

StudioGhareeb.

Where weird works
for Kreate & Co

STUDIO GHAREEB
FOR Kreate & Co

Kreate & Co



1.0

Brand Overview

Brand overview is a summary that defines a company's core identity encompassing its visual elements (logo, colors) to create a consistent, memorable perception in customers' minds.



1.1 Logo

The Kreate & Co logo reflects the brand's balance between creativity and structure. Designed with a refined yet modern approach, the logo is built to be versatile across digital and physical applications. Its simplicity ensures strong recognition, while subtle distinctive details reinforce the brand's creative character. The logo should always be used consistently and with sufficient clear space to maintain its clarity and impact.



1.2 Full Logo

The full logo is the brand's primary logo with its colors kept unchanged to preserve brand integrity. It can also be used creatively on images as a subtle background element or displayed at the end of a video.



1.3 Logo Variations

The Kreate & Co logo system is flexible and consistent. The full logo is the primary mark and should be used on a white background whenever possible, with supporting variations used across different formats while maintaining clarity and brand recognition.

Full Logo



Type Logo

Kreate & Co

Full Brand Icon



Brand Icon



1.4 Logo Misuse

Under no circumstances should the logo's colors or proportions be altered. This ensures consistent recognition and reinforces Kreate & Co's visual identity across all platforms.

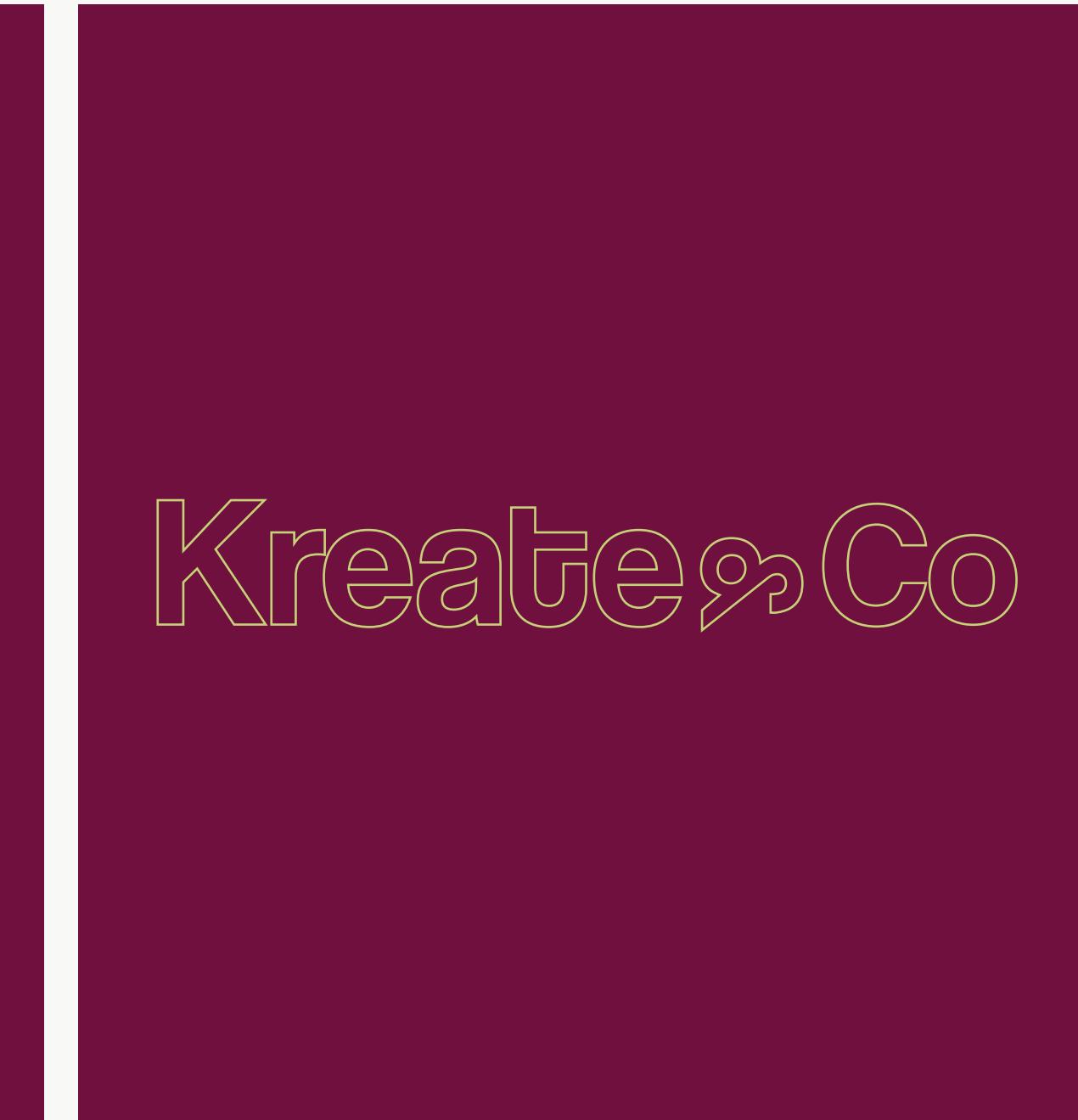
Do not rotate



Do not change color



Do not outline



Do not distort



1.5 Logo Colors

There are three color ways of the logo, each designed to be used only on backgrounds that provide sufficient contrast, as specified in the brand guidelines. Using them outside of these approved color combinations is not permitted, ensuring the logo remains clear, legible, and visually consistent across all applications.



2.0 Colors

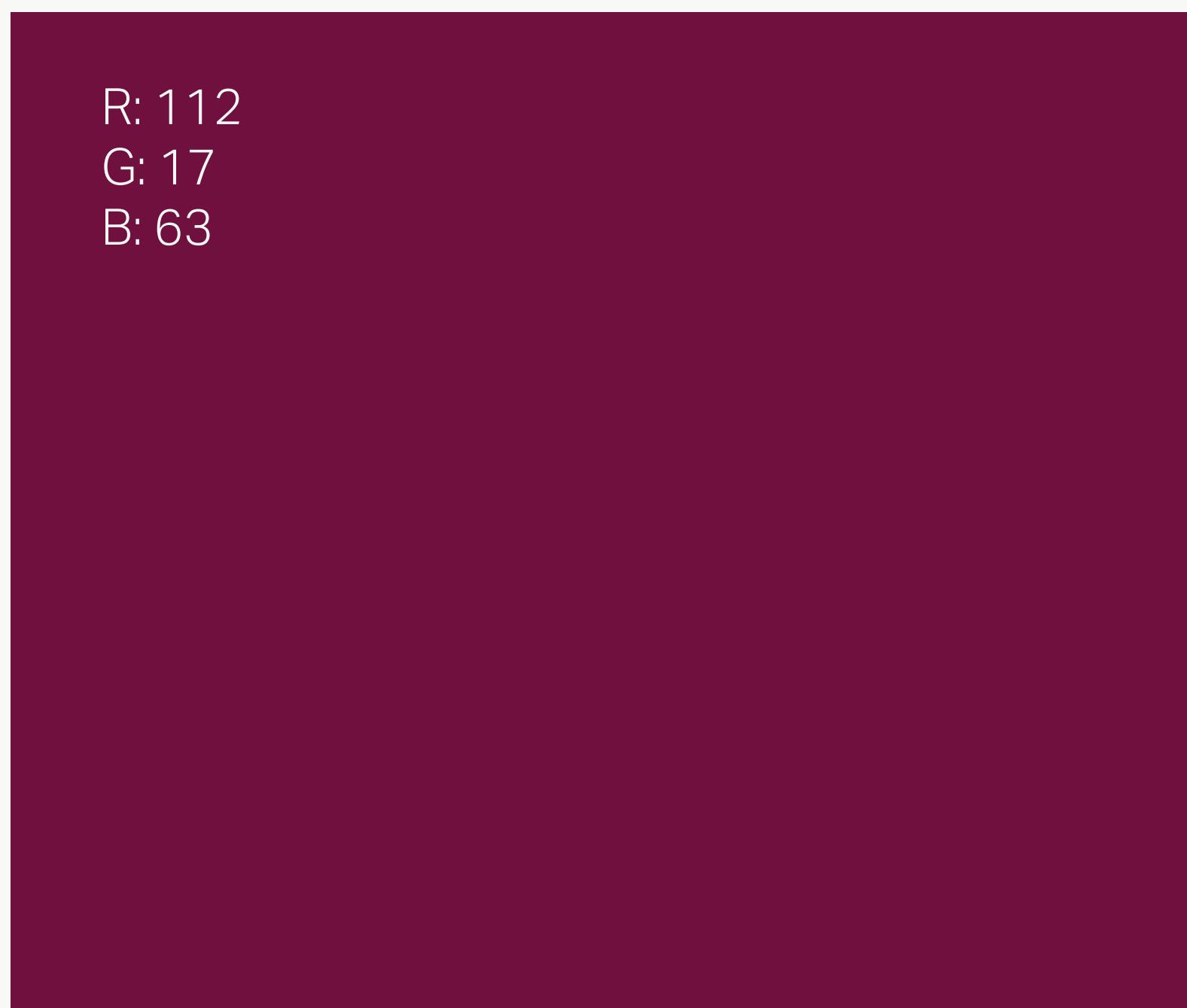
Kreate&Co's three-color palette keeps the brand focused and instantly recognizable. The primary deep purple (#70113F) reflects creativity and confidence, the muted yellow-green (#C7D078) brings balance and freshness, and the soft off-white (#F6F4F4) adds clarity and clean contrast. Together, they form a refined, striking system that captures the brand's bold yet thoughtful character.



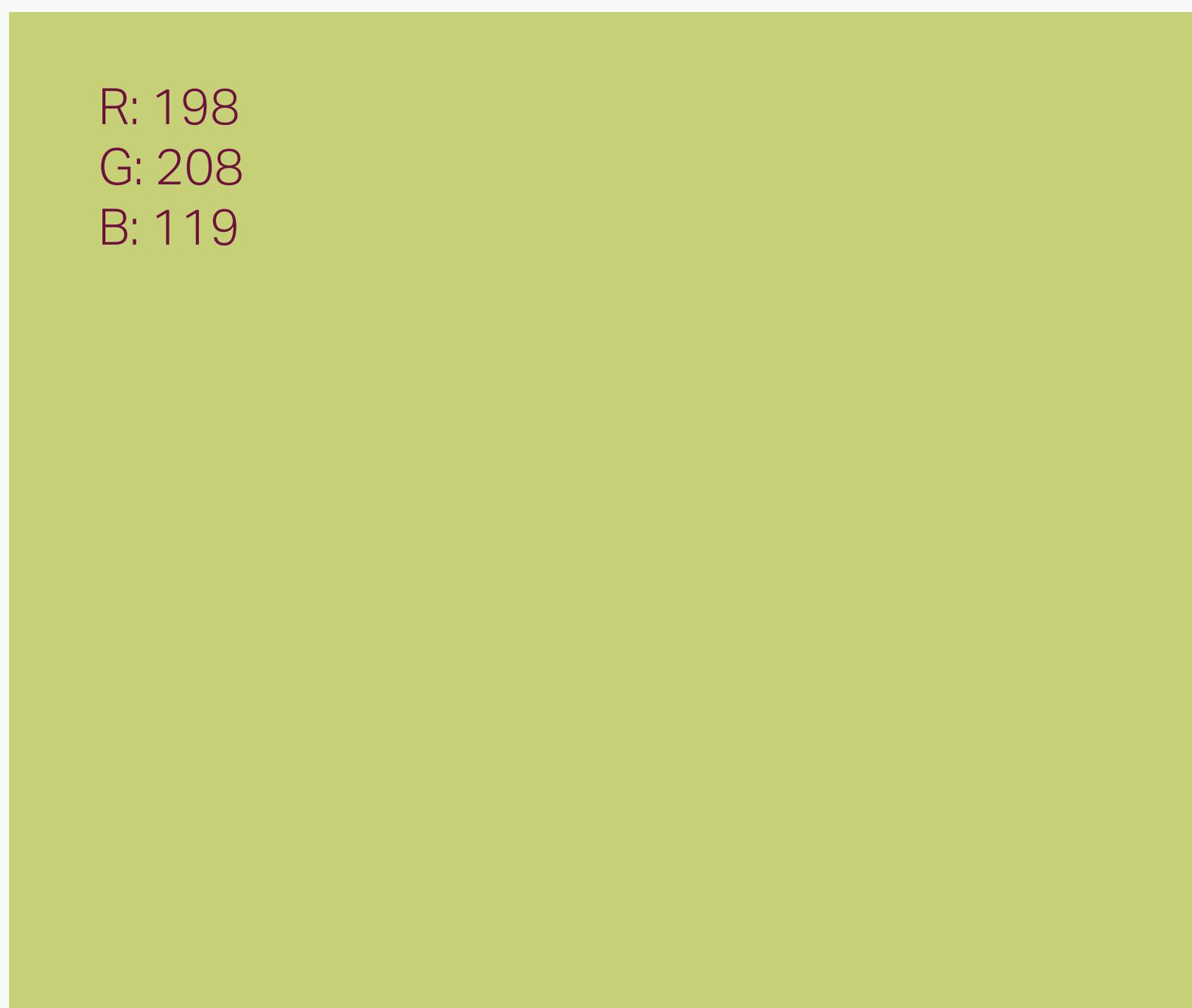
2.1 Colors

Kreate & co brand colors are: Crimson Violet #70113F Golden Sand #C6D077 White Smoke #F7F5F4

Crimson Violet
#70113F



Golden Sand
#C6D077

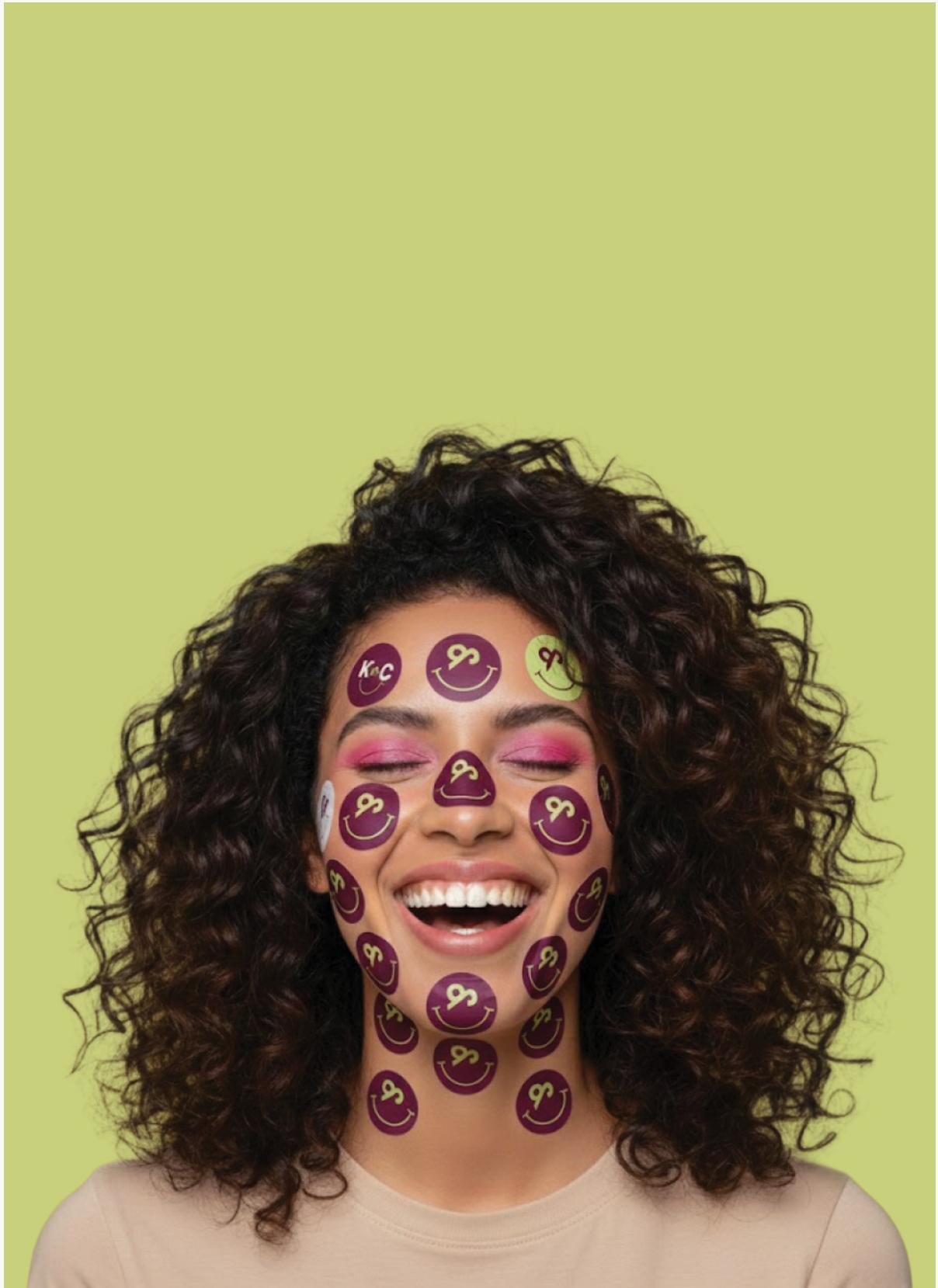
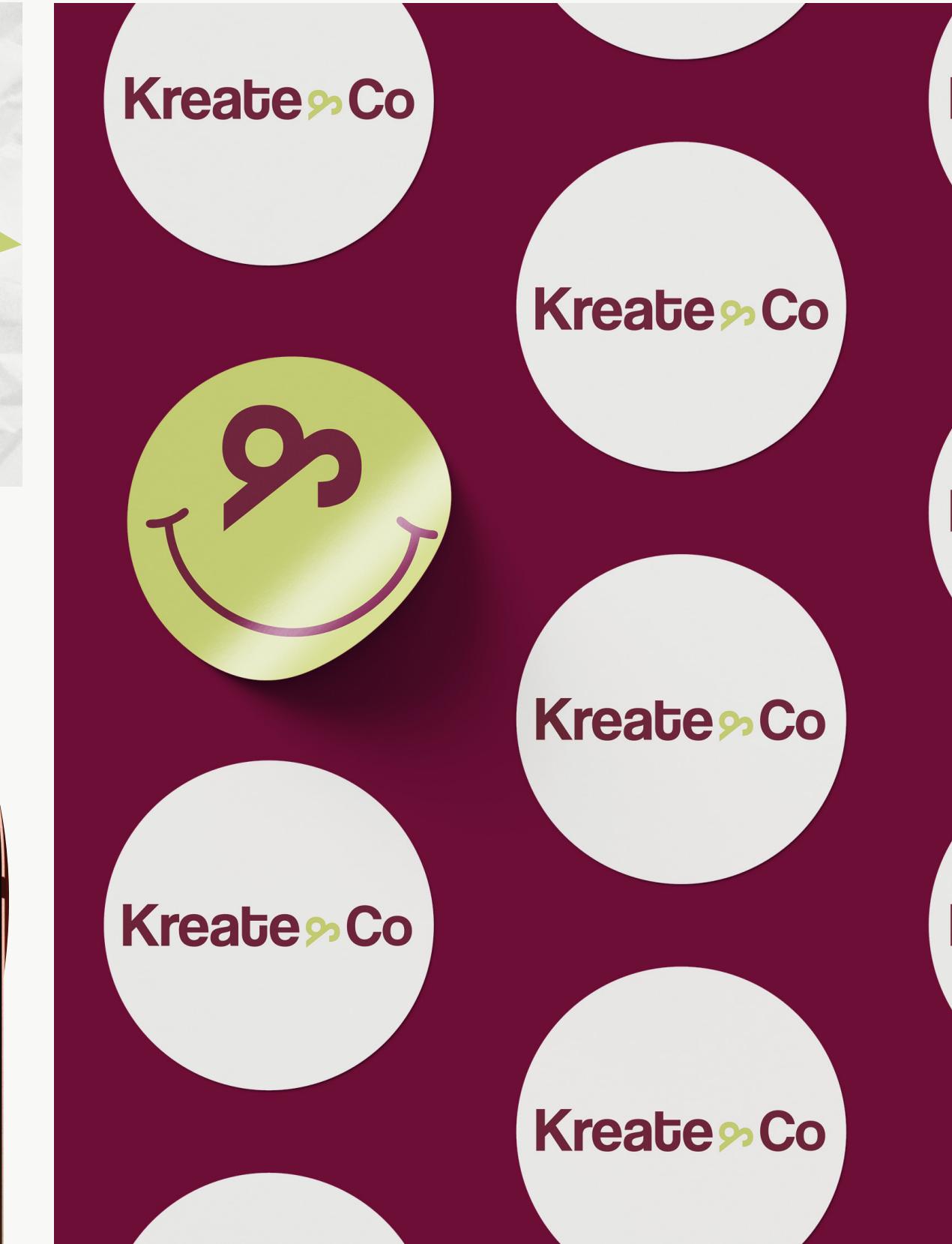
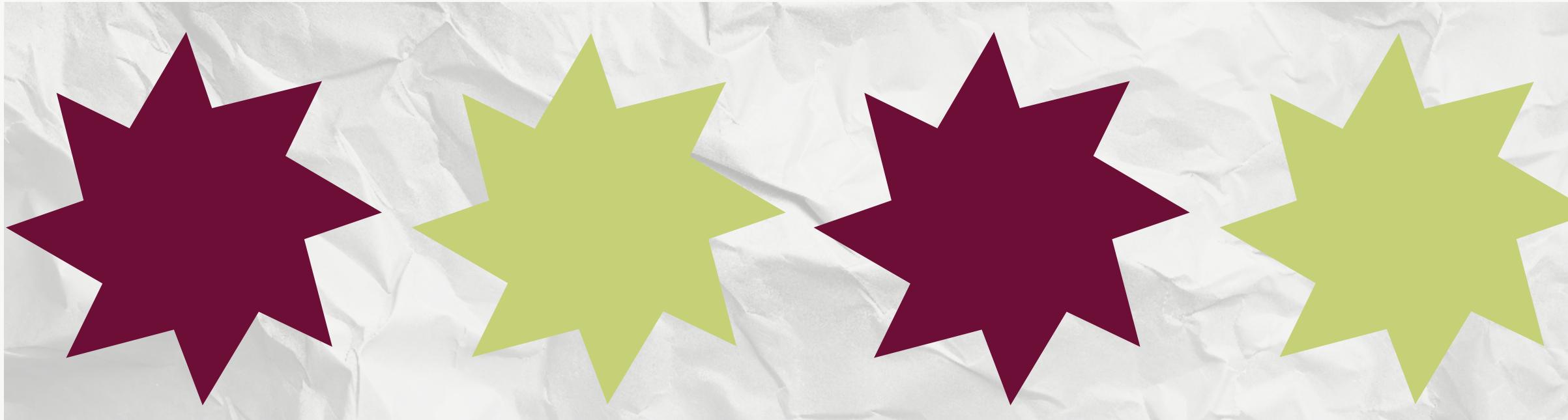


White Smoke
#F7F5F4



2.2 Colors in Use

- Don't use other colors for branding
- Ensure color consistency across all materials



3.0 Typography

Kreate & Co's typography balances clarity with a refined creative edge. Our system is built on clean sans-serif fonts for a modern, sharp look, supported by one expressive serif accent font. Inter Extra Bold leads our titles, Asterisk Sans Variable defines clear subtitles, and Aktiv Grotesk Light keeps body text minimal and readable. Nocturne Serif Extra Bold is used sparingly as our accent font, adding character and contrast while staying cohesive with the brand.



3.1 Typefaces

- Titles Font: Inter (Extra Bold)
- Subtitles: Asterisk Sans Variable (Regular)
- Body Text: Aktiv Grotesk Light
- Accent Font: Nocturne Serif (Extra Bold)

Aa

Titles: Inter
(Extra Bold)

**Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz**

Aa

Subtitles: Asterisk Sans
Variable (Regular)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

Aa

Body Text: Aktiv Grotesk
(Light)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

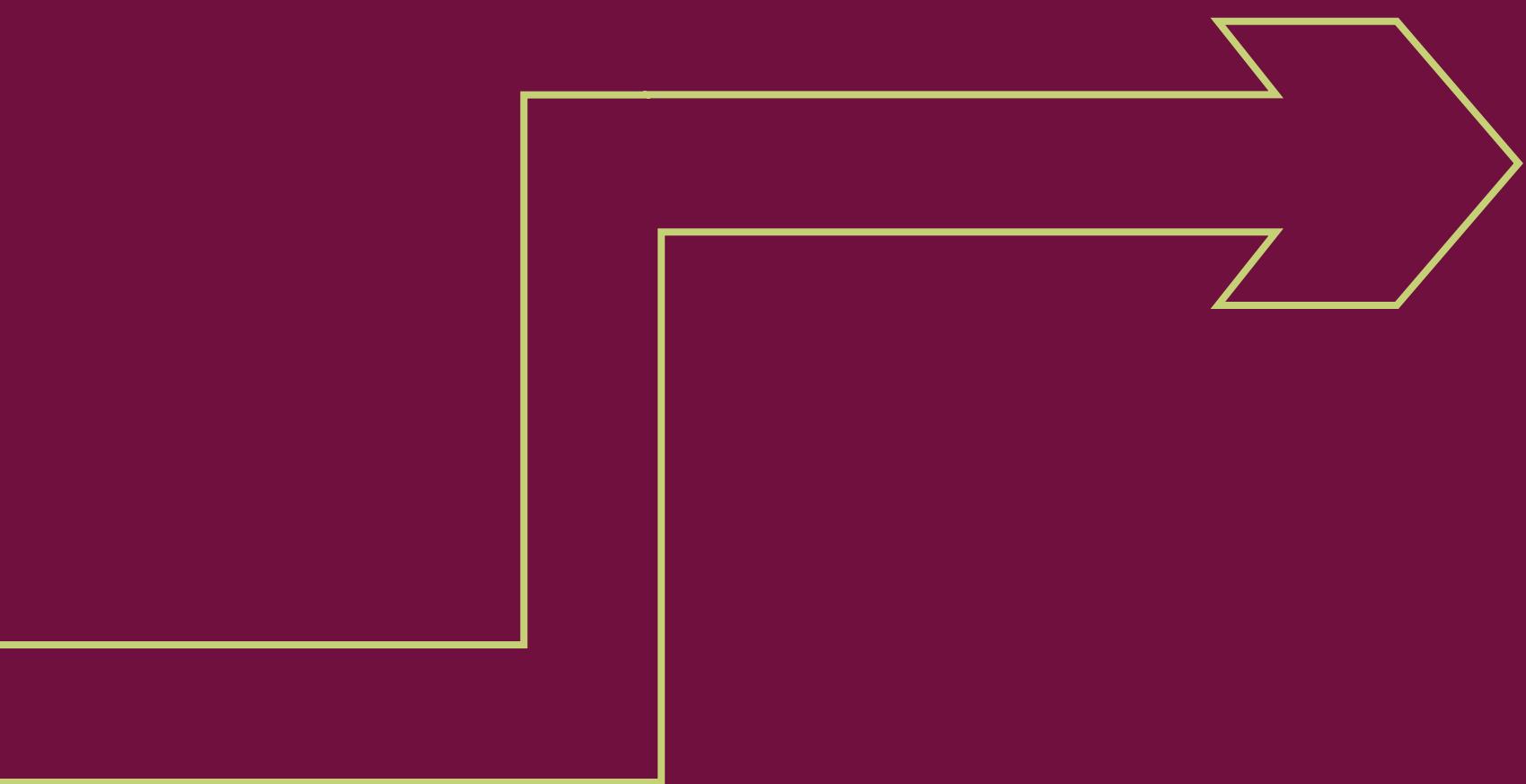
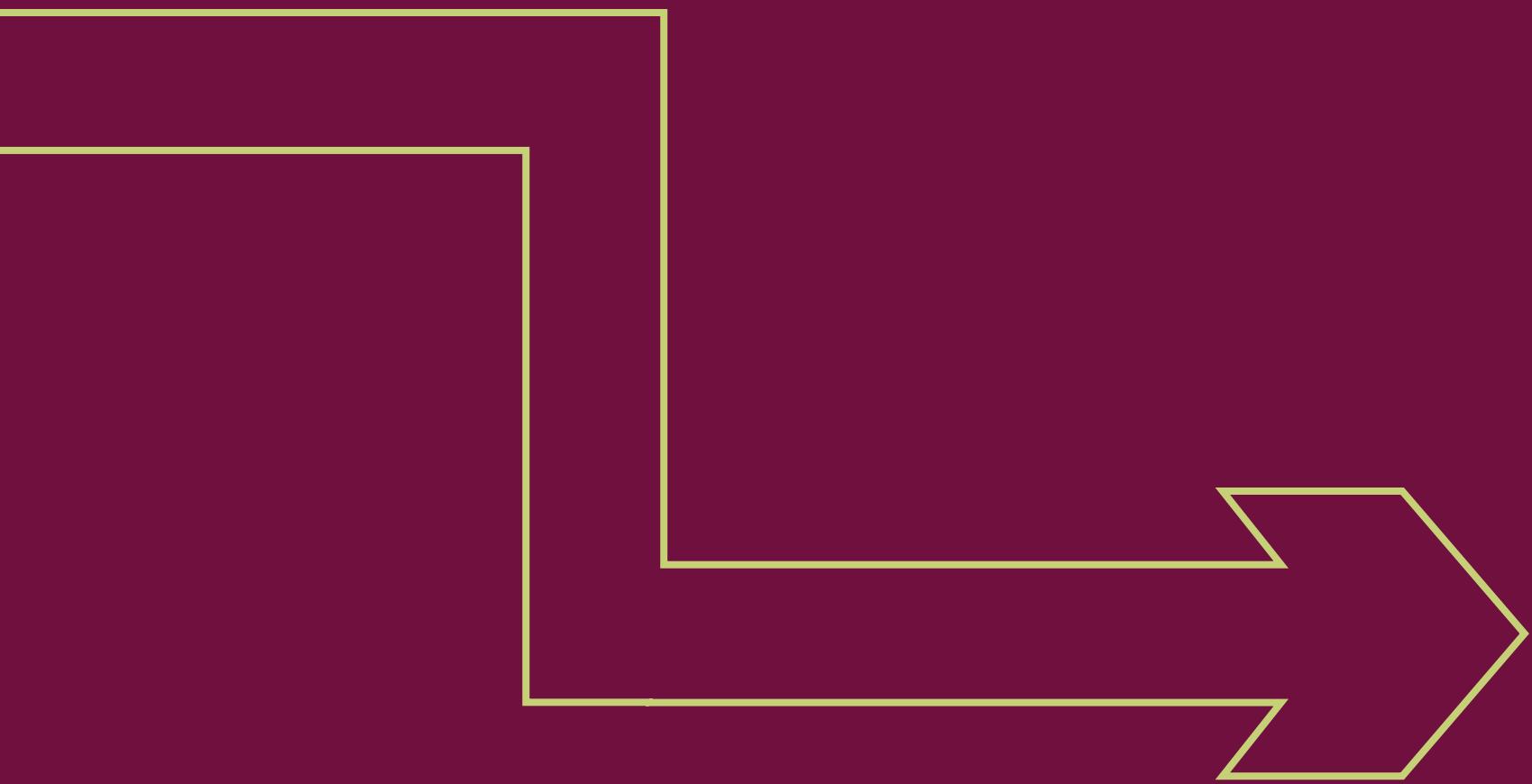
Aa

Accent Font: Nocturne Serif
(Extra Bold)

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy
Zz**

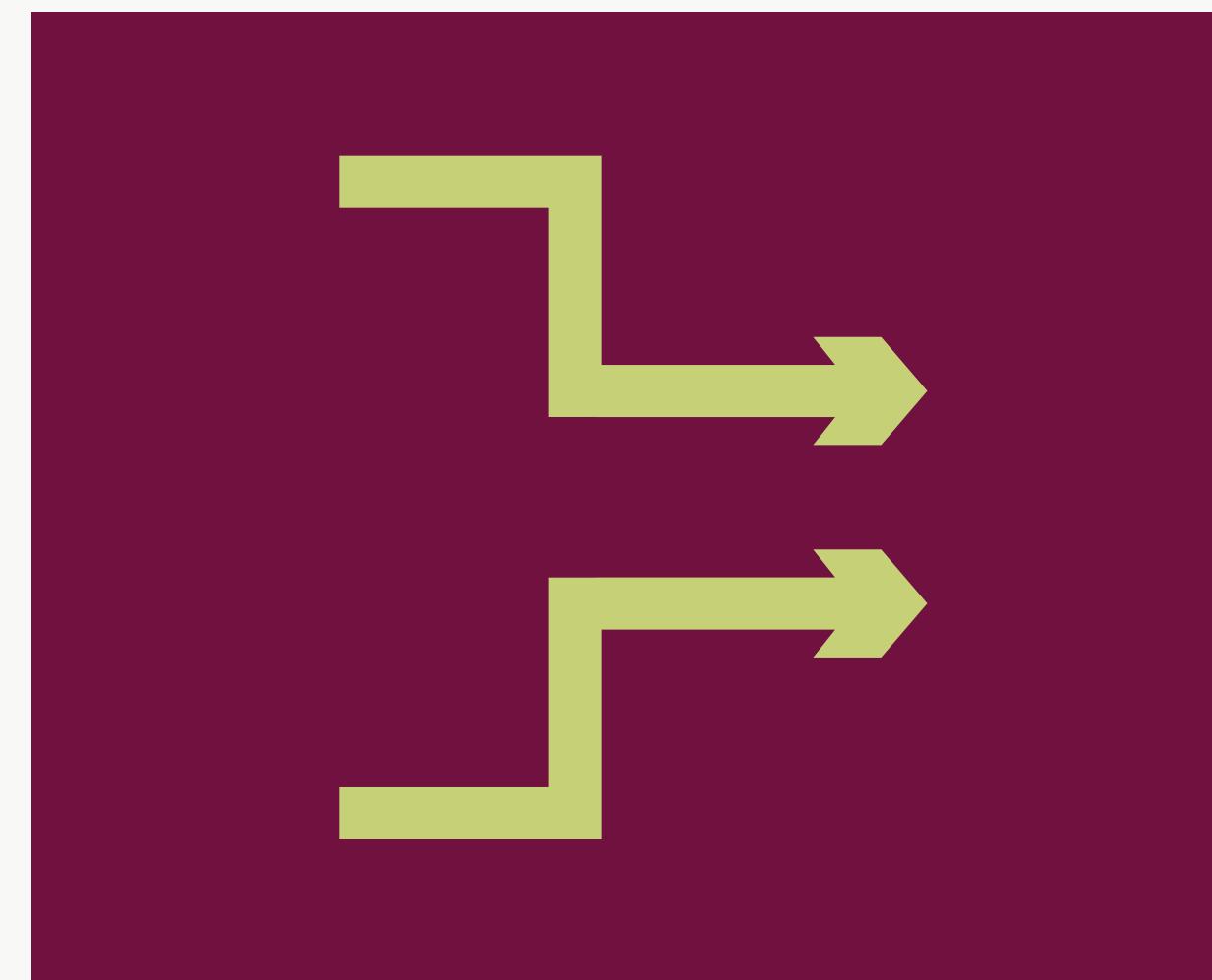
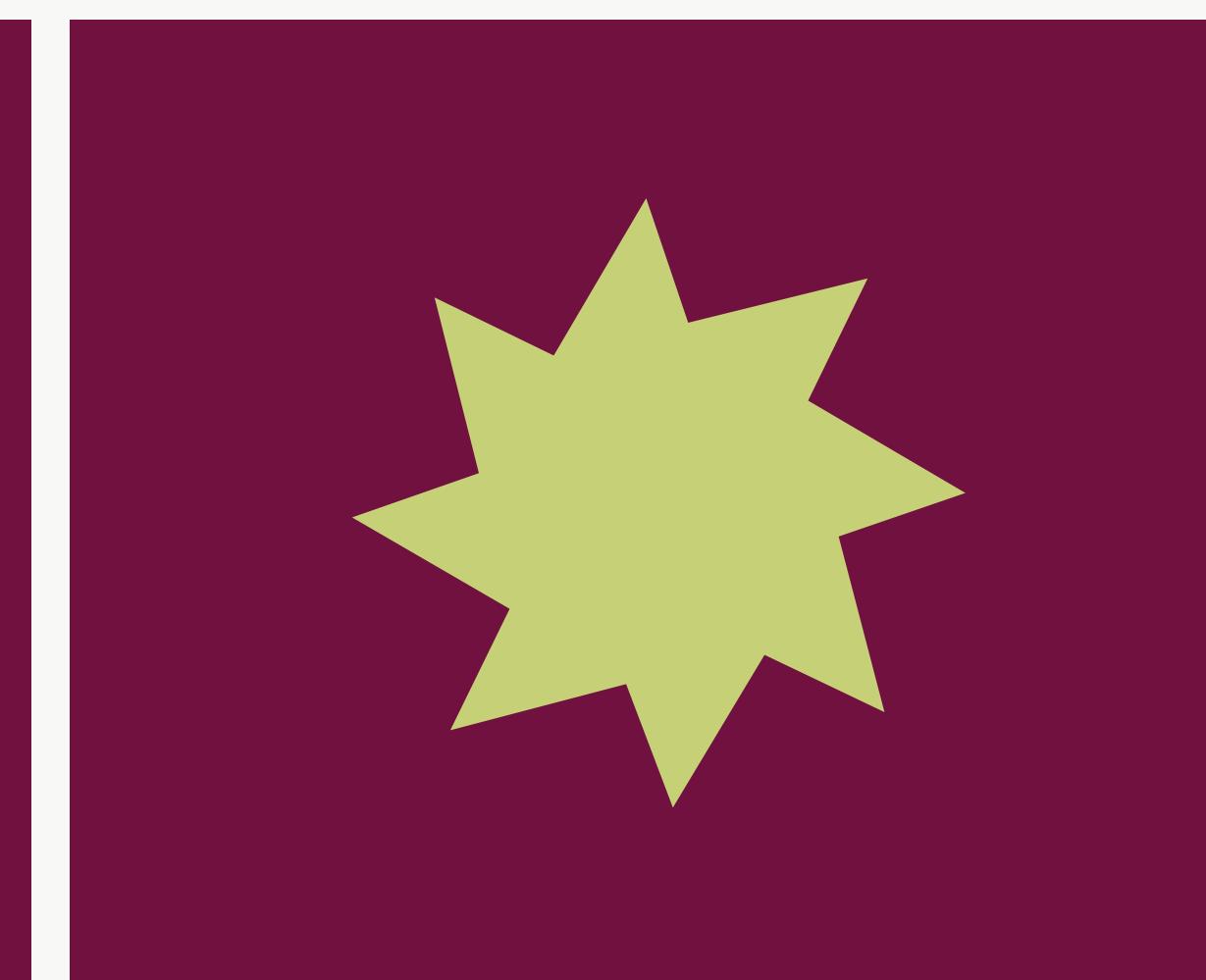
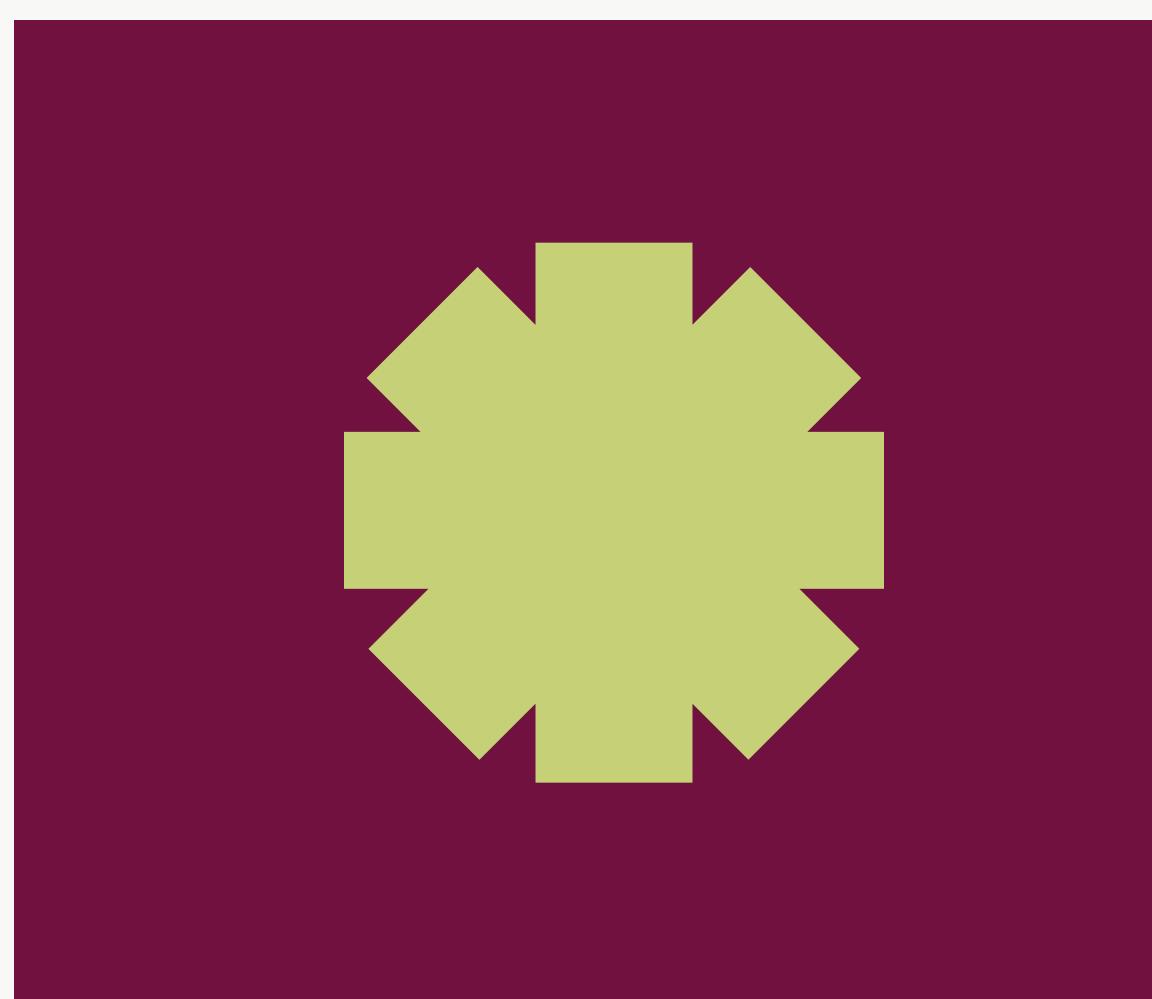
4.0 Graphical Elements

Graphic elements are the fundamental building blocks of visual design, used to create communication and aesthetic appeal.

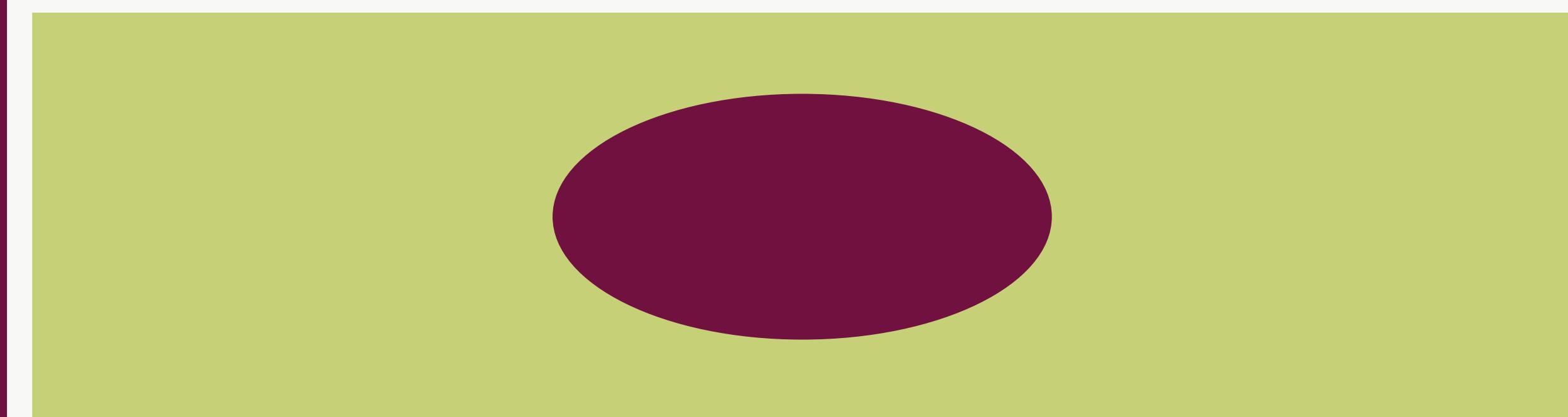
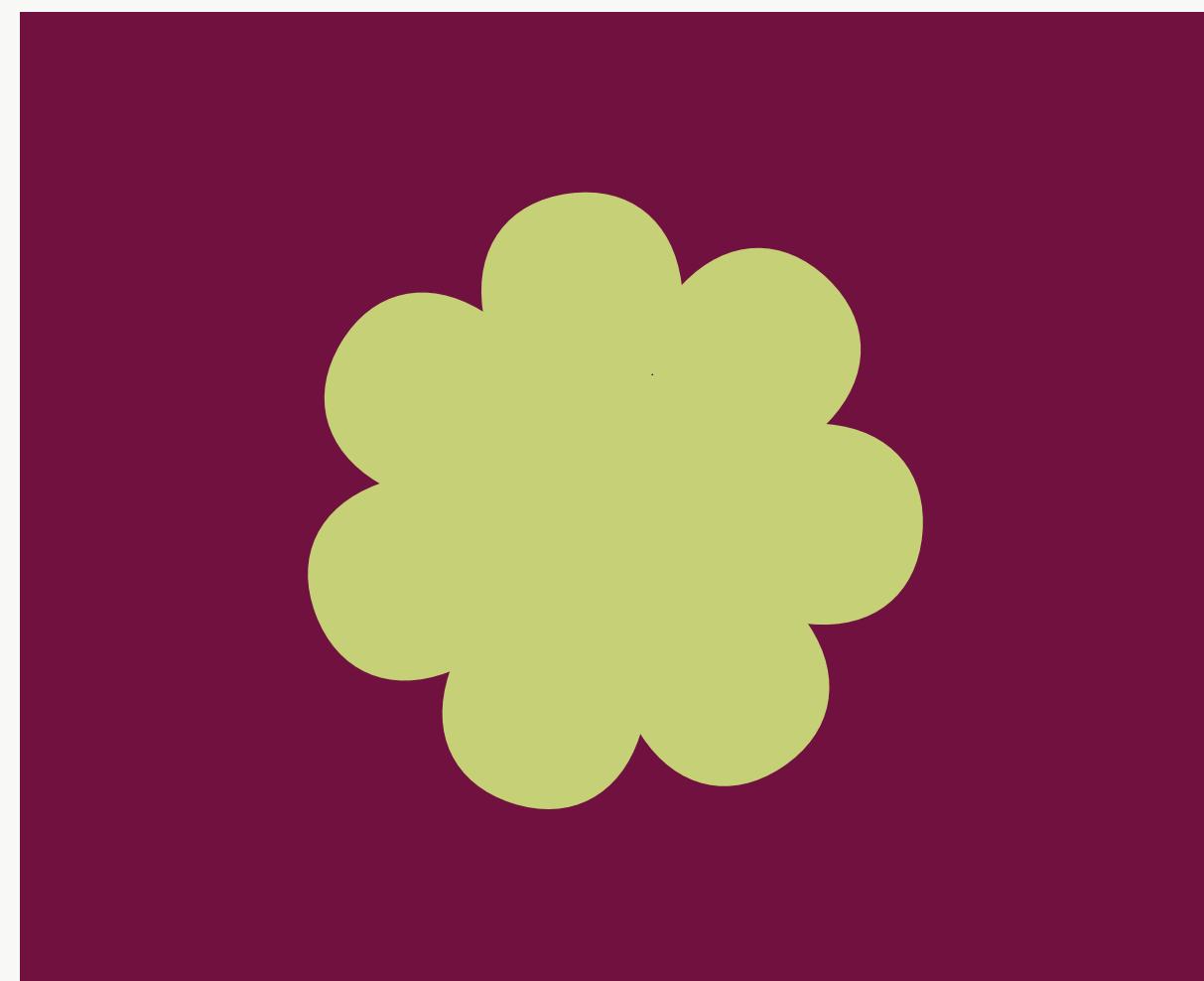
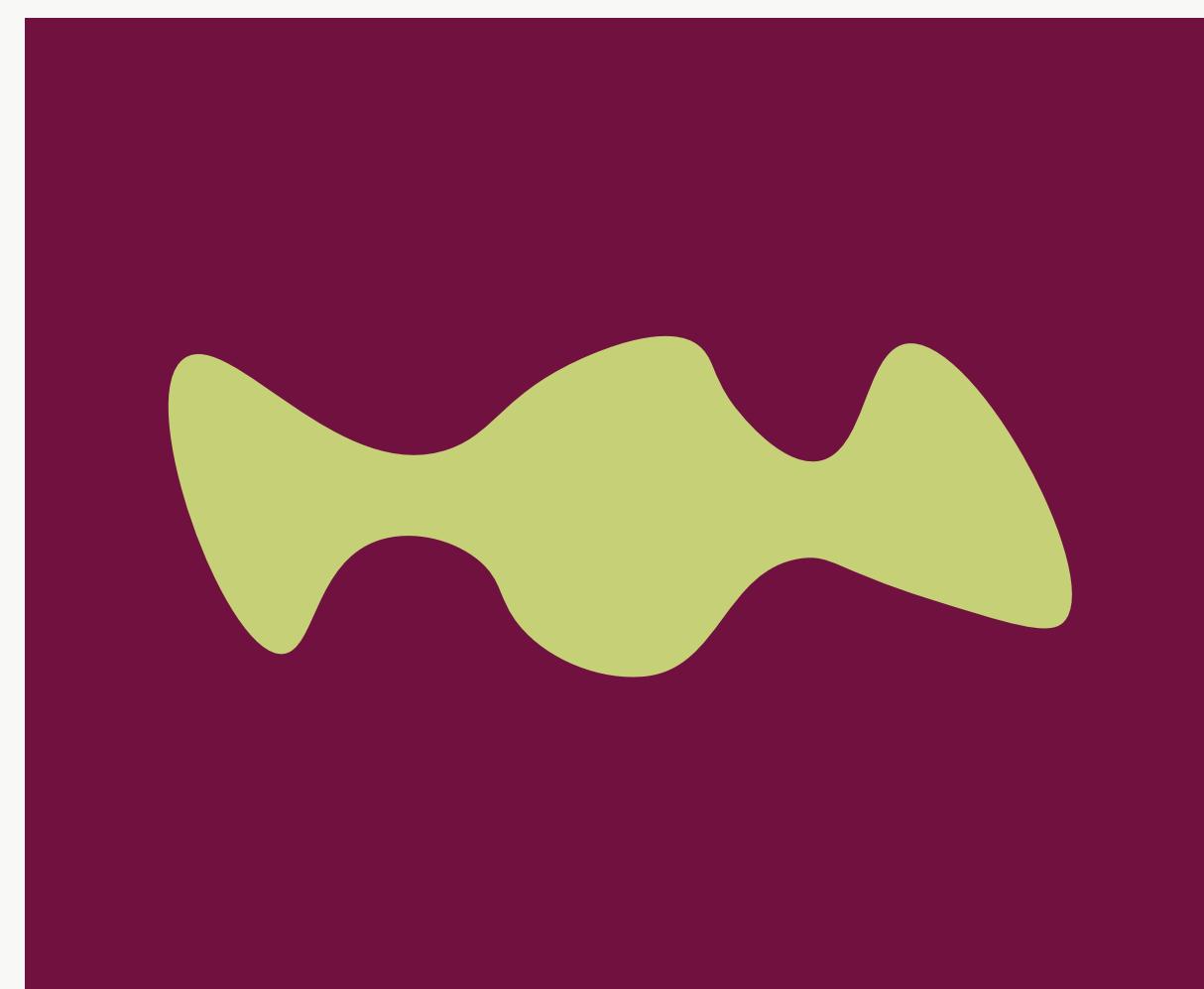
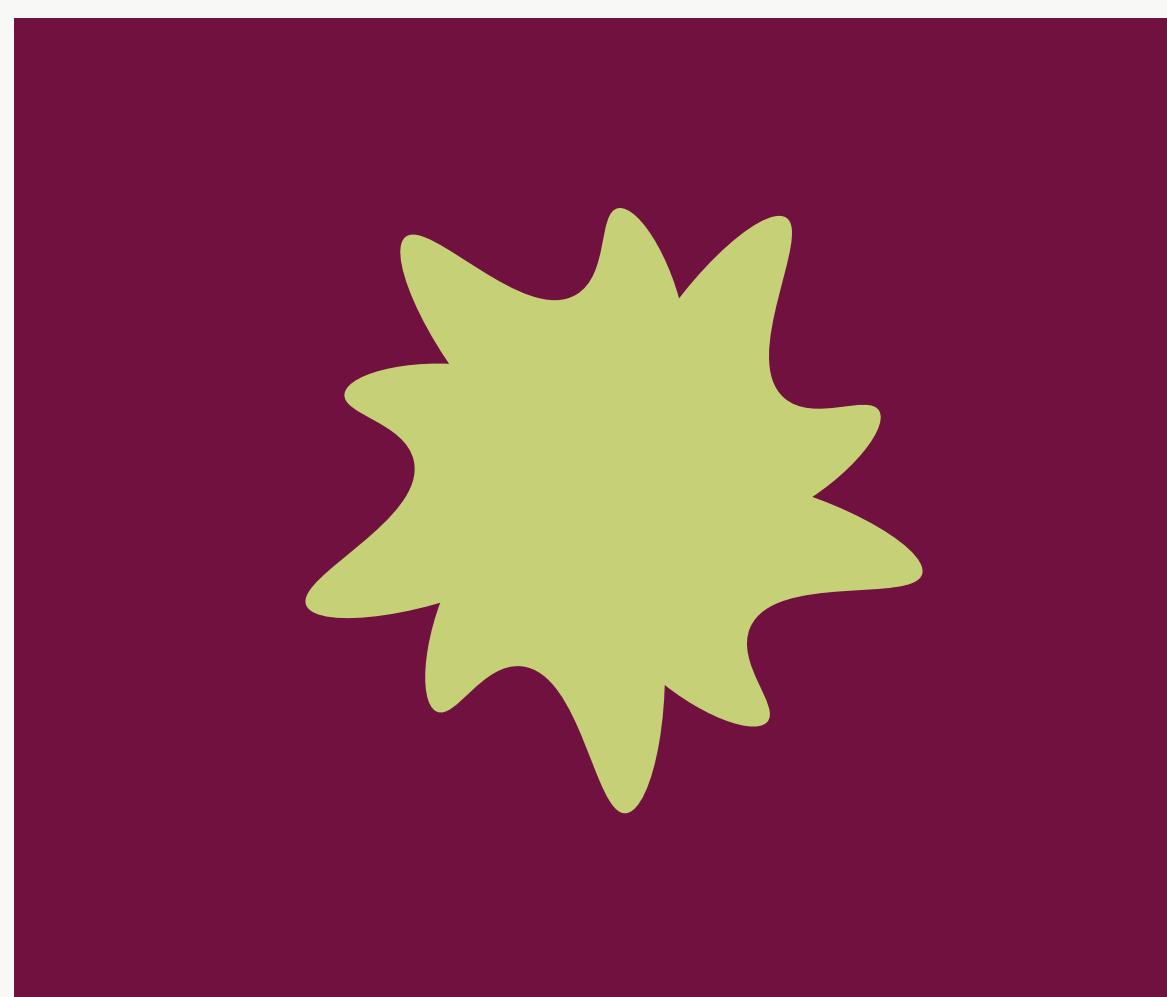
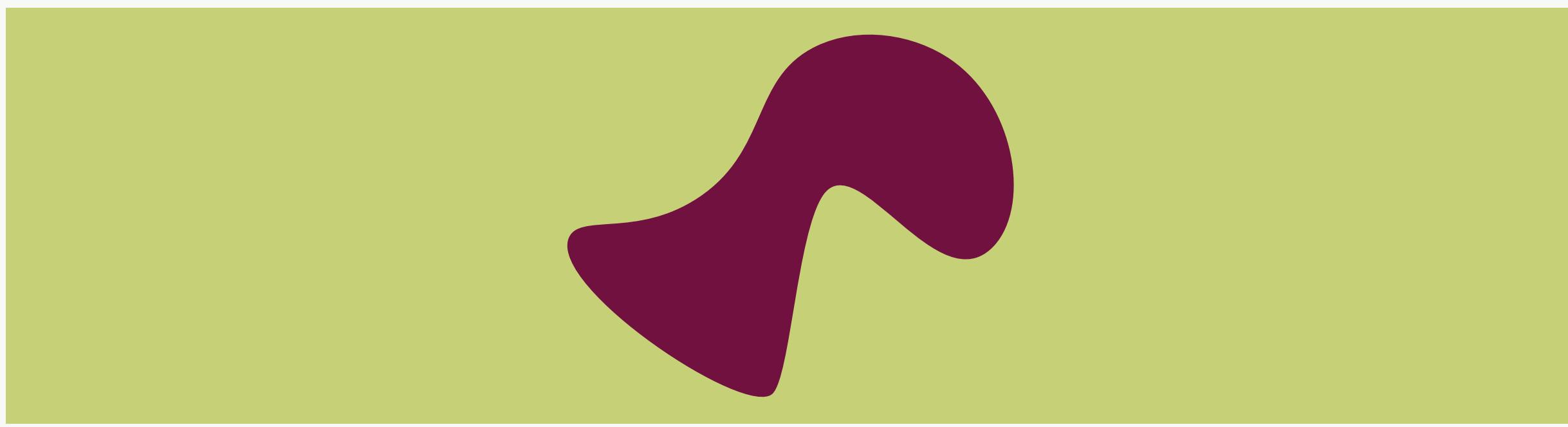


4.1 Brand Elements

Each graphical element has a defined purpose to ensure clarity and consistency: rounded layered squares are used for announcements, stacked squares for images, while the square star, pointy stars, and "&" icon can be used more freely in backgrounds or patterns. These elements may be enlarged and partially shown to allow creative layering while maintaining a cohesive visual identity.

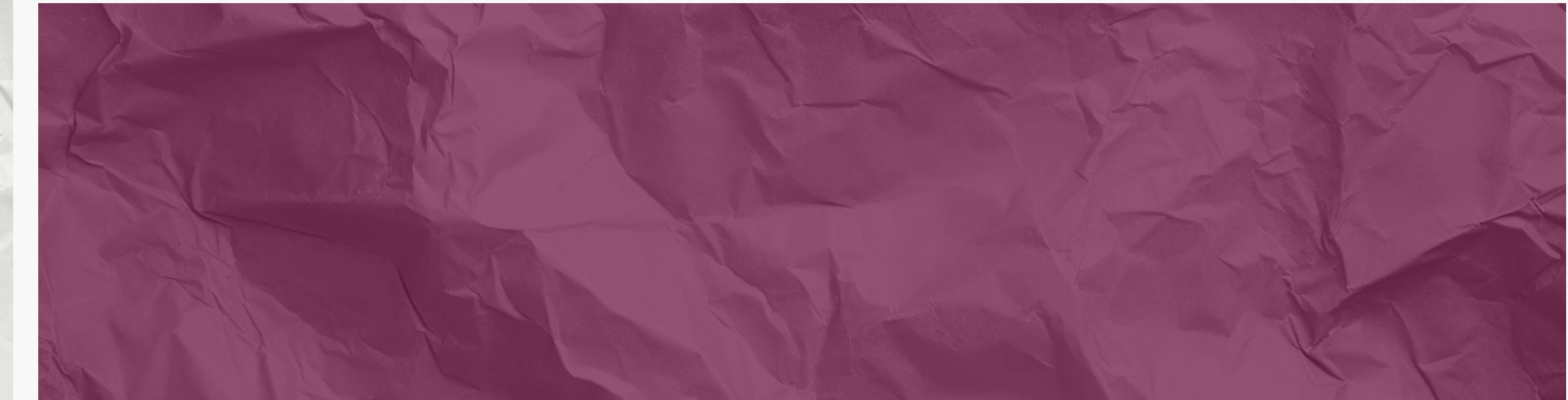


4.1 Brand Elements



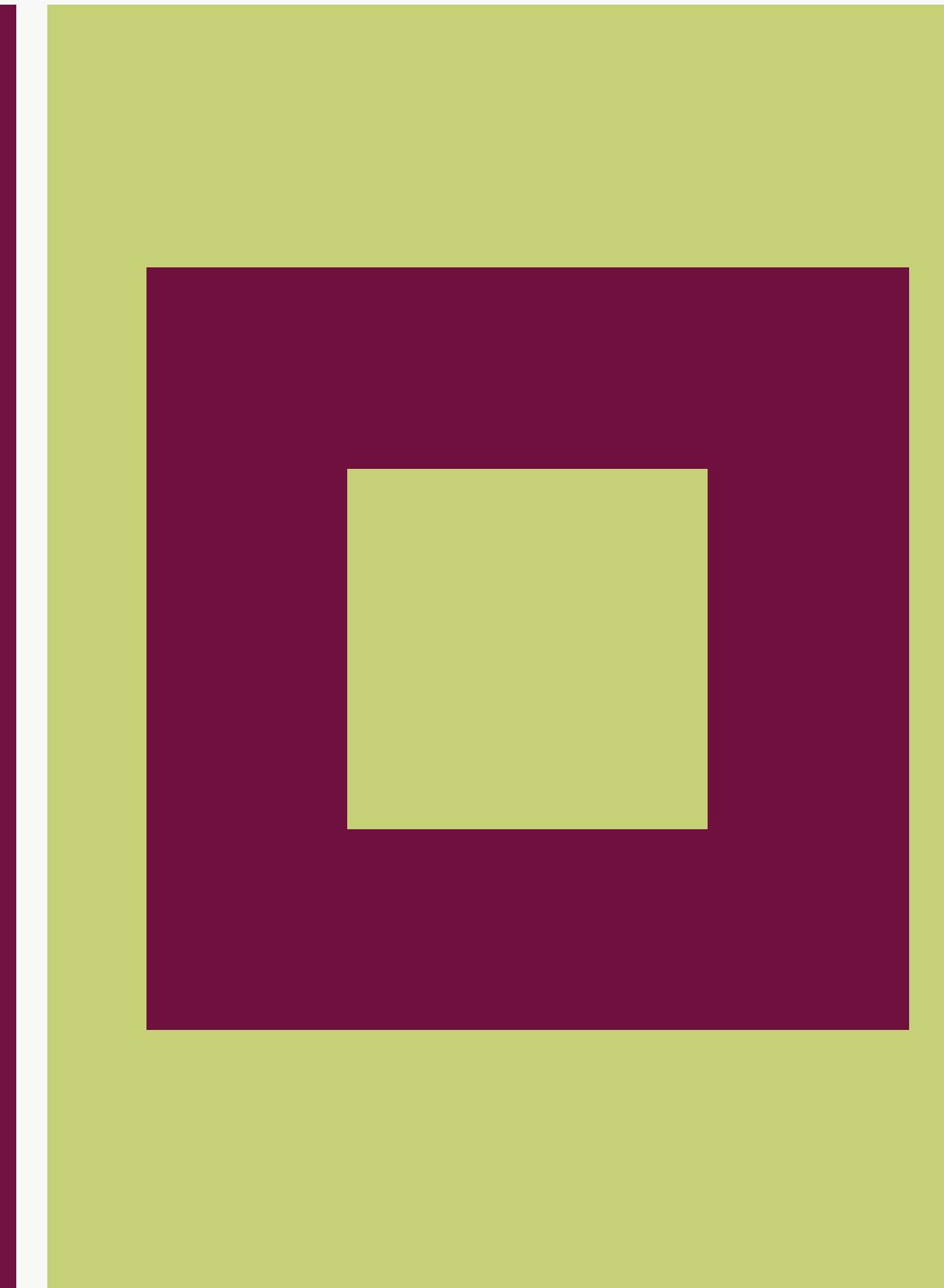
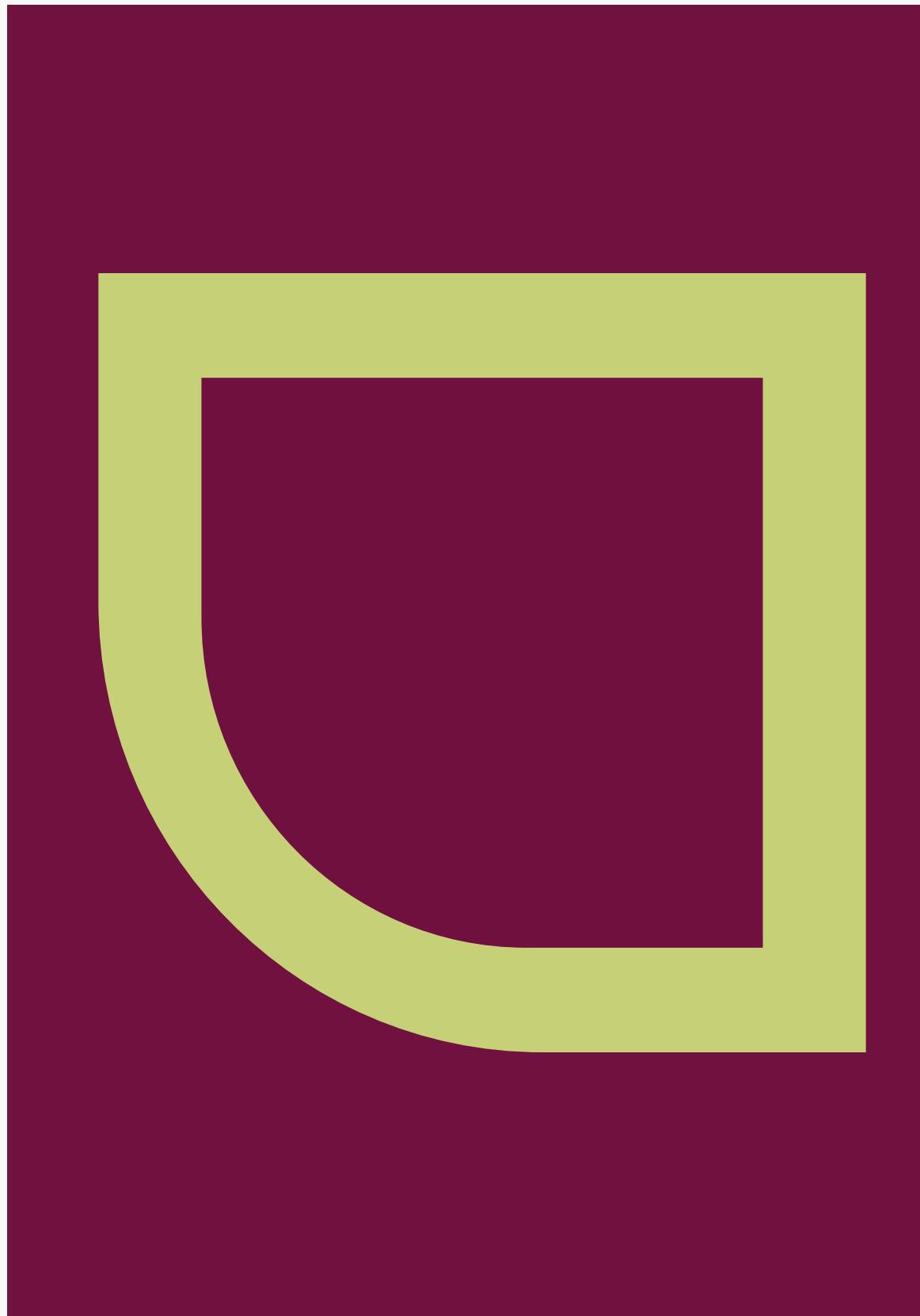
4.2 Brand Texture

Paper texture is a core visual element for Kreate & Co, representing creativity and hands-on content creation. Used subtly but consistently across posts, it strengthens brand recognition and makes the content instantly identifiable even without the logo.



4.3 Elements Misuse

To maintain brand consistency, certain rules must be followed: stacked squares should never be rotated, the "&" icon must stay in its defined style and orientation, and text boxes should not be placed at varying angles. These guidelines ensure the brand remains cohesive, recognizable, and professional across all uses.



5.0 Grid System

Kreate & Co uses a modular 4x4 grid system to ensure clarity, consistency, and flexibility across all visual communications. The grid provides a strong structural foundation while allowing controlled creative expression. All layouts must be built on this grid to maintain visual harmony.

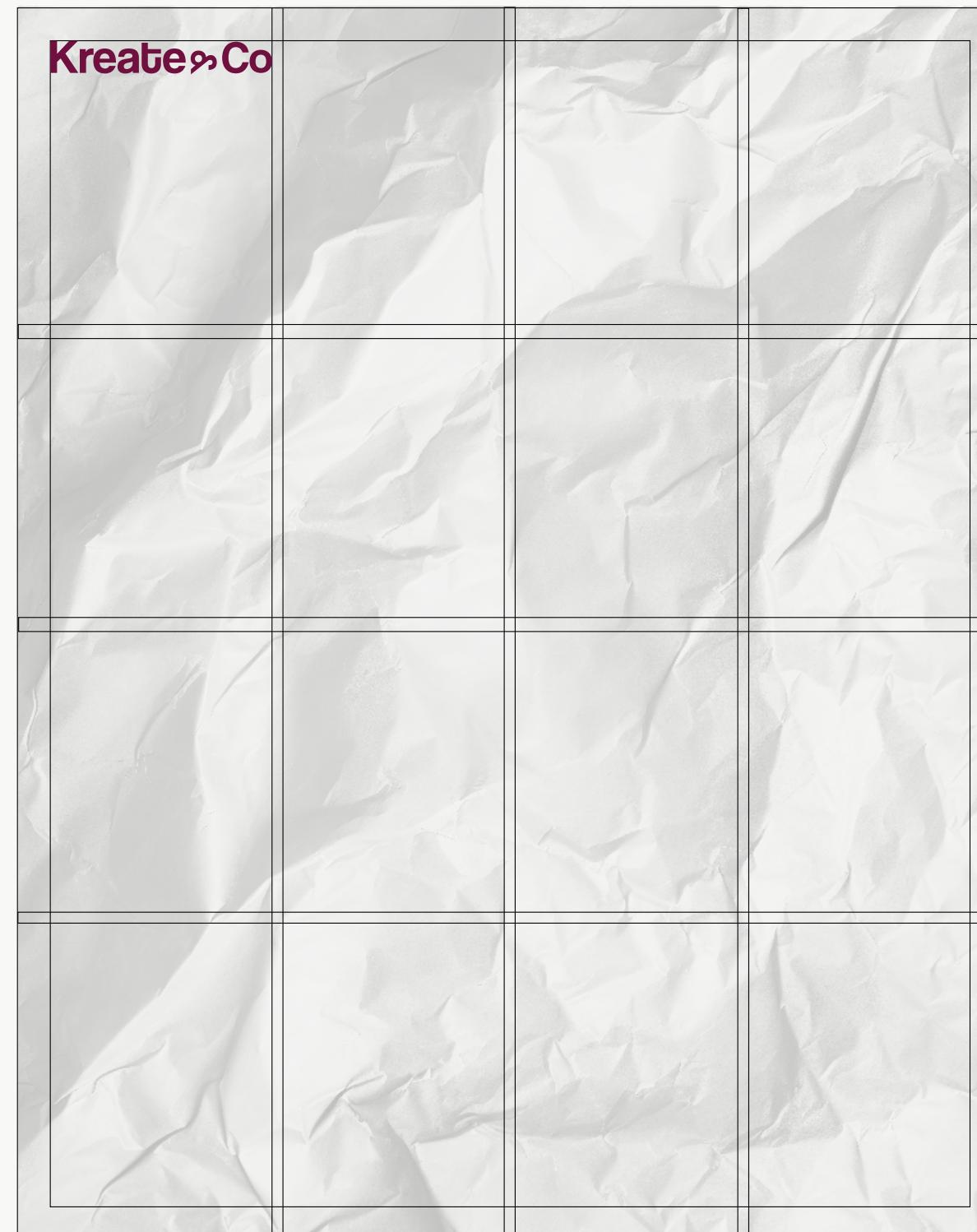


5.1 Grid Structure

Titles 2-3 Columns
Body Text 1-2 Columns



Logo Placement Top left



Full Span images



Text must align left



Kreate & Co uses a modular 4×4 grid system to ensure clarity, consistency, and flexibility across all visual communications. The grid provides a strong structural foundation while allowing controlled creative expression. All layouts must be built on this grid to maintain visual harmony.

6.0 Imagery Style

When a person appears in the image, the background must always be a solid color from our brand palette (Deep Purple #70113F, Yellow-Green #C7D078, or Off-White #F6F4F4). This maintains clarity, contrast, and a polished, editorial look. Images that do not feature a person should include the brand-specific grain to reinforce our consistent visual mood. This grain should be applied subtly, enhancing texture without overpowering the subject. All images—whether portraits or object shots must be captured from a low, front-facing angle, slightly upward. This angle adds dynamism, confidence, and a distinct visual signature unique to Kreate & Co.



6.1 Imagery Style

Images should be vibrant and clear, incorporating branding elements like the logo and colors (#A00404 and #FFFFFF). Use good angles, high quality, and consistent look and feel across all images.



7.0 Touch Points

Brand touchpoints are any moment or interaction a customer has with a brand, from seeing an ad to using a product or contacting support, shaping their perception and experience, and can be online (website, social media, emails) or offline (in-store, packaging, staff).

