

Kyabaat Logo Documentation



1. Introduction

Kyabaat is an ordering app that brings a fresh, Indian touch to the world of digital convenience. The name 'Kyabaat' () is a Hindi expression of delight, often used to appreciate something wonderful or impressive. The brand reflects the spirit of simplicity, joy, and satisfaction that comes with easy ordering and reliable service.

2. Logo Concept

The Kyabaat logo has been designed to represent modern Indian digital culture — a blend of tradition and technology. It symbolizes smooth communication, connection, and effortless ordering. The typography is kept clean and bold, signifying trust and simplicity, while the color palette conveys balance and approachability.

3. Logo Variations

Primary (Black Background) and Secondary (White Background) Versions:



4. Color Palette

The Kyabaat brand uses a modern and balanced color palette derived from its logo design. These colors reflect energy, trust, and warmth — key qualities of the brand identity.

Primary		Secondary	
#000000		#FFFFFF	

5. Typography

Kyabaat uses clean, modern sans-serif typography to reflect its accessible and digital-first brand voice. Suggested typefaces include: - **Poppins** – for headings and primary brand use. - **Montserrat** – for body text and interface labels.

6. Usage Guidelines

To maintain consistency across all platforms, the Kyabaat logo should be used following these guidelines:

- Maintain clear space around the logo equal to the height of the 'K' in Kyabaat.
- Do not distort, rotate, or alter the proportions of the logo.
- Use the appropriate logo version depending on background color.
- Avoid placing the logo on visually cluttered backgrounds.