



KHABROAD | **STYLE GUIDE**

Welcome

This guide will serve as an introduction to the Khabroad Brand. It will cover the basics - including how to (and how not to) apply the logo, which typefaces to use in official materials, and which design elements work best with the brand.

The Krabroad brand is educational, aspirational, and understated. It uses squirrel colors with back-pack to represent the student looks, a word KH + Abroad meaning the oversea educational and balanced fonts to convey this to viewers. When creating any new design pieces - even simple ones like one-off presentations or quick T-shirts - it's important to preserve this brand atmosphere through the visuals used.

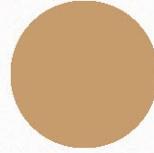
Whether you're a contracted designer, Khabroad participant, or a program intern, please take a moment to review the guidelines that follow. You'll come away with a better understanding of what Khabroad is all about, and how to present it to the world.



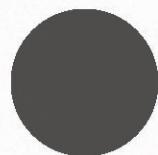
Standard Logo



**C20 M 62 Y 100 K6
R193 G112 B17**



**C23 M 38 Y 64 K1
R198 G156 B109**



**C64 M 57 Y 58 K37
R79 G78 B76**



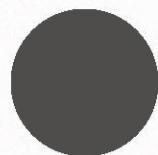
Reverse Logo



**C20 M 62 Y 100 K6
R193 G112 B17**



**C23 M 38 Y 64 K1
R198 G156 B109**



**C64 M 57 Y 58 K37
R79 G78 B76**



Alternate Logo

In some circumstances, use of the full logo is not always ideal. This is usually due to limited space, or the use of the full logo in a different context nearby. In this case, there are several alternatives that can be used. These marks should be used situationally and are intended to complement, not replace, the use of the full logo.

Vertical



KHABROAD

Miniature



Mark Only





Incorrect Logo Usage

The following are examples of situations where the logo has been inappropriately applied.



Altering the logo colors

There are several pre-designed color options available. You should never alter these colors further.



Distorting the logo dimensions

When rescaling the logo, hold down SHIFT to preserve the original image dimensions.



Rearranging the logo elements

If the logo's shape doesn't fit in your design, use an alternate logo as described on page 4.

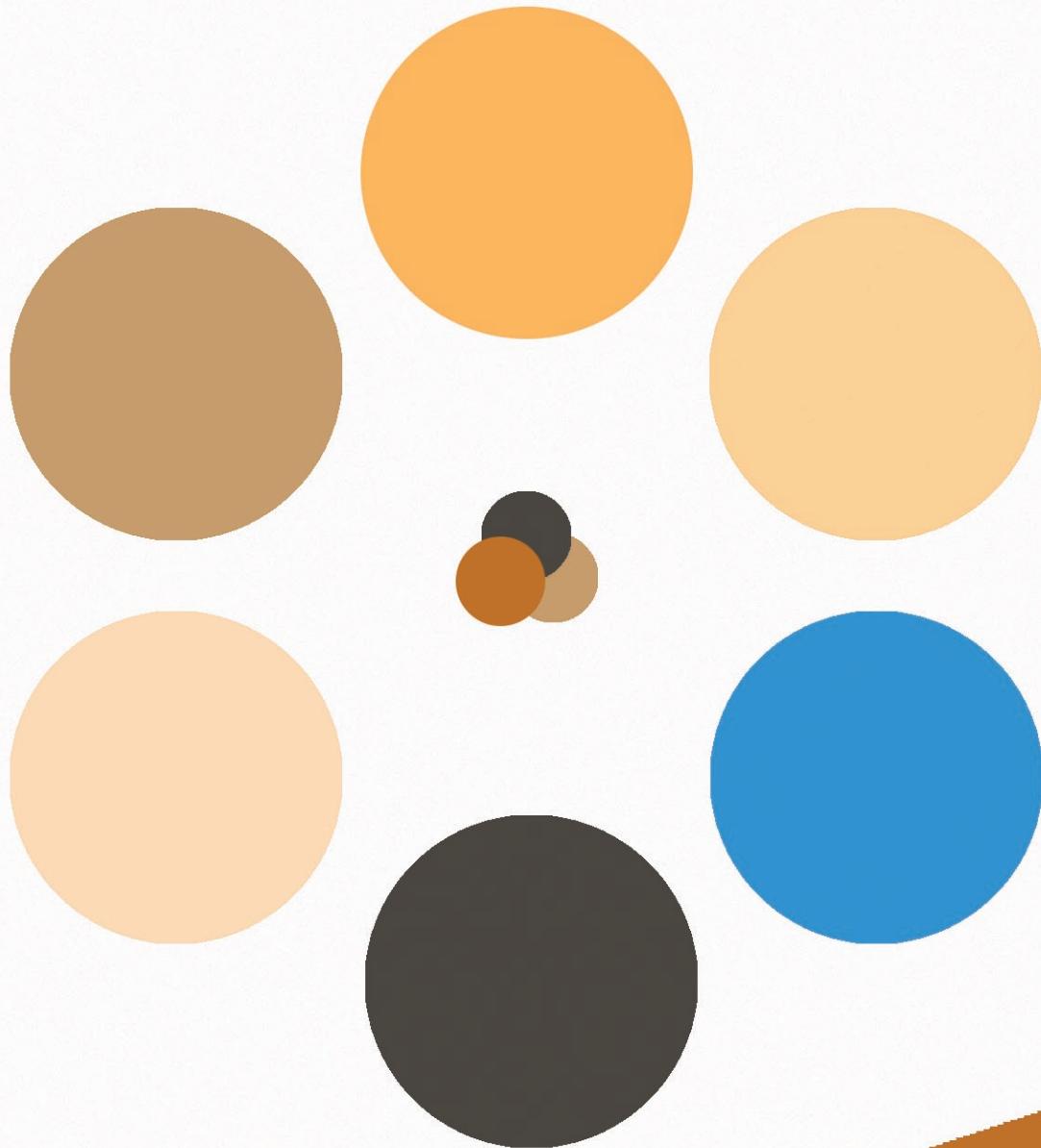


Changing Khabroad fonts

When using the Khabroad name in future designs, remain consistent to the original design and logo.

Base Palette

The colors in the base palette are to be used as a guide when choosing colors for future Khabroad marketing, advertising, and communications projects. These colors are to be used as a guide and are not intended to be used to match.



Typeface

Signika, a gentle sans-serif, is used as an only font. Signika is best used only for headings, names, titles, etc in Light mode.

- important text that fits on one line - and is also use with regular mode for use in body content.

Signika (Light)

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
1 2 3 4 5 6 7 8 9 0

Signika (Regular)

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
1 2 3 4 5 6 7 8 9 0

