

Brand identity

Style guides



Kosh



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About us

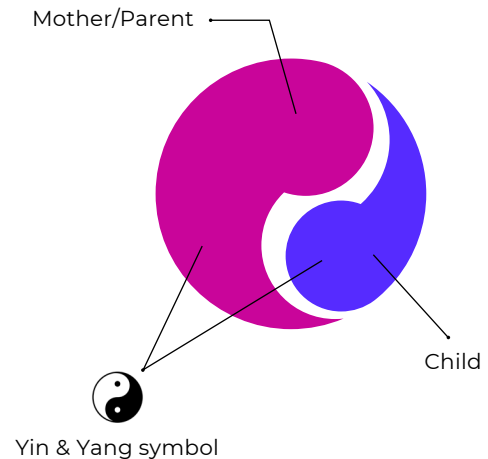


Kosh envisages to create a happy & mindful future generation by enabling stronger parent-child bond. Kosh is on a mission to support families worldwide in strengthening the parent-child connection by empowering the parents with the tools, short-term & long-term guidance and the required support. Well-equipped parents raise happy & mindful children.

Explanation of KOSH

Logo is a symbol of Yin-Yang. Yin & Yang are sort of 2 opposites, yet they come together to form a symbol, live in harmony, they are interdependent on each other. They complement each other! Here, at Kosh, we believe that a parent and child both have their own unique personalities; Both co-exist in harmony and help each other to grow.

Parent is symbolized in pink colour, usually colour of warmth, nurture, love & kindness. It is with these values that a parent can raise a happy & mindful child. The child is symbolized by blue colour, blue is a primary colour in the colour space, hence denoting that any child is born as a clean slate. Its the parents responsibility to shower them with the right kind of love to help them blossom into their best version. Blue colour believes in true love and cherishes the smallest gesture of love.

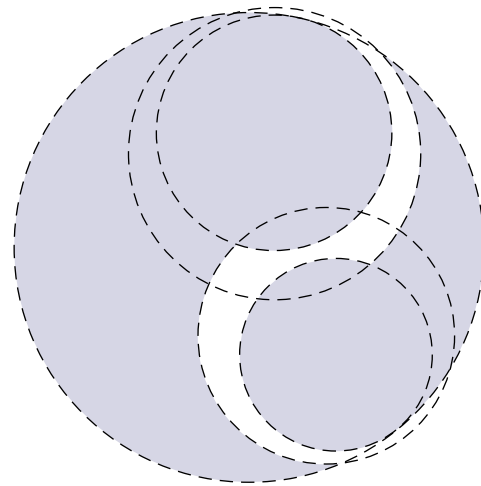


Logo Construction & Meaning

The word 'KOSH' means a 'treasury house' or a 'repository'. KOSH is a source of knowledge, guidance and support to parents from all walks of life. KOSH creates a world where every parent-child bonding can prosper and achieve the finest happiest children.



Grid



Logo Specifics

Logomark



Logo V1

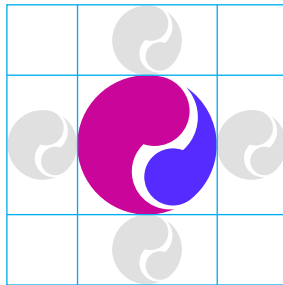


Logo V2



Clear space

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logomark. This space is determined by 50% height of logomark on each side. Measure the clear space for primary logo by the height of the letter K



Logo & Background Variations

Kosh logo used on an application will often depend on the background and production method. When using the logo on a white background you can use full color version but when using on any dark color it must be in full white. Partial colors are recommended only with indigo color (as shown in 2nd option)



Full Color
(Can use it on
any lite color BG)



Full color icon
with white text
& dark bg



White icon
with dark bg



Single color
(Can use it on
any lite color BG)



White color
logo on Dual
color gradient
(Only for online
purpose)

Color Codes



Pink Violet

HEX	#C9059A
RGB	201 5 154
CMYK	22 96 0 0
PMS	240 C



Purplish Blue

HEX	#562BFF
RGB	86 43 255
CMYK	78 76 0 0
PMS	7670 C



Indigo

HEX	#4B0082
RGB	75 0 130
CMYK	85 100 11 8
PMS	7680 C



Black

HEX	#000000
RGB	0 0 0
CMYK	75 68 67 90
PMS	NOIR



White

HEX	#FFFFFF
RGB	255 255 255
CMYK	0
PMS	NATURAL WHITE

Fonts

Typeface & Tagline fonts

Only 'Arkhip' font style is used for the logo & Only 'Copperplate Gothic' font is used for Tagline

ARKHIP REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

COPPERPLATE GOTHIC BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Headings font

This font is used only for the main headings

Nexa Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Regular text font

This font is used only for subheadings and paragraphs

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

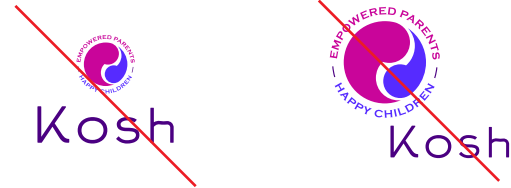
abcdefghijklmnopqrstuvwxyz

0123456789

Logo Do Not

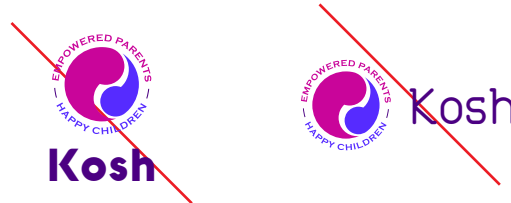
Do Not: Logomark

Do not resize or change the position of the logomark.



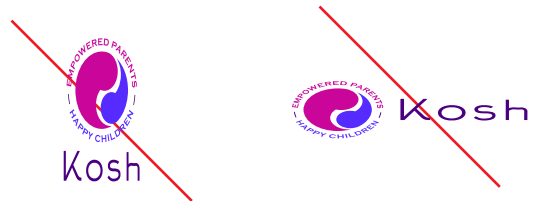
Do Not: Fonts

Do not use any other font, no matter how close it might look to 'Arkhip Regular'



Do Not: Sizing

Do not squish or squash the logo.
Any resizing must be in proportion.



Logo Do Not

Do Not: Color

Do not change the colors even if they look similar. Use the official color specifications detailed in these guidelines (refer color codes in page 6)



PPT Template

Title Slide



Inside Slide

