



Branding

Logo

Our product is centred around simplicity and elegance. It is a representation of the same principles. Our logo is a wordmark. The 'O' in KROMA is a color wheel which is a direct link to the color spectrum. Since our product is a color picker, we believe there is no better way to express our relationship to colors.

A circular color wheel graphic showing a gradient from red to purple to blue to green to yellow to red, similar to the one in the logo.

16,800,000
colors

Typography

The typeface of choice for KROMA is Gotham. We use a font that is clean and modern. Gotham makes up the rest of our logo except the color wheel and is an essential part of our larger aesthetic.

Gotham

Book
ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Bold
ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Colors

Our color wheel stands out on any solid background, therefore we have adopted two colors for dark and light backgrounds maintaining a consistent aesthetic across different themes.



Dark Gray
#232323



Ivory White
#FFFFFF

