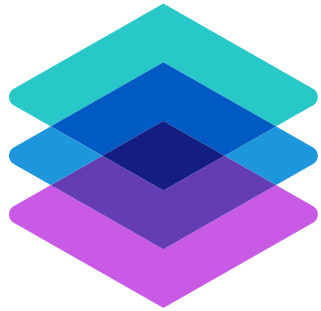




# Keyyv

**Identity Guidelines**

Version 1.0



This document guides the application of our visual identity and helps us build equity through its consistent use. We appreciate your commitment to these standards.

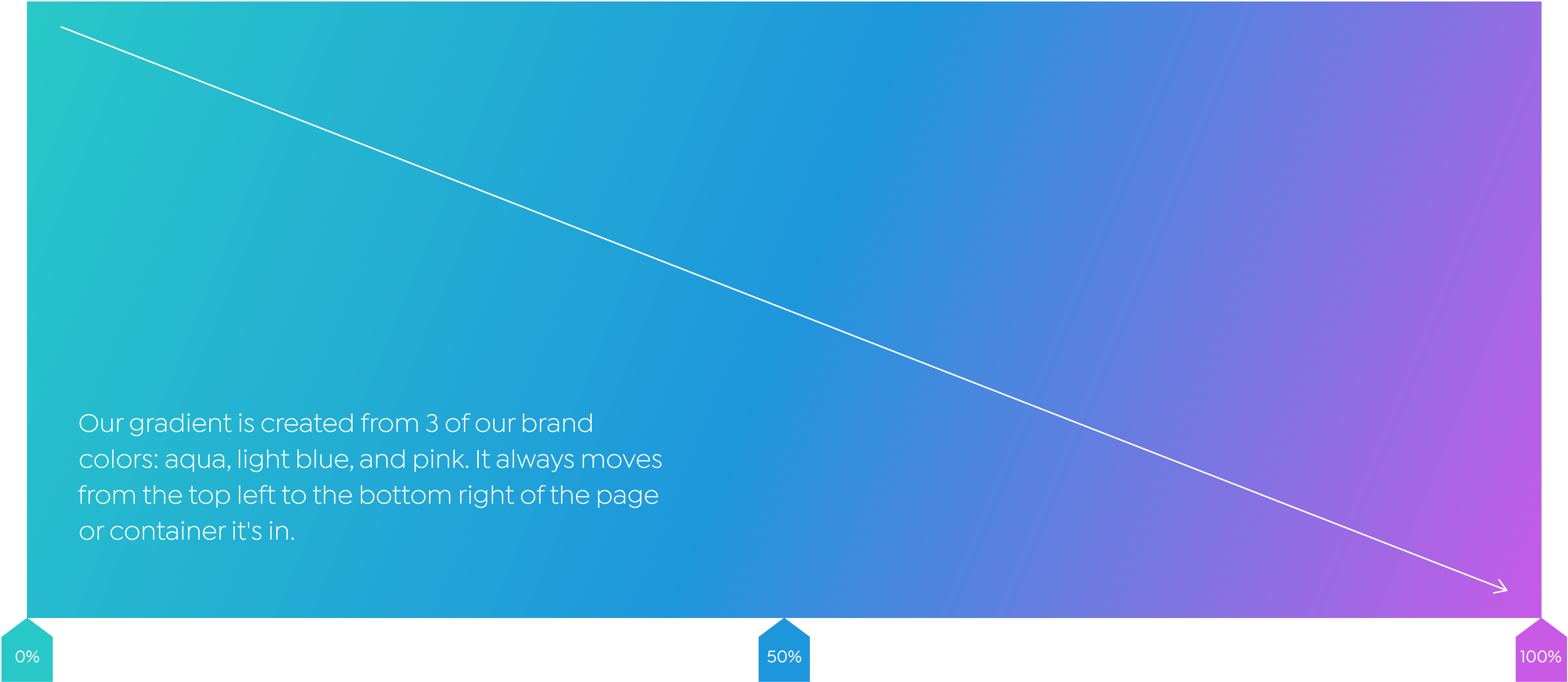


Color provides a strong visual link to our identity across a wide range of applications. Our colors should be used for elements such as headlines, backgrounds, buttons, and hyperlinks.

**RGB & Hex Colors** are for digital uses. Do not use them for print applications.

**Tints** of our colors should only be used at specified percentages.

<div><b>Aqua</b></div> <div>RGB: 40, 200, 200</div> <div>Hex: 28c8c8</div>	<div><b>Light Blue</b></div> <div>RGB: 30, 150, 220</div> <div>Hex: 1e96dc</div>	<div><b>Pink</b></div> <div>RGB: 200, 90, 230</div> <div>Hex: c85ae6</div>	
<div><b>Medium Blue</b></div> <div>RGB: 0, 90, 195</div> <div>Hex: 005ac3</div>	<div><b>Dark Blue</b></div> <div>RGB: 20, 30, 130</div> <div>Hex: 141e82</div>	<div><b>Purple</b></div> <div>RGB: 100, 60, 180</div> <div>Hex: 643cb4</div>	
<div><b>Black</b></div> <div>RGB: 50, 45, 40</div> <div>Hex: 323232</div>	<div>50%</div>	<div>25%</div>	<div>7%</div>



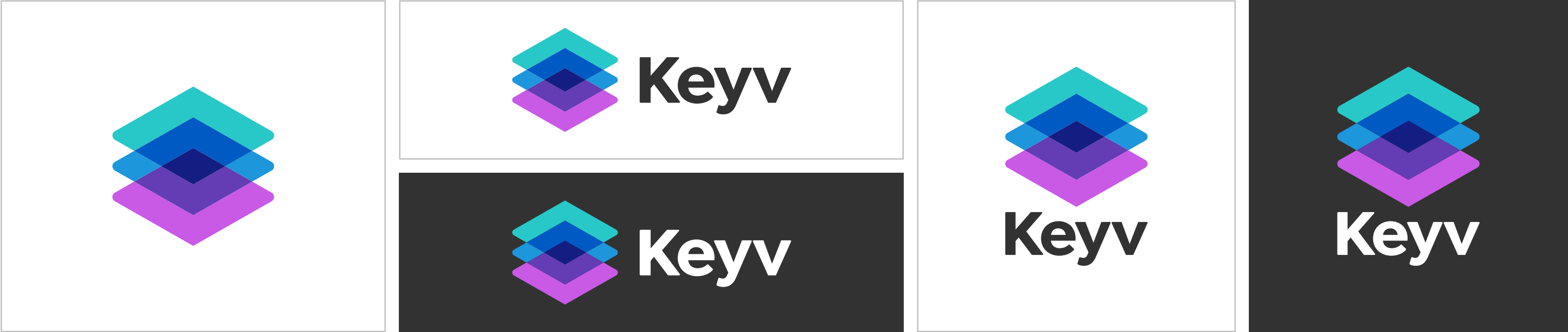
**Isidora Sans**, is a geometric sans serif by Enrique Hernández designed as an update to Isidora. The absence of terminals gives this typeface a cleaner and more geometric look, keeping the essence and structure of the classic sans fonts of the early 20th Century with a fresh, clean and contemporary appearance. Isidora Sans consists of two subfamilies

of 7 weights, ranging from Thin to Black, with matching italics, giving a total of 28 fonts. Isidora Sans is the perfect font for publishing, titles, books, magazines and corporate design. Its Alt version is ideal for logotypes, branding, packaging, and use on web and TV. The family contains a set of 416 characters supporting 207 different languages.

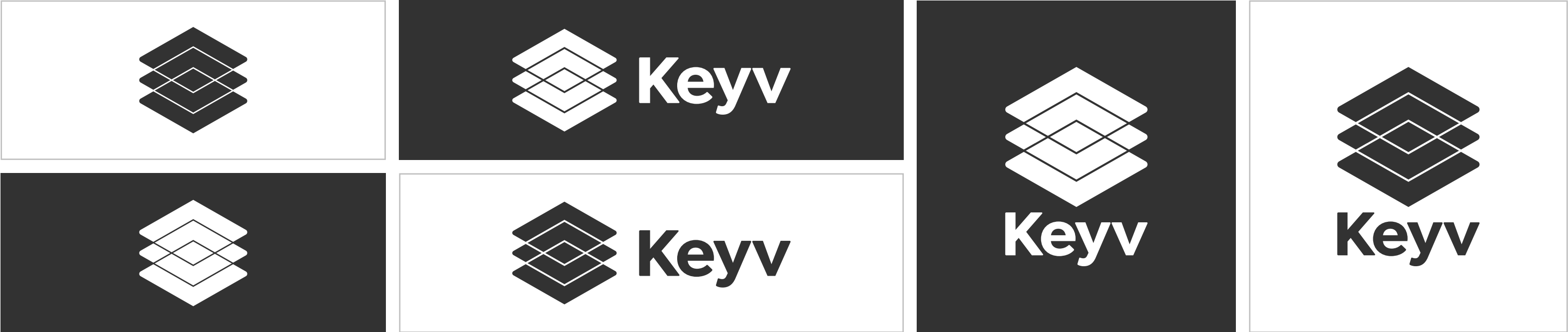
PURCHASE



Color Positive & Color Negative



Black & White

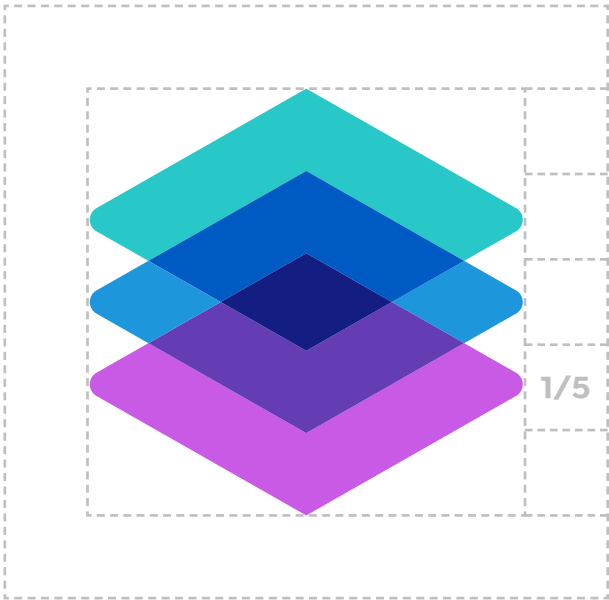


Clear space helps maintain the integrity of our logos by keeping them from being infringed upon by other elements.

The minimum clear space for our symbol is **1/5th of its height.**

The minimum clear space for our logos is equal to the **x-height of our wordmark.** Use the letter “v” as guidance for this.

Allow more than the minimum amount of clear space whenever possible.





# Minimum Size

Minimum size refers to the smallest acceptable size that has been established to ensure the legibility of our logos.

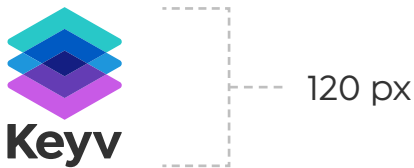
The approved minimum sizes are:

**Symbol** ≥ 60 px

**Horizontal Logo** ≥ 60 px

**Vertical Logo** ≥ 120 px

Set our logos larger than the minimum sizes whenever possible.

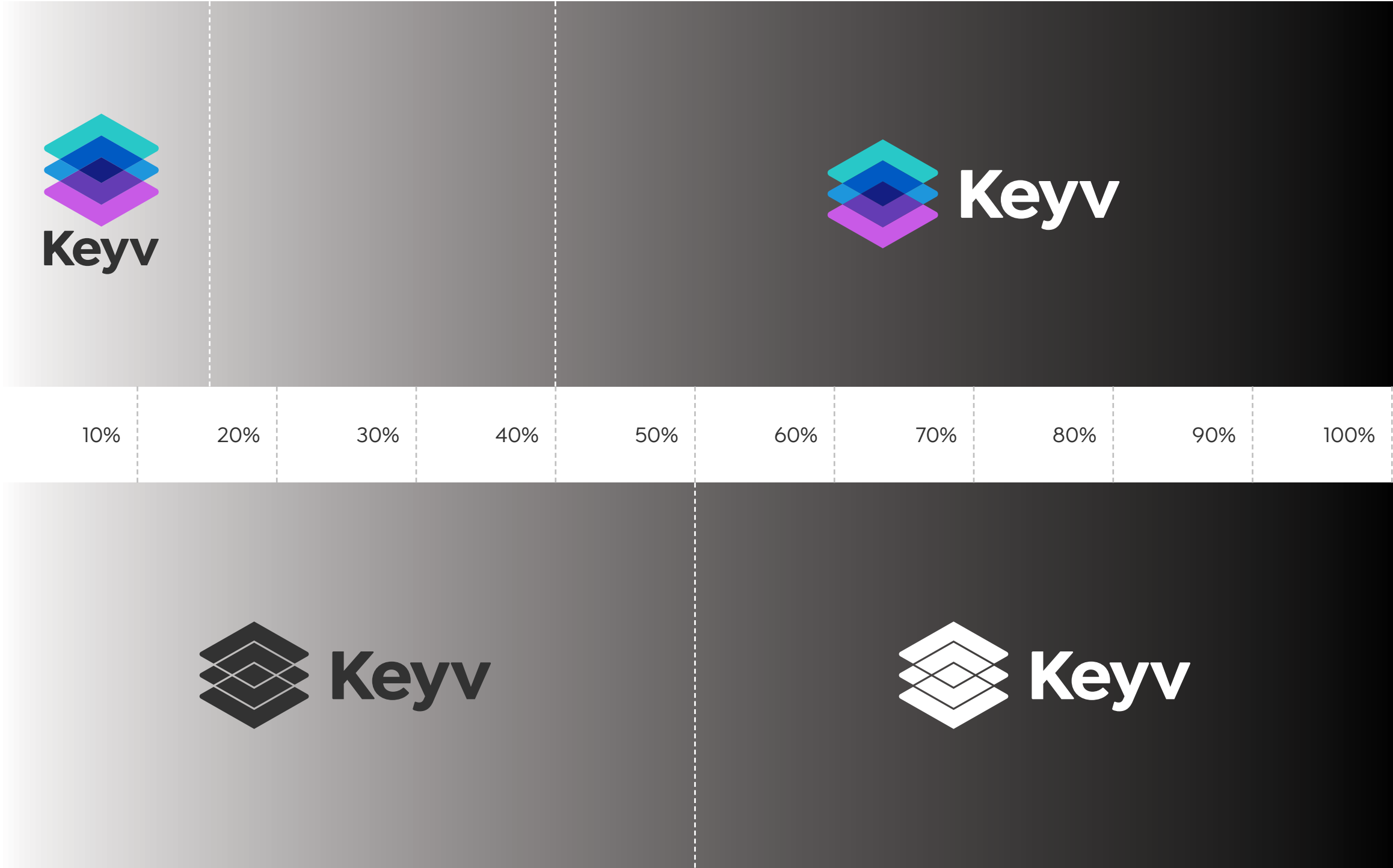


**Positive Color Logos** can only be used on backgrounds with 0–15% values.

**Negative Color Logos** can only be used on backgrounds with 40–100% values.

**Black Logos** can be used on backgrounds with a 0–50% values.

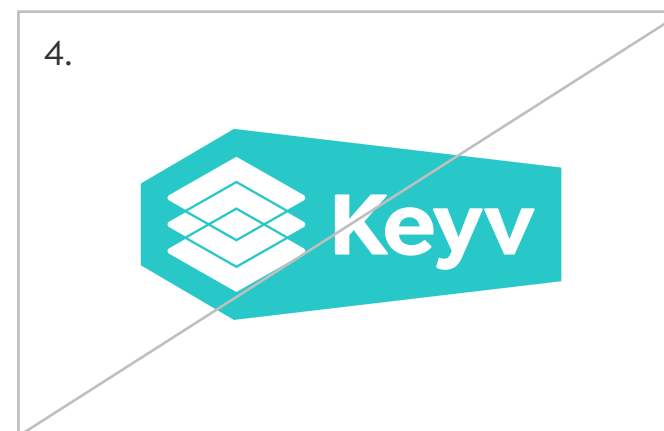
**White Logos** can be used on backgrounds with a 50–100% values.



# Improper Use


The integrity of our logos must be maintained at all times. Unauthorized modifications will undermine our identity.

1. **Do not** stretch, squeeze, skew, sheer, morph, or alter
2. **Do not** recreate, manipulate, or retype the logo
3. **Do not** use effects, drop shadows, glows, or outlines
4. **Do not** place the logo in a container
5. **Do not** change colors
6. **Do not** crop
7. **Do not** tilt or rotate
8. **Do not** convert color logos to grayscale
9. **Do not** use on a visually complicated background







Projects




Keyv provides a consistent interface for key-value storage across multiple backends via storage adapters. It supports TTL based expiry, making it suitable as a cache or a persistent key-value store.




Writr is an easy to use blogging tool enabling you to take markdown and build a blog within minutes. The end goal of this is to provide exporting, static generation, themes, and enablement via multiple systems such as Wordpress and Ghost.




Modern Template Consolidation Engine for EJS, Markdown, Pug, Nunjucks, Mustache, and Handlebars.



Docula is a knowledge base system based on open technologies. Keep your data in GitHub, but still have a rich UI, search and other services.



Airhorn was born out of a need to enable a more robust notifications system for many of the applications that were built and maintained by the team. We focused on making it cloud native by default (using cloud services) and also scalable with queue management and retry rate



Tensile lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diamummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tat.

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