



# KAGLA

## Digital brand guidelines

BRAND LOGO

01

# Brand logo

## Core of our brand.

Our logo is what users use to identify us, and it is a promise of quality, reliability, and consistency.

Therefore, our logo needs to be used correctly at all times.

This section is a guideline for doing so.

Any use of our logo that is inconsistent with the content in this section is not permitted.

BRAND LOGO



BRAND LOGO



# KAGLA

## Major lock-up

The brand logo is what identifies the KAGLA brand.  
Always refer to the brand logo as the first means of communicating the brand.

This logo is a locked artwork and should not be altered in any way.

## BRAND LOGO



COLOUR



POSITIVE



NEGATIVE

## Colour variation

There are three variations of brand logo lockups that can be used for different types of backgrounds.  
When in doubt, use the one that is most obvious against the background.

For printed materials, care should be taken to ensure the legibility of the logo depending  
on the media and other factors that will be used in the end.

BRAND LOGO



PRIMARY LOCK-UP



ICON ONLY



WORDMARK ONLY



LOGO VERTICALLY

## A scalable identity system

Our logo is designed for brand recognition.

We offer a variety of logo lockups to cover the use of the logo in different cases.

Try out different logo versions to maximize the readability of the logo.

## BRAND LOGO



240px

### MINIMUM SIZE

Icons are available in two versions. When using this icon, please use at least 240px.



32px

### MINIMUM SIZE

If you want to use a smaller icon, the minimum height is 32px for digital applications.

## ICON LOCK-UP

If you use only the icon, please put our brand name near the icon or use the icon in such a way that it can be identified as our brand.

When using i-con at 240px or higher, the icon in the upper left corner can be used.

BRAND LOGO

The logo icon consists of a stylized, rounded, openwork shape resembling a crown or a series of nested, slightly irregular circles, all in white against a dark background.

KAGLA

KAGLA | 14px

If you want to use a smaller icon,  
the minimum height is 14px for  
digital applications.

## Wordmark lock-up

If space is limited, the KAGLA wordmark can be used instead of the locked-up logo.

This logo is designed to improve readability at a certain small size.

## BRAND LOGO

### MINIMUM SCALING



KAGLA [ 32px ]

The minimum height is  
32px for digital  
applications.



[ 32px ]

The minimum height is  
32px for digital  
applications.



KAGLA [ 14px ]

The minimum height is  
14px for digital  
applications.

## Logo size

Maintaining a legible logo size is essential for brand recognition.

The appropriate logo size will vary from case to case, but to maintain readability,  
use the maximum size that is comfortable for each logo version.

In some situations, use the minimum size.

Do not use a size smaller than the minimum size listed on this page.

BRAND LOGO



**Clear space**

Clear space is the area without any elements.  
The clear space around the logo makes the logo stand out.

In general, the more clear space there is around the logo, the better. At the very least,  
the four sides of the logo should have the same amount of space as the KAGLA icon you used.

BRAND LOGO



## Back ground

Whatever background is used, the readability of the logo should not be compromised.

Use a logo lockup that is easy to read depending on the background.

02

## **Logo placement to maintain a consistent visual style.**

**A consistent visual style is essential for brand logo.**

Where you place our logo will change the visual style of your brand.

This section explains where to place the logo in different media.

As a general rule, the logo should not be centered, but should generally be left-aligned and aligned with the major grid lines.

## VISUAL STYLE



### DEVICE ICON

If you have our website bookmarked and saved on your home screen, this graphic will be displayed on some mobile devices.  
Default size is 192px x 192px.



### FAVICON

Our favicon - a 32px x 32px icon that is displayed in the browser next to the url.

## On the Web

On the KAGLA web site, the logo is placed in the upper left corner.

Please do not place the logo in the middle of the screen, even on small screens.

## VISUAL STYLE



### ICON AVATAR

Avatars can be used  
on all platforms.  
Can use any  
approved colour.

## On social media

When used as a social network icon, an icon-only logo needs to create appropriate space on all sides.

The layout of the avatar should not be altered, but in some cases, approved secondary brand colors can be used.

## VISUAL STYLE



## General errors

Note: These are examples of undesirable logo uses.

Please do not use unapproved colors or compromise the legibility of the logo.

Please use the logo while maintaining its readability.

03

## Brand coloer

**Colour is one of the elements that make us who we are.**

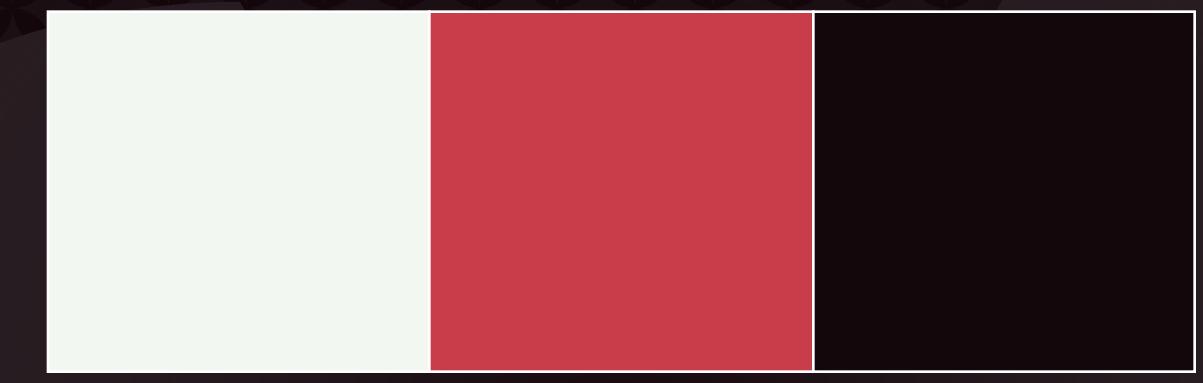
The brand colors we choose are one of the elements that help people recognize us.

Therefore, it is very important to reproduce and combine our colors correctly.

In this section, we will explain the precautions to be taken in color schemes when using our logo.

Do not use colors other than the ones listed in this section.

## BRAND COLOER



## Colour palette

The use of accurate colors is crucial for brand recognition.  
Our brand logo should be represented by one of the colours listed on this page.  
Do not use any colors that are not permitted.

04

# Typography

**We are also particular about beauty of our typography.**

Nothing communicates more clearly about a brand than letters and numbers.

Typography is very much about striking a balance between legibility and fit for our brand.

Do not change the typeface of the wordmark with the use of the logo.

05

# Objective

**The typeface we chose for our logo.**

The font used in the KAGLA logo is completely original.

We created it with the aim of achieving a balance between Japanese culture and what is good for design.