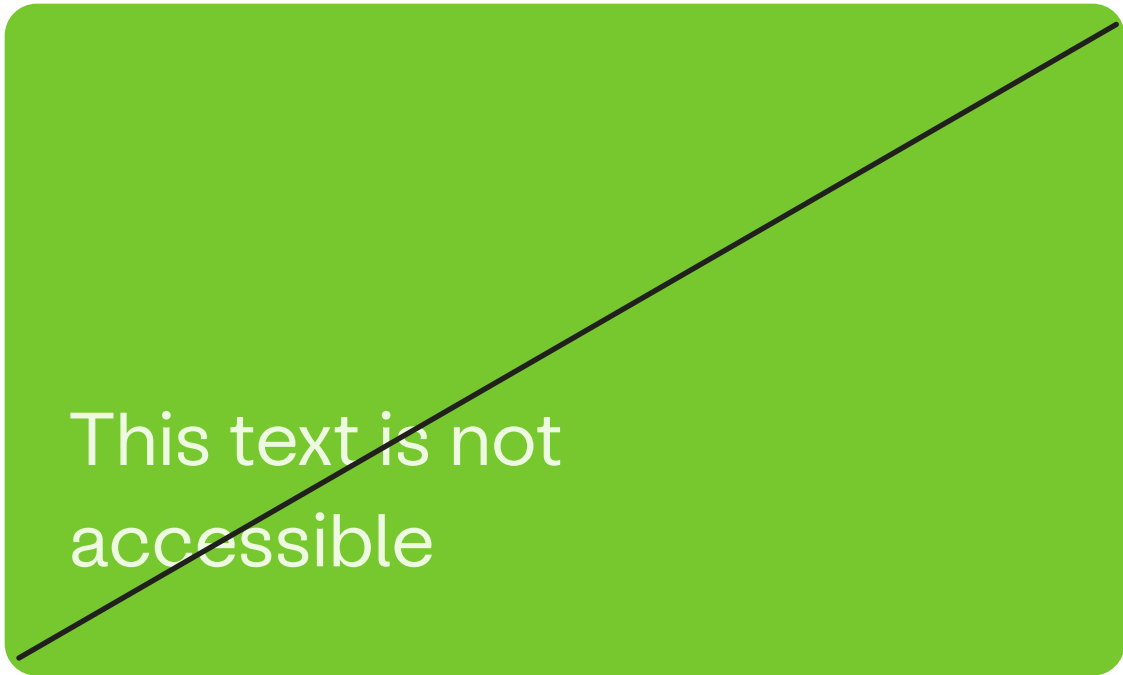
These are our brand colour combinations for use in text. To ensure accessibility and legability please stick to these combinations which all meet WCAG requirment for contrast.

Colour pairings with red will be established later.

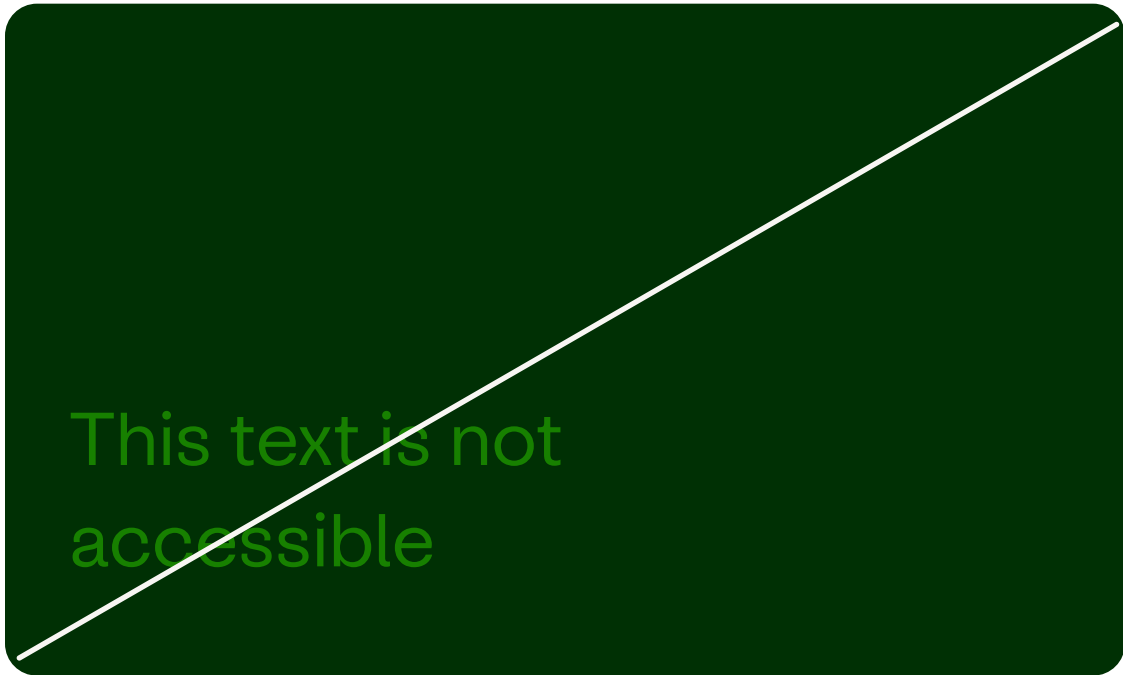
White /Green 400 AA	Beige 100 /Green 400 AA		
Green 100 /Green 400 AA	Green 100 /Green 500 AAA	Green 200 /Green 500 AAA	Green 300 /Green 500 AAA
Green 400 /Green 100 AA	Green 500 /Green 100 AAA	Green 500 /Green 300 AAA	

Text Colour combinations to avoid

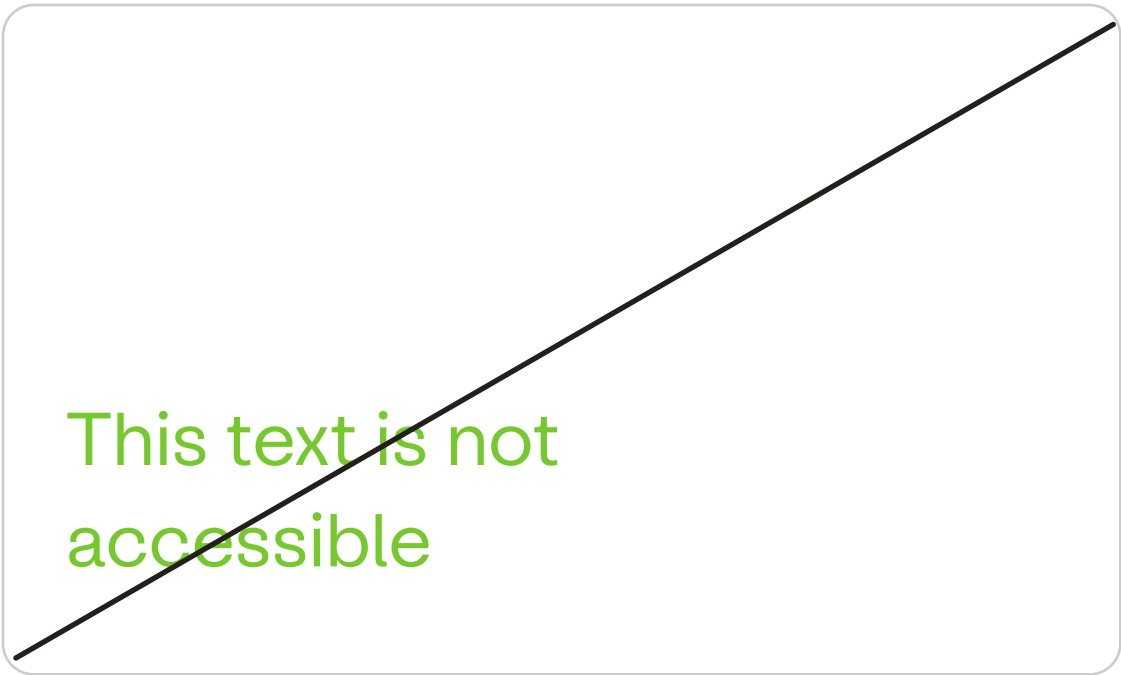
✖ Examples of text colour combinations to avoid



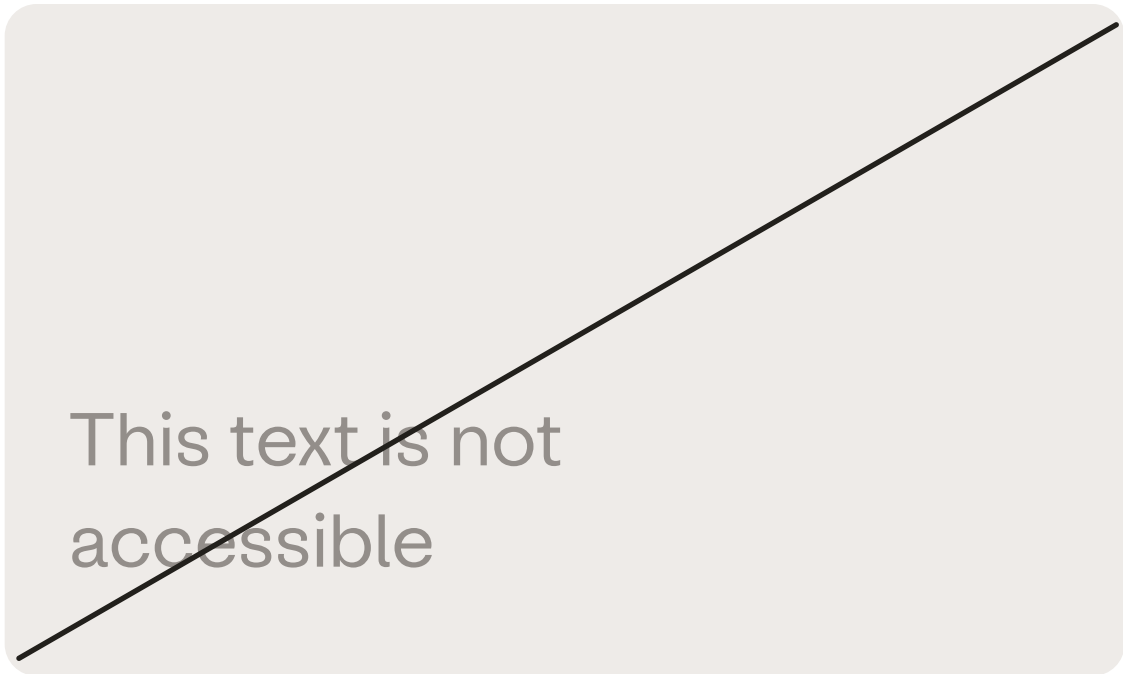
Light text is not accessible on Green 300.



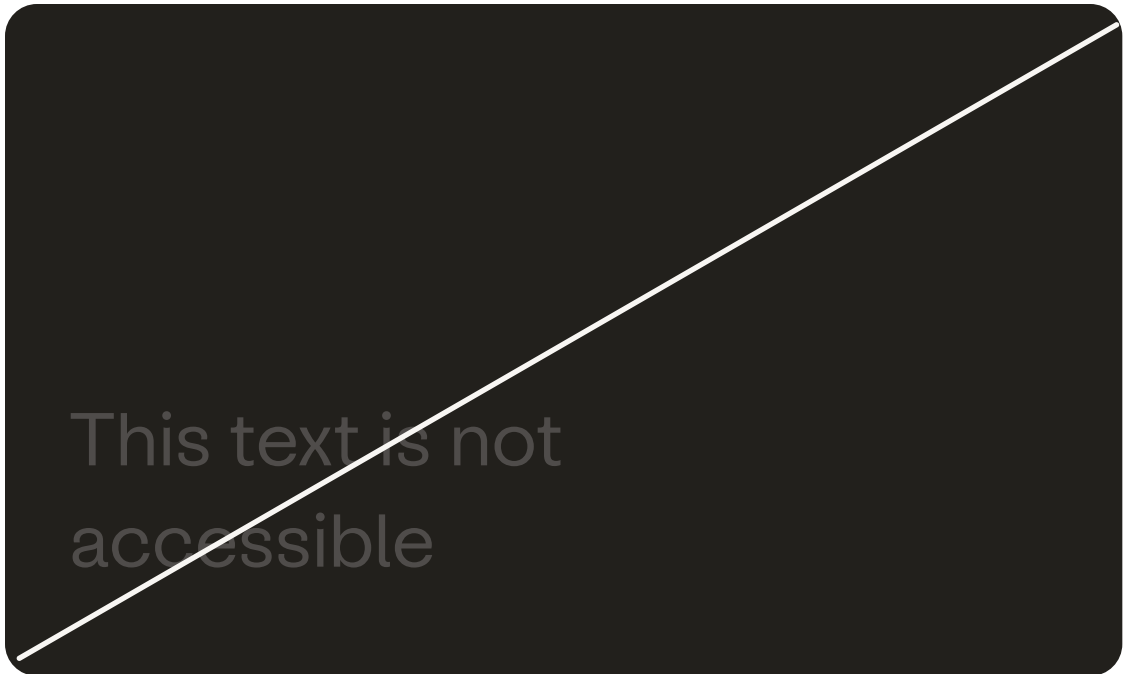
Dark text is not accessible on dark backgrounds.



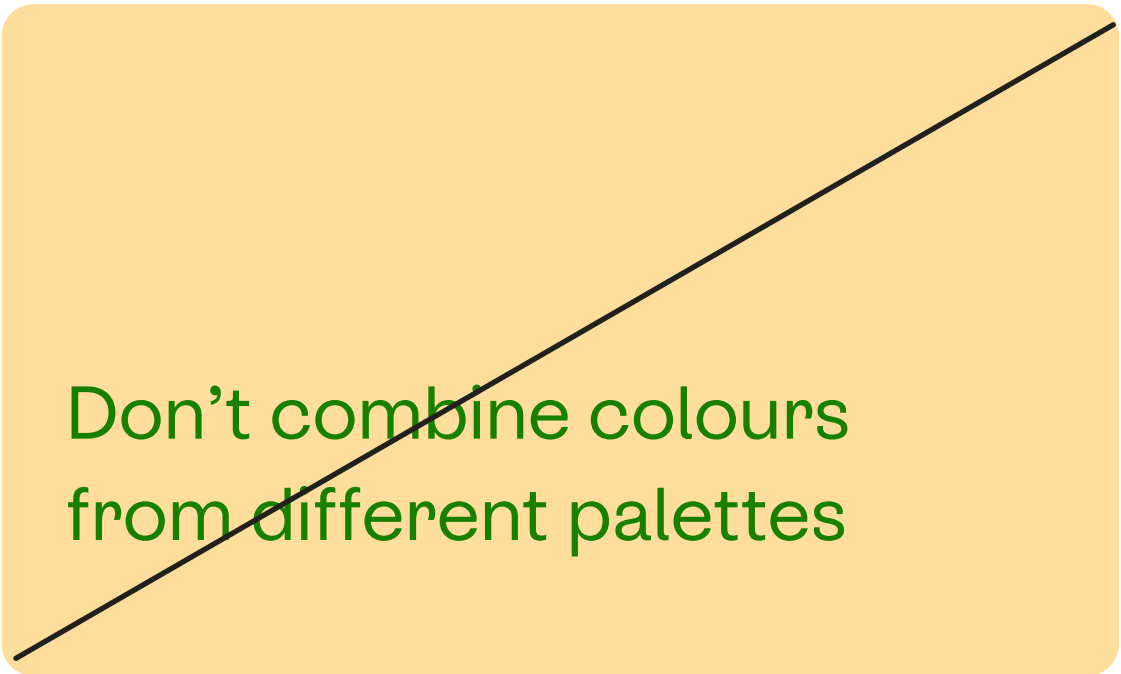
Green 300 for text is not accessible on light backgrounds.



None of the beige are accessible as text on any of the beige backgrounds.



None of the grays are accessible as text on any of the gray backgrounds.



Avoid combining colours that's not tone-on-tone with the background. Stick to the recommended text colour combinations.