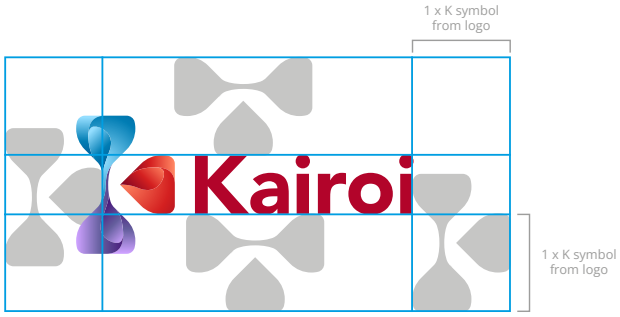
Logo Guidelines - Kairoi



LOGO SAFETY ZONE

To ensure our logo looks as impactful as possible, always include the minimum clear space shown in the guide shown left.

! The grey clear space version of our logo is available as a template file to use for best results.

COLOUR VARIATIONS

C0, M64, Y61, K0
R250, G120, B89
#fa7859
PANTONE **7416 C**

C20, M100, Y78, K13
R178, G5, B41
#b20529
PANTONE **187 C**

C30, M100, Y73, K41
R128, G3, B36
#800324
PANTONE **202 C**

C43, M0, Y0, K0
R148, G222, B255
#94deff
PANTONE **2905 C**

C84, M41, Y11, K1
R0, G122, B178
#007ab2
PANTONE **2935 C**

C95, M64, Y14, K2
R0, G87, B148
#005794
PANTONE **2955 C**

C32, M41, Y0, K0
R204, G161, B255
#cca1ff
PANTONE **522 C**

C77, M78, Y5, K0
R92, G71, B145
#5c4791
PANTONE **7447 C**

C90, M100, Y12, K3
R74, G26, B125
#4a1a7d
PANTONE **268 C**

! Pantone colours are closest match. In many cases these will look different to the CMYK and RGB versions due to limitations in Pantone colours. It is recommended to use CMYK values for print and RGB/HEX values for online and screen use.

SUGGESTED COLOUR SPLITS

1. Kairoi
2. Kairoi
3. Kairoi

! Option 1 above is the preferred application of the logo. Use option 2 and 3 when colour options are limited such as on branded workwear.

FONTS USED IN LOGOTYPE

Avenir Black

1234567890 !@£$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ALTERNATIVE LOGO VERSIONS & SPECIFICATIONS

Minimum logo width - 20mm
20mm is the safest minimum size.

Social media profile image

Favicon (16 x 16 px)

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DO NOT MISUSE THE KAIROI LOGO

DON'T CHANGE SYMBOL POSITION

DON'T SQUASH LOGO

DON'T CHANGE SYMBOL SIZE

DON'T CHANGE FONTS/COLOUR