

## Logotype

The Klynk logotype is clear, modern, and bold, using all lowercase letter forms and the signature Klynk “k” with 3 dots of gradient fill. Consistent application of this logo is crucial to brand awareness among our target audiences. Logotype with Klynk in white and black must be used against dark and light backgrounds respectively. The logotype is to be used in majority of collaterals including social media deliverables, website, email collaterals, packaging



## Monogram

The Klynk monogram is clear, modern, and bold, using our signature lowercase “k” with a dot of gradient fill. The monogram is to be used only for icons and in places where the complete logo cannot be placed. The icon with “k” in white and black must be used against dark and light backgrounds respectively.



# Colour Palette

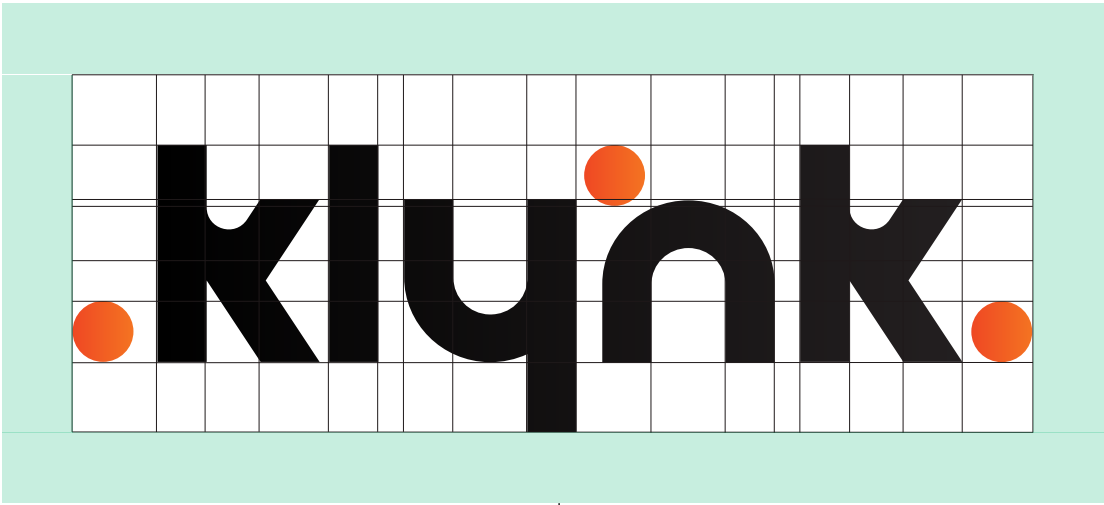
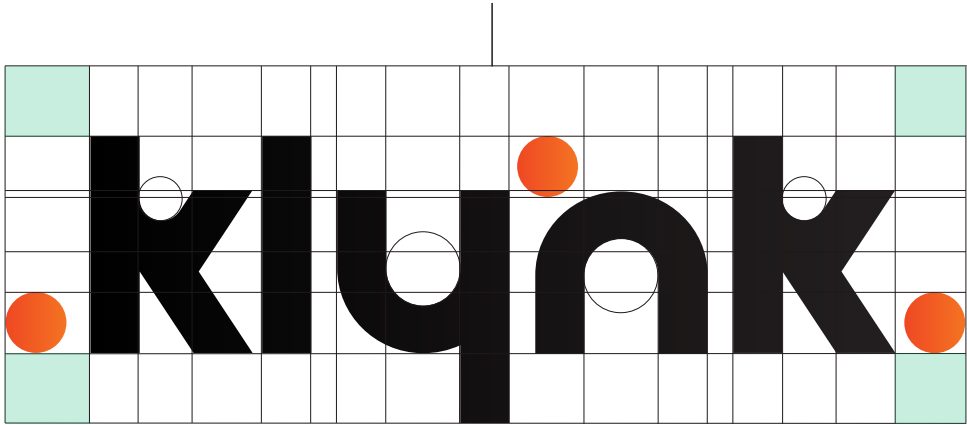
Our primary colour palette consists of the following.  
Follow RGB codes for digital media and CMYK for print media.

		R 248 G 245 B 242 C 2 M 2 Y 3 K 0	F8F5F2
000000	R 0 G 0 B 0 C 75 M 68 Y 67 K 90	R 239 G 72 B 35 C 0 M 87 Y 100 K 0	EF4823
000000	R 0 G 0 B 0 C 75 M 68 Y 67 K 90	R 35 G 31 B 32 C 70 M 67 Y 64 K 74	231F20
EF4823	R 239 G 72 B 35 C 0 M 87 Y 100 K 0	R 244 G 116 B 34 C 0 M 67 Y 98 K 0	F47422

\*CMYK codes in %

Visual Identity Guidelines

Logotype structure/proportions



Logotype safe zone