

# Karma Official Logo

## KMCT CE Tech Fest

*Logo Guidelines Document*

# Karma Official Logo

- **Karma** Logo is symbolic representation of two K's. One 'K' stands for Karma and another 'K' stands for KMCT College of Engineering.
- Thus how Karma Logo have identity that represents both **KMCT College of Engineering and Karma**. Karma logo will create a brand that stands unique and can be used for coming years.
- Use the Karma Logo on all print and screen based applications (including publications, marketing and promotional materials, PowerPoint presentations, Web sites, event materials, advertising, plaques, and certificates) that are large enough to allow for the Logo to appear at least at it's minimum size.

# Karma Official Logo



Karma Logo in Black Text



Karma Logo in Grey Text



Karma Logo in Black Text with Tagline



Karma Logo in Grey Text with Tagline

# Karma Logo Configurations

## Alternate logotype for limited use:

Use the vertical logotype only on spines of books and other print publications when space does not permit use of the Karma Logo at its minimum size and clear space.



Karma Vertical Logo

# Karma Logo Configurations

## Alternate logotype for limited use:

In the specific application of Karma Favicon Icon, App Icon and Event Pins, only use the single logo without the letters. This are the only applications where this alternate logo can be used.



Karma Icon

# Karma Logo Configurations

## Alternate logotypes for yearly use:

The following are examples of correct usage of the letters Karma and the Karma Logo in a name or title with year change.



Karma 2013 Logo in Black Text



Karma 2013 Logo in Grey Text



Karma 2013 Logo in Black Text with Tagline



Karma 2013 Logo in Grey Text with Tagline

# Minimum Size

The minimum width for the Karma Logo in print and non-screen-based applications is 40 mm and 19 mm for vertical logotype. For on-screen applications, do not reduce the size below 100 pixels (as provided in the digital art files).



Karma 2013 Logo in Black Text with



Karma Vertical Logo

# Clear Space

The required clear space for the Karma Logo is illustrated below. A clear space equal to or greater than “1x” is required on all sides surrounding the Karma Logo, so it does not compete with other images, graphics, and text. This measurement “x” is equal to the height of the letters in the Karma Logo. Do not place any elements inside this clear space.



Karma Logo in Black Text



Minimum Clear Space Around the Logo  
Karma Vertical Logo

# Color Variations

Color plays an important role in representing the Karma Logo.

Great care should be taken to ensure sufficient contrast between the Karma Logo and the background. Color variations are illustrated below.



Karma Logo in Green and Red



Karma Logo with Tagline in Green and Red



Karma Logo in Yellow and Green



Karma Logo with Tagline in Yellow and Green

# Background Control

When placing the Karma Logo on print- or screen-based applications, it is important to ensure sufficient contrast between the background and the Karma Logo. When placed over an image, it may be necessary to adjust the position of the image or retouch the area to achieve maximum visibility. Below are examples of correct background control situations.



Karma Logo in Yellow Background



Karma Logo in Orange Background



Karma Logo in Pink Background



Karma Logo in Green Background