

KITE Style Guide

LOGO VARIATIONS

Main logo



Icon logo



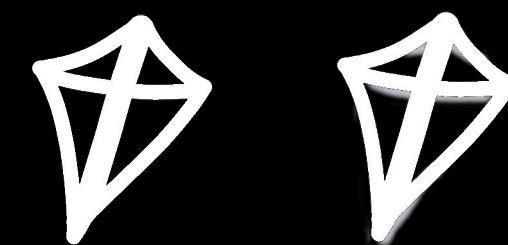
Secondary logo



White logo



Icon logo



LOGO DO'S AND DON'TS

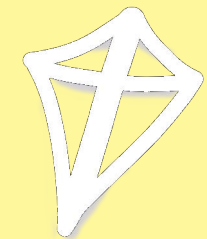
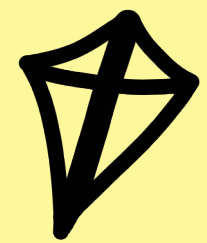
DO

kite

No smaller than 140x45 pixels

kite

No smaller than 140x45 pixels



DON'T

kite

kite

kite

kite

FONTS

Headlines

H1: Didact Gothic, 56px

H2: Didact Gothic, 45px

H3: Didact Gothic, 35px

H4: Didact Gothic, 27px

H5: Didact Gothic, 21px

H6: Didact Gothic, 16px

Body

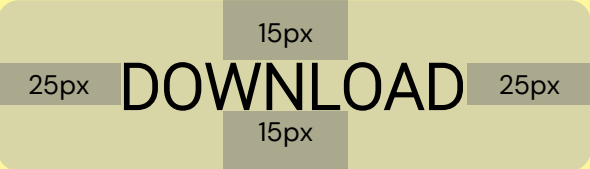
B1: Roboto Light, 20px

B2: Roboto Light, 17px

B3: Roboto Light, 15px

BUTTONS

Regular Button



Font: Roboto Light, 24px
Button Color: #ABABAB
Text Color: #000000

Hover Button



Font: Roboto Light, 24px
Button Color: #7A7A7A
Text Color: #FFFFFF

Outlined Button



Font: Roboto Light, 24px
Stroke Color: #7A7A7A
Text Color: #000000
Stroke Size: 2px

Regular Text Button

Read More

Font: Didact Gothic, 24px
Button Color: #000000

Hover Text Button

Read More

Font: Didact Gothic, 24px
Button Color: ABABAB