

A comprehensive guide to maintaining brand consistency across all touchpoints.

Karma Group | Building relationships since 1985

01 Logo

Primary Logo

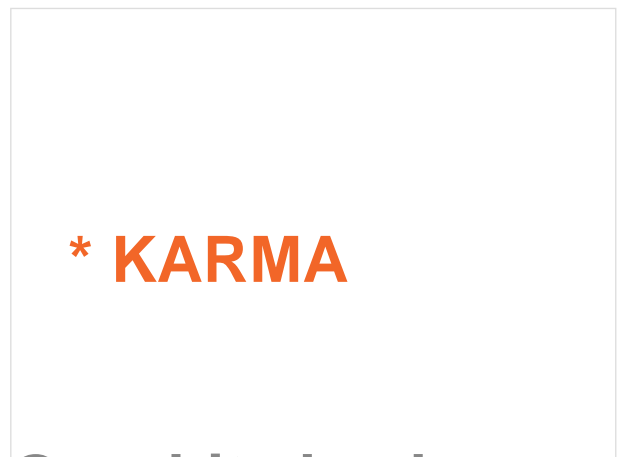
The Karma Developers logo is the core visual identifier of the brand. It consists of the distinctive asterisk icon mark paired with the bold wordmark KARMA. The logo must always be reproduced from the master artwork files provided and must never be redrawn, recreated, or modified in any way.



Primary logo — approved master artwork



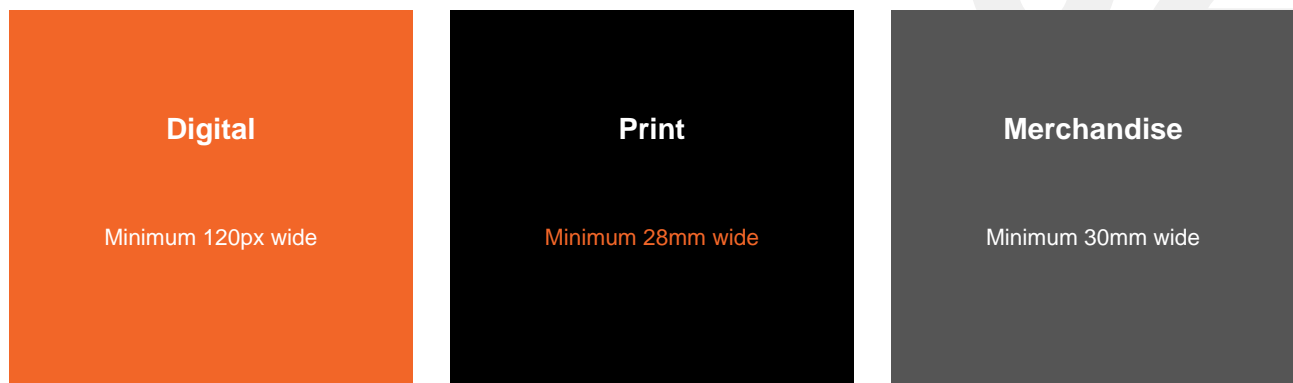
Reversed — on dark backgrounds



On white backgrounds

02 Minimum Size

To ensure legibility and brand integrity, the Karma Developers logo must never be reproduced below the minimum sizes specified below.



Digital — Size Comparison

Below are examples of the logo at various digital sizes. Below 120px wide, use the standalone asterisk icon mark only.



300px — Full logo with wordmark



120px — Minimum full logo

03 Logo Usage

The following rules govern correct and incorrect use of the Karma Developers logo.

Strict adherence protects brand integrity and visual consistency across every application.

Do

- ✓ Use the logo on solid backgrounds with sufficient contrast

- ✓ Maintain the correct clear space around all sides of the logo

- ✓ Use only the approved colour versions of the logo

- ✓ Scale the logo proportionally — never distort

- ✓ Use the full wordmark at 120px / 28mm or larger only

- ✓ Always reproduce the logo from the master artwork files

Don't

- ✗ Stretch, rotate, skew or distort the logo in any way

- ✗ Change the logo colours outside the approved 3-colour palette

- ✗ Place the logo on busy imagery or low-contrast backgrounds

- ✗ Add effects: drop shadows, outlines, gradients, or glows

- ✗ Recreate, redraw, or modify any element of the logo

- ✗ Use the full wordmark below the specified minimum size

04 Colors

Color Palette

The Karma Developers brand uses a focused three-colour palette. This intentional simplicity creates immediate recognition and powerful consistency.

Orange

Black

White

Hex Code

#F26628

RGB

Hex Code

#000000

RGB

Hex Code

#FFFFFF

RGB

05 Color Usage

Each colour in the Karma Developers palette has a clearly defined role. Understanding these roles ensures the brand looks consistent and intentional across every touchpoint.

Primary Orange #F26628

Used for the logo background, primary CTA buttons, key headings, icons, and all dominant brand accents. Orange is the lead colour and must appear on every major brand touchpoint.

Black #000000

Used for primary body copy, subheadings, footer text, dark overlay surfaces, and all standard typographic elements. Provides maximum legibility and contrast.

Approved Colour Combinations

06 Type System

Typography

Karma Developers uses Montserrat as its primary brand typeface — a modern geometric sans-serif that reflects the brand's confidence and warmth. Available freely via Google Fonts.

Fallback stack: Helvetica Neue, Arial, sans-serif.

Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9 @ & ! ? % .

Thin

Large display only

Light

Captions and supporting content

Regular

Standard body copy

Medium

Subheadings and UI labels

Type Hierarchy

Consistent typographic hierarchy guides the reader through content and reinforces professionalism. Apply the correct weight and size for each level at all times.

STYLE	SPECIFICATION	SAMPLE
Heading 1	Bold — 48px	Karma Developers
Heading 2	SemiBold — 36px	Brand Identity
Heading 3	Medium — 24px	Visual Standards
Heading 4	Medium — 20px	Section Guidelines
Body	Regular — 16px	East Cyprus real estate sinc
Caption	Light — 14px	Supporting caption and refer
Label	SemiBold — 12px	BRAND GUIDELINES 2026

Brand In Use — Outdoor Advertising

The Karma Developers brand on large-format outdoor media. Always use the approved logo, colours, and type hierarchy.

A large-format outdoor advertising mockup for Karma Developers. The background is dark grey. On the left, there is a vertical orange bar. The logo consists of an orange square with a white asterisk, followed by the word 'KARMA' in white. Below the logo, the text 'Exquisite Real Estate' is in white, and 'in East Cyprus' is in orange. At the bottom left, the website 'karmadevelopers.com' is in white, and at the bottom right, it is in orange. The entire mockup is mounted on a dark grey stand with a vertical post and a horizontal base.

* KARMA

Exquisite Real Estate

in East Cyprus

karmadevelopers.com

karmadevelopers.com

Brand In Use — Site Hoarding & Signage



Site hoarding board — full Orange background with White text. The bottom contact bar uses Black text on White.

Property For Sale Signage

* KARMA

* KARMA

We thank you.

karmadevelopers.com

>

| * KARMA

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