






# Kiva logo styleguide

## Clearspace

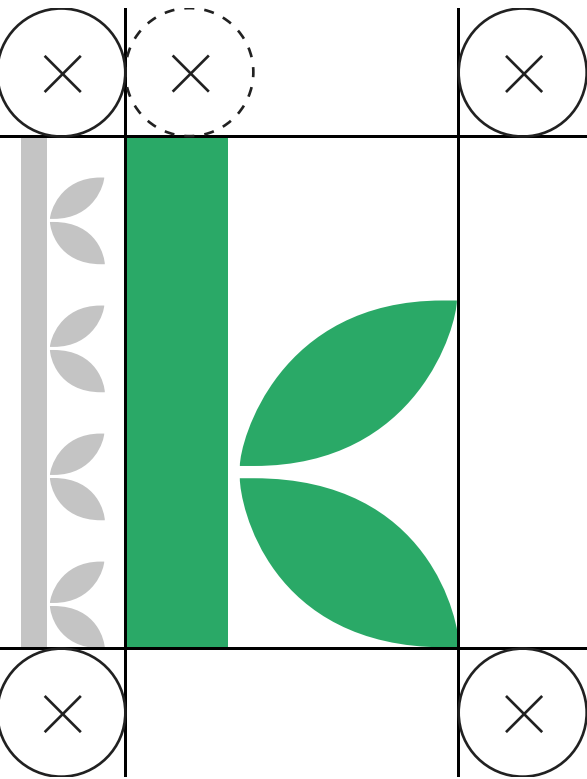
### Things to keep in mind

-  **Do not** crop out the clearspace implemented on the logo.
-  **Do not** recolor the logo.
-  **Do not** resize individual components within the logo.
-  **Do not** make it difficult to read on top of photos.
-  **Do not** draw or add other objects within/on the logo.



#### CLEARSPACE ON THE KIVA “K” LOGO

The clearspace of the Kiva logo ensures that our logo never gets too close to other logos or other objects/containers. The padding is defined by half the height of the Kiva “K” all around.



#### CLEARSPACE ON THE KIVA “K” LOGO

Same rules for clearspace apply to the Kiva “K” logo, but instead of half the height of the “K”, it uses 1/4 the height all around.

## Useable colors

These color definitions ensure that the Kiva logo will stay in brand while giving you the space to work with your own.



HEX    #2AA967  
RGB    42 169 103  
CSS    RGBA(42, 169, 103, 1)



HEX    #212121  
RGB    33 33 33  
CSS    RGBA(33, 33, 33, 1)



HEX    #FFFFFF  
RGB    255 255 255  
CSS    RGBA(255, 255, 255, 1)