kedro

Brand guidelines

June 2023
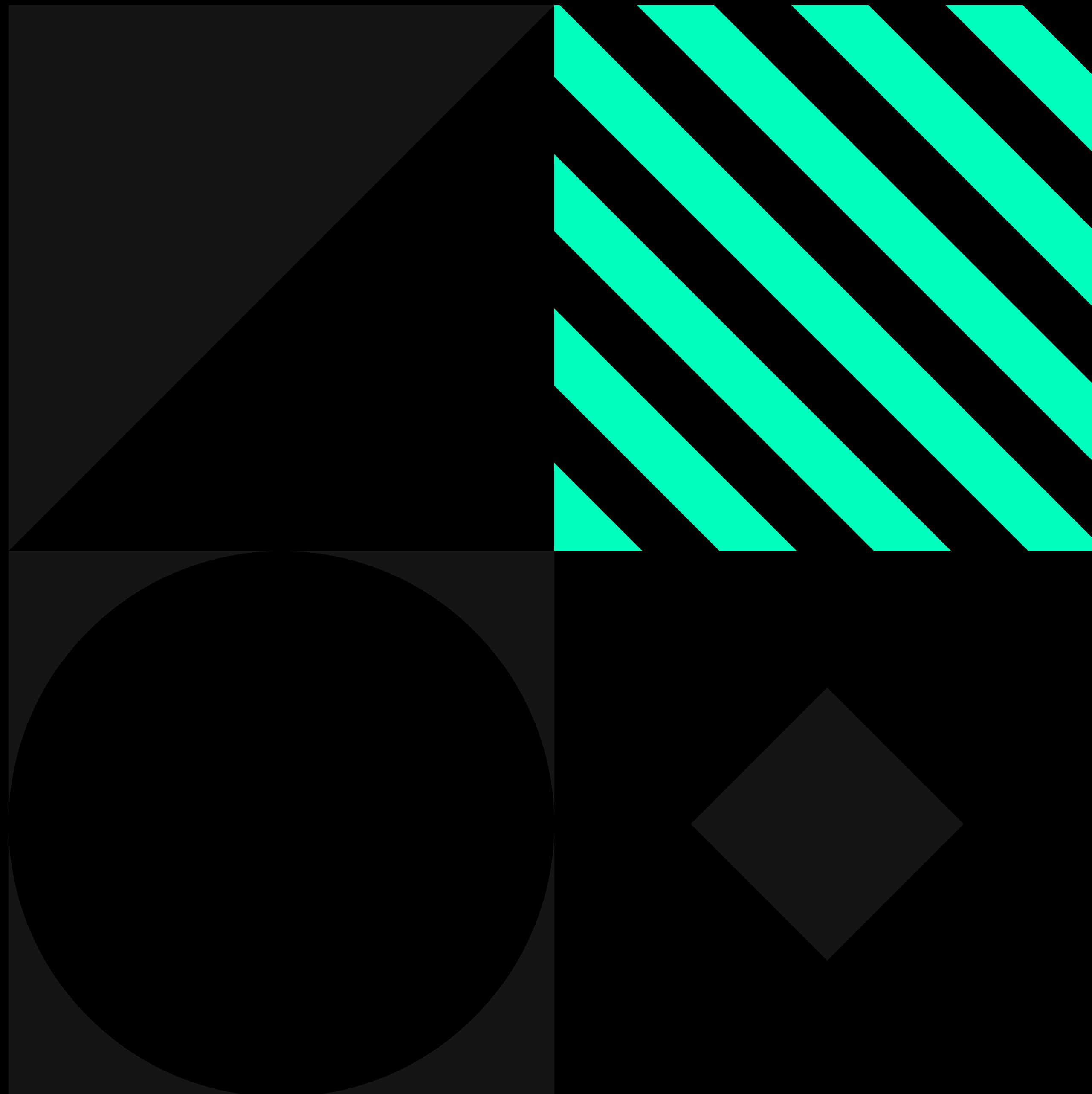
Content

Intro

These guidelines define Kedro's brand principles and how to present them consistently. Use them when you work on Kedro touchpoints.
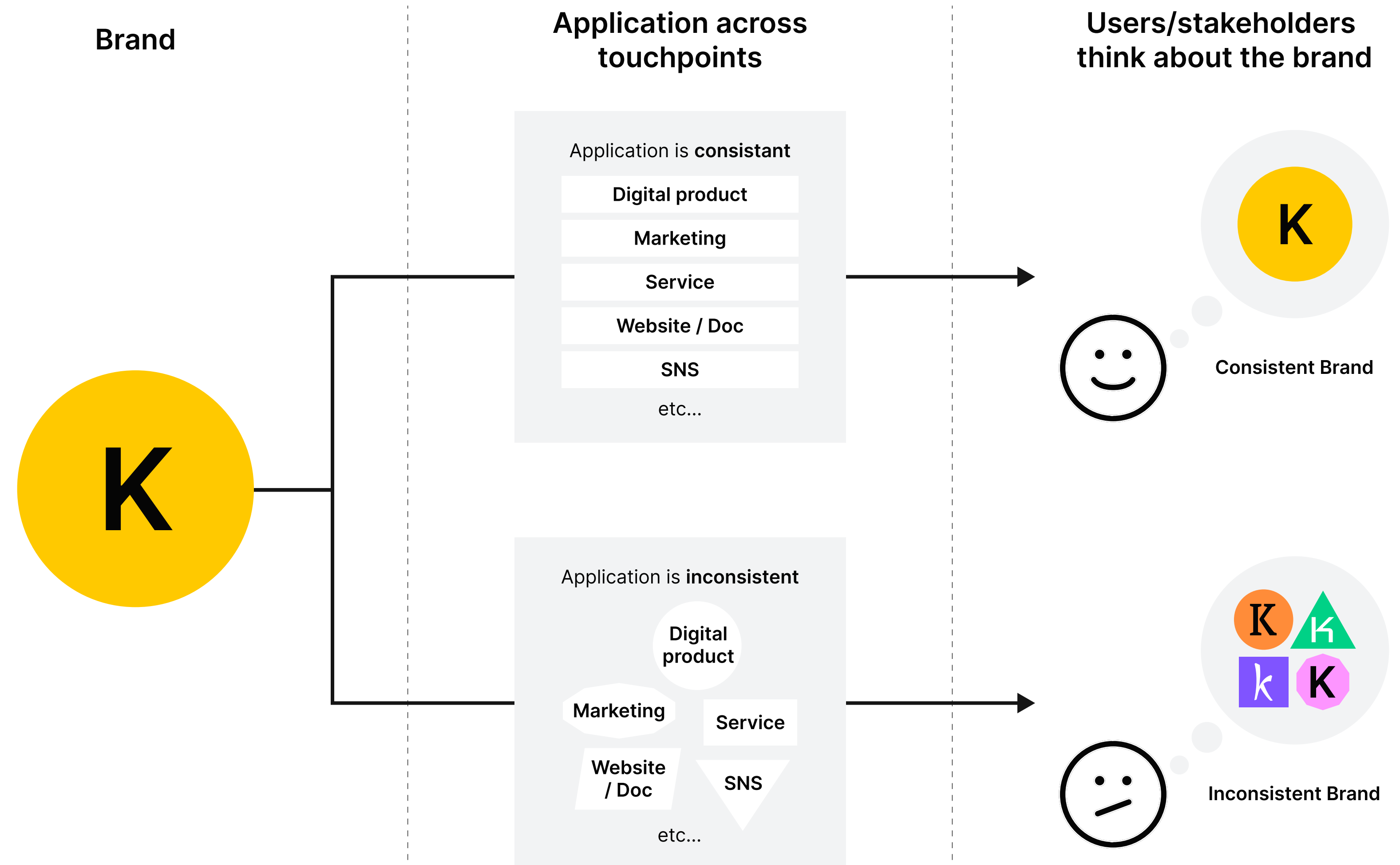
◆ kedro

1.0

Our brand

1.1

What is a brand?

A brand is not just something visible such as a logo or an advertisement. A brand is a 'character' that is constructed through a variety of touchpoints.

It is created by the accumulation of everything we do, from the digital products and services we offer, to the language we use.

A brand that is inconsistently applied is unsettling. This erodes trust.

Brand

Application across touchpoints

Users/stakeholders think about the brand

Application is **consistant**

Digital product

Marketing

Service

Website / Doc

SNS

etc...

Consistent Brand

Application is **inconsistent**

Digital product

Marketing

Service

Website / Doc

SNS

etc...

Inconsistent Brand

Kedro principles

A set of principles to summarise our development philosophy and to guide us through future decisions about Kedro.

1. Modularity at the core

2. Grow beginners into experts

3. User empathy without unfounded assumptions

4. Simplicity means bare necessities

5. There should be one obvious way of doing things

6. A sprinkle of magic is better than a spoonful of it

7. Lean process and lean product

Brand keywords

These keywords were extracted from the Kedro principles. Keep these keywords in mind when creating/designing brand touchpoints, from visual to verbal.

Simple

Connect

Pioneer

Approachable

2.0

Logo

Logo evolution

We updated the Kedro logo to make it simple and approachable but retained the character of the brand in terms of shape and colour.

The updated logo is easy-to-use. It has a simple, solid shape instead of gradients.

Kedro

New Logo

Why this symbol?
We kept the iconic diamond shape but made it bolder and stronger. It's a simple solid shape so we don't have to worry about transparency or gradients.

Why this logo type?
Bold and recognisable with friendly curves. It also looks geometric and matches the diamond symbol.

Why lowercase?
It expresses informal, descriptive but friendly.

Symbol

Logo Type (Inter)

Brand Logo

2.3
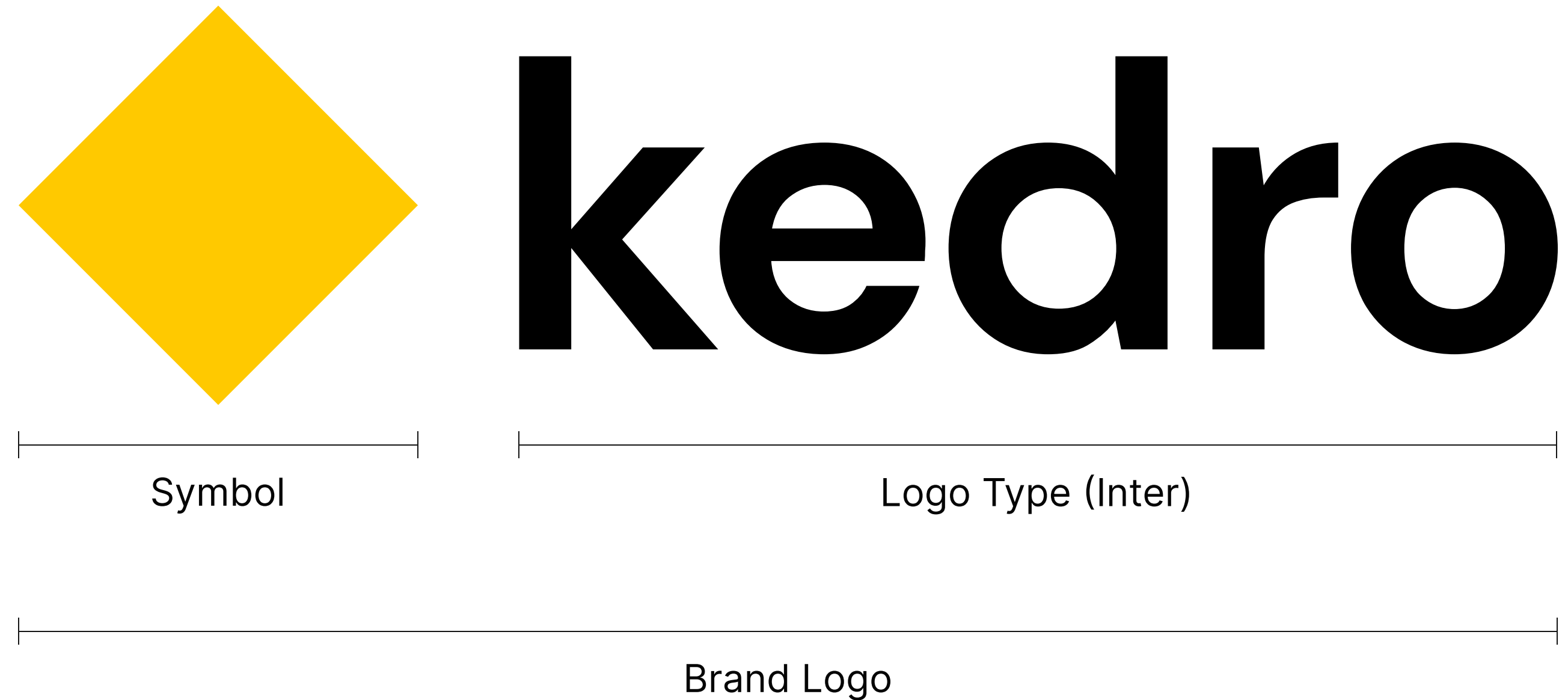
Logo variation

There are three versions of the logo to use across different communication formats.

Alternative logo 1

When the primary logo doesn't fit your composition, use the vertical lockup.

Alternative logo 2

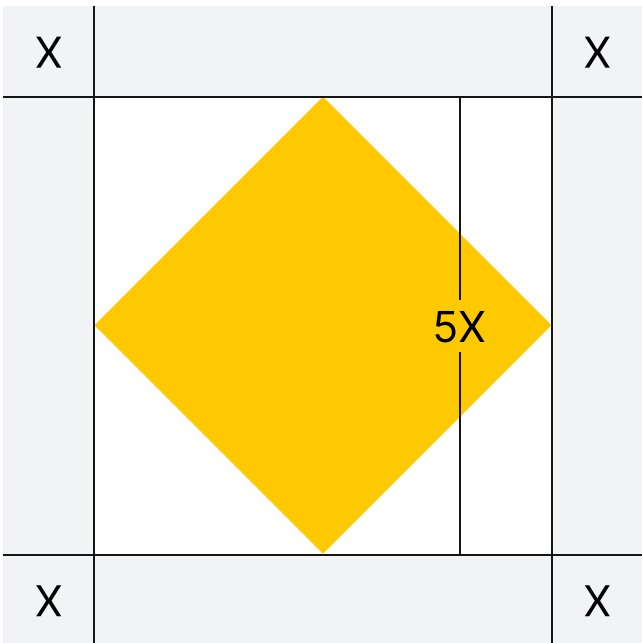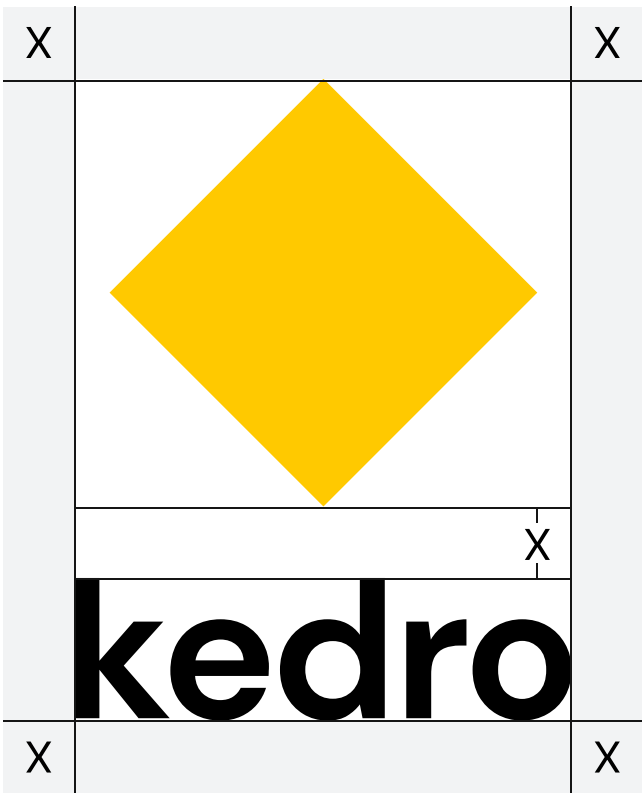Only use this logo mark in favicons, SNS icons or digital products.
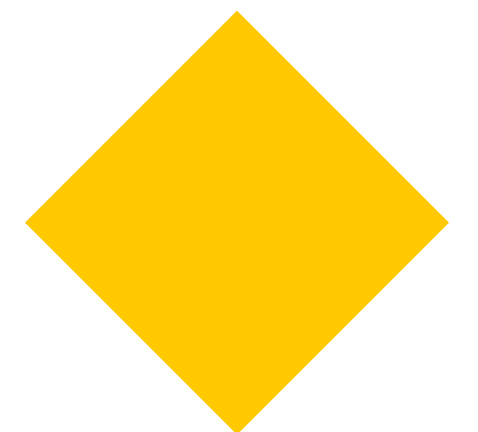
Isolation area & Minimal size

Our logo should always have space to breathe. The grey zone around the logo is the isolate area. Please don't overlap it.

Follow the minimum size to ensure the logotype is always legible.

Download logos

Digital:

◆ **kedro** ⊺ 20px

Print

◆ **kedro** ⊺ 5mm

Digital:

◆ ⊺ 50px
kedro

Print

◆ ⊺ 13mm
kedro

Digital:

◆ ⊺ 16px

◆ **kedro**

2.5

Logo colour

Select the most appropriate logo colour depending on the background it sits upon or the print method.

On Light background

On Dark background

On darker coloured backgrounds
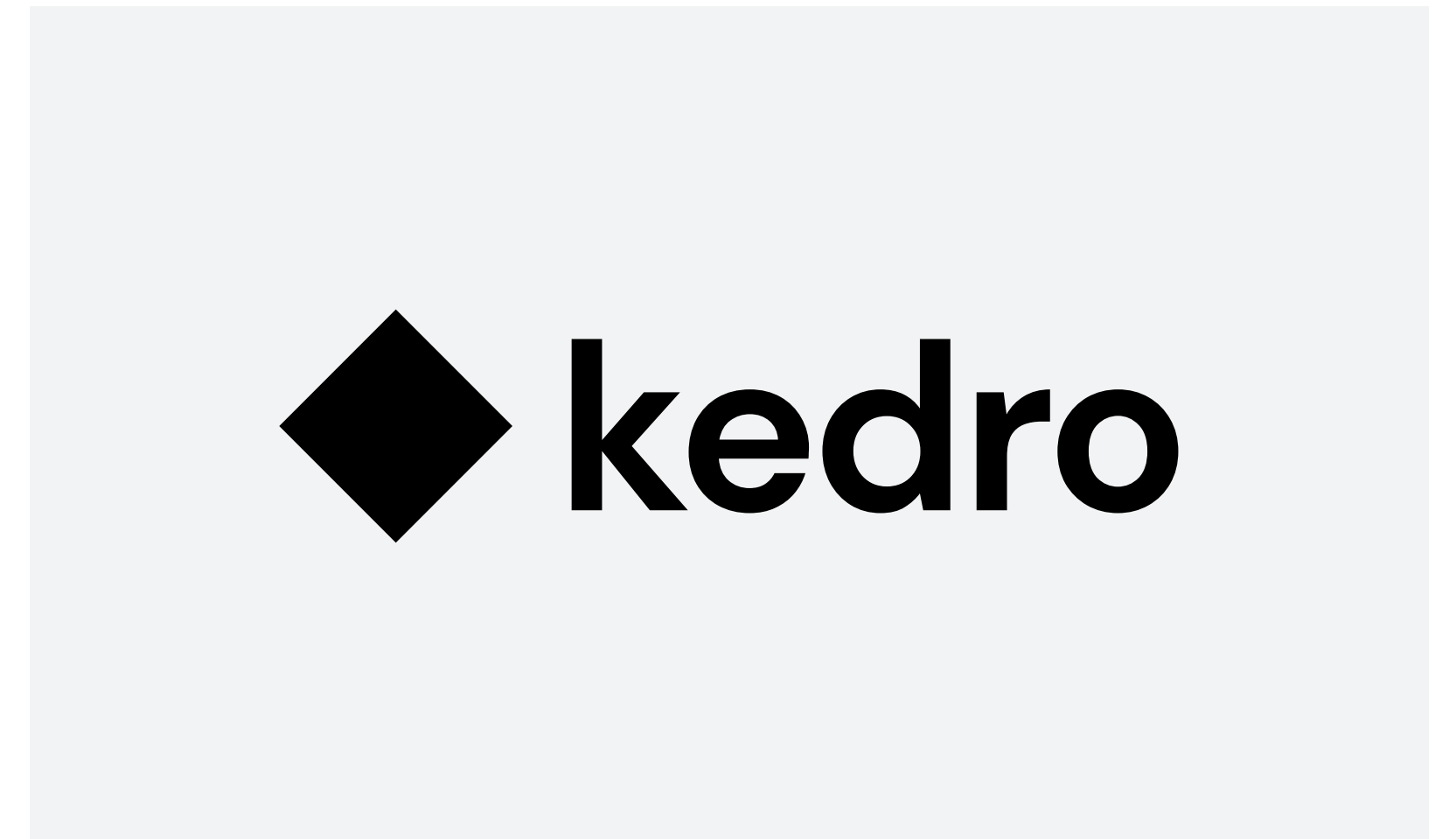
Greyscale

2.6

Logo don'ts

Don't use the logo in any way except that shown in sections 2.2-2.5. These examples are all incorrect.

Don't use it without the logo mark

Don't use alternative colours
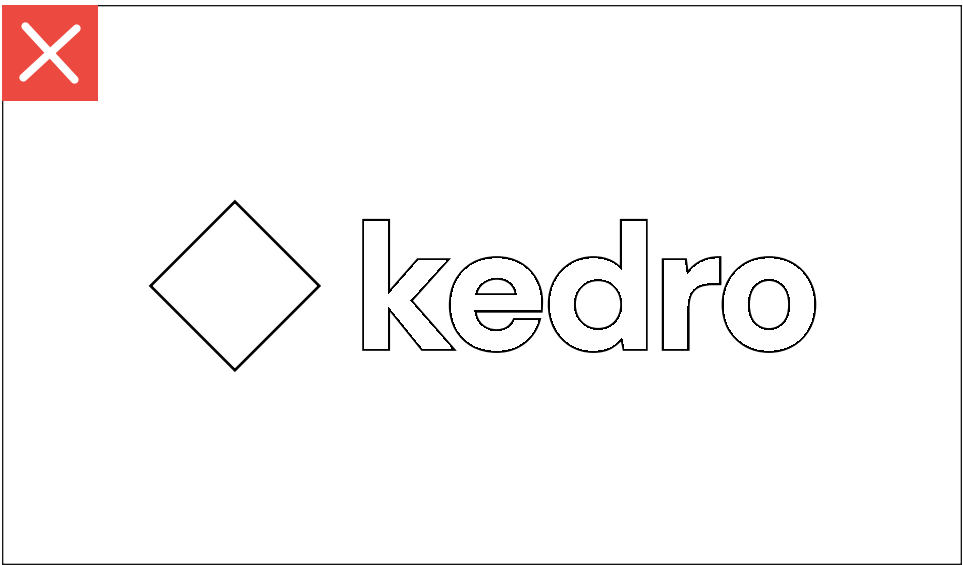
Don't make it outline

Don't stretch and shrink it

Don't change the proportion

Don't apply any effects such as drop shadows, gradient

Don't rotate it

Don't place on complicated backgrounds

Don't disturb the isolation area

Brand name in text

The brand logo is all lowercase, but when typing the name of the product, use uppercase 'K' and lowercase 'edro' = Kedro.

Never use KEDRO or kedro in text.

✅ **Kedro**

Kedro is an open source Python framework for creating reproducible, maintainable and modular data science code.

❌ **kedro**

kedro is an open source Python framework for creating reproducible, maintainable and modular data science code.
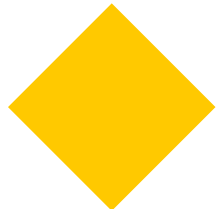
❌ **KEDRO**

KEDRO is an open source Python framework for creating reproducible, maintainable and modular data science code.

◆ **kedro**

3.0

Colour

2.8

Logo in situ

LF AI & Data website

Accent colour

The mint colour is a new addition to Kedro. Please use it as an accent colour for graphic elements or backgrounds.

Why this mint color?
The mint colour is triadic colour of the yellow. It looks vibrant and uplifting. It also adds a neutral tone to the current Kedro's masculine (yellow+black) brand colour palette.

Triadic colour scheme

A colour scheme that uses three colours together in order to create a vibrant and playful feel. We opted to use these two. When used properly, they can be fun and pleasing to the eye.

Primary colour
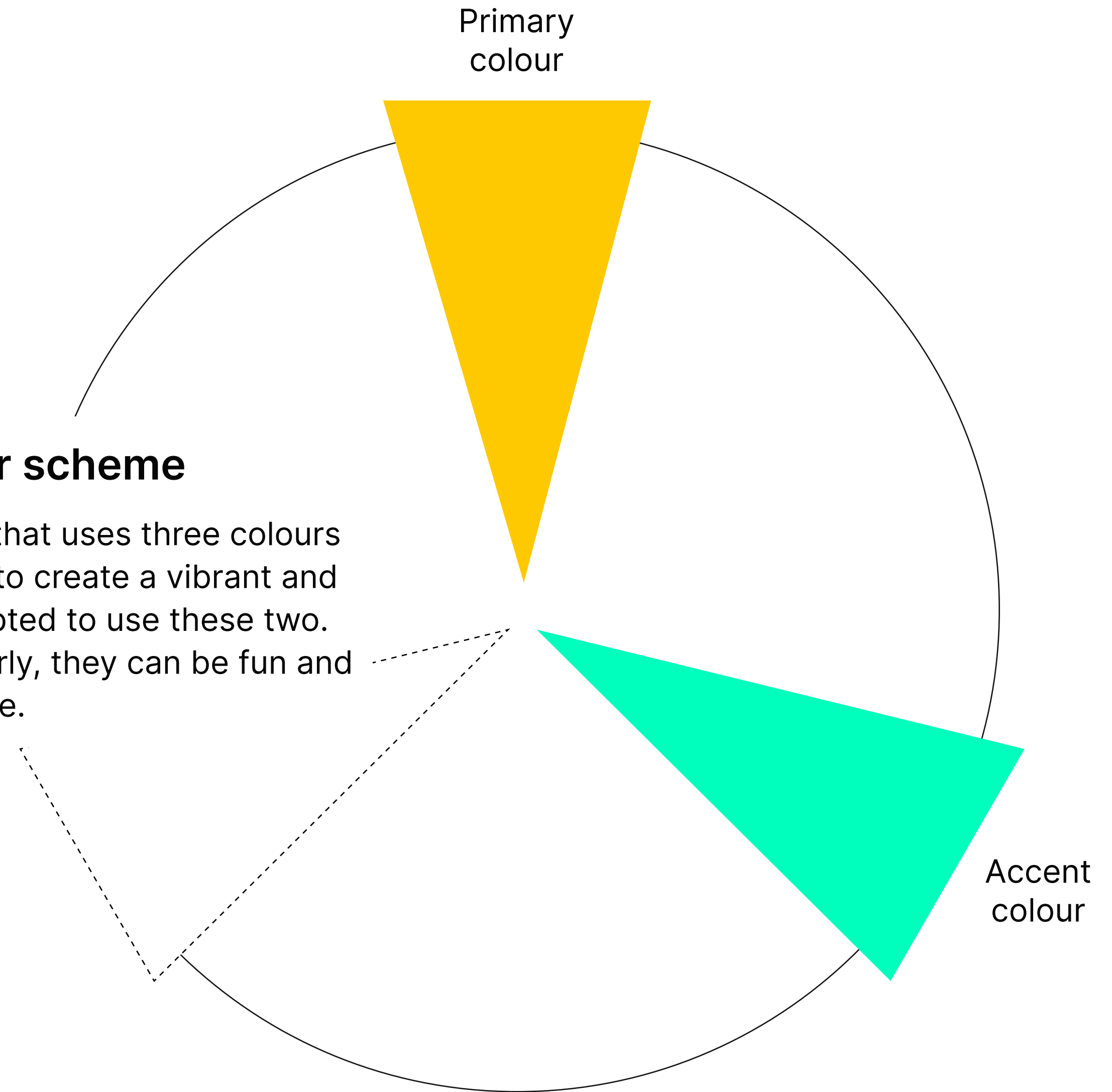
Accent colour

Colour palette

This is the new colour palette.

Kedro Yellow is the primary colour and Kedro Mint is the secondary/ accent colour of this brand.

Please use the Pantone colours as a guide when printing, especially for the yellow and mint.

Kedro Yellow
HEX: #FFC900
Pantone: 109C
RGB: 255,201,0
CMYK: 0,16,100,0

Kedro Mint
HEX: #00FFBC
Pantone: 3385C
RGB: 0,255,188
CMYK: 62,0,44,0

Kedro Black
HEX: #000000
RGB: 0,0,0
CMYK: 75,68,67,90

Kedro White
HEX: #FFFFFF
RGB: 255,255,255
CMYK: 0,0,0,0

Kedro Text
HEX: #050505
RGB: 5,5,5
CMYK: 0,0,0,98

Kedro Light Grey
HEX: #EFEFEF
RGB: 239,239,239
CMYK: 0,0,0,6

HEX: #FFD96B

HEX: #63FFC7

HEX: #FFE08A

HEX: #8CFFD2

Kedro Dark Grey
HEX: #202020
RGB: 32,32,32
CMYK: 0,0,0,87

HEX: #FFE8A7

HEX: #ADFFDD

HEX: #FFEFC4

HEX: #CBFFE8

HEX: #FFF7E2

HEX: #E6FFF4

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4.0

Font

4.1

Primary font

Our primary font is mainly used for brand touchpoints such as website, banner, and PPT etc.

Why this font?
Simple and basic san-serif font. Easy to read and adaptable to all user touch points.

Download
font

Inter

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4.2

Font weights

Our brand communications mainly use three weights: Regular, Medium and SemiBold.

Please select the appropriate letter thickness (weight) for your use case.

Inter - Regular

ABCDEFGHIJKLMabcdefghijklm
0123456789&#!?@#$%

Inter - Medium

ABCDEFGHIJKLMabcdefghijklm
0123456789&#!?@#$%

Inter - SemiBold

ABCDEFGHIJKLMabcdefghijklm
0123456789&#!?@#$%

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Colour accessibility

Our colour palettes shown here are compliant with the ADA guidelines. All variations shown pass the WCAG 2.0 level AA guides. The visual presentation of text and images of text has a contrast ratio of at least 4.5:1.

In Kedro brand touchpoints, the body text is always black on lighter backgrounds and white on darker backgrounds. Don't use other colours in text.

Foreground: #050505
Background: #FFC900
Contrast ratio = 13.2:1

Foreground: #050505
Background: #00FFBC
Contrast ratio = 15.55:1

Foreground: #FFFFFF
Background: #000000
Contrast ratio = 21:1

Foreground: #050505
Background: #EFEFEF
Contrast ratio = 17.72:1

Foreground: #FFFFFF
Background: #202020
Contrast ratio = 16.29:1

Foreground: #050505
Background: #FFFFFF
Contrast ratio = 20.38:1

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