

1. Brand Overview

Brand Name: KiboSF

Brand Essence: Modern, trustworthy, and innovative.

Purpose: Deliver clean, consistent visuals aligned with a unified creative identity.

Tone: Minimal, confident, and human-centered.

2. Logo Usage Guidelines

Primary Logo

Use the primary logo on light or white backgrounds.

Clear Space

Maintain at least 1× the logo height of clear padding on all sides.

Minimum Size

Digital: 24px height

Print: 0.5 inches

Avoid

Stretching or skewing

Changing colors outside the approved palette

Adding shadows, bevels, or glows

3. Color Palette

Primary Colors

Color Name	Hex	RGB
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Brand Blue	#1A73E8	26, 115, 232
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Slate Gray	#4A5568	74, 85, 104
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White	#FFFFFF	255, 255, 255
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Secondary Colors

Color Name	Hex	RGB
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Soft Sky	#A7C5F9	167, 197, 249
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Mist Gray	#CBD5E0	203, 213, 224
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Ocean Ink	#0F3D91	15, 61, 145
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4. Typography Guidelines

Primary Typeface

Inter

Weights: Regular, Medium, Semibold, Bold

Usage: Headlines, UI, body text

Secondary Typeface

Roboto Mono

Usage: Technical documentation, codes, tags

Hierarchy

H1: 48–64pt — Bold

H2: 32–40pt — Semibold

Body: 14–16pt — Regular

5. Photography Style

Overall Look:

Bright, minimal, with strong natural light and soft shadows.

Do:

Use clean compositions

Include diverse subjects

Prioritize realism and authenticity

Avoid:

Overly stylized filters

Heavy saturation

Busy backgrounds

6. Iconography

Style:

Geometric, line-based icons with rounded edges.

Stroke Weight: 1.5–2px depending on canvas size.

Color:

Use Brand Blue (#1A73E8) for primary icons and Slate Gray (#4A5568) for secondary icons.

7. Brand Voice

Tone Characteristics:

Clear

Professional

Warm but authoritative

Writing Principles:

Keep sentences short and direct

Use active voice

Maintain consistent terminology

8. Example Branded Layouts

Ad Layout (1080×1350)

Header bar using Brand Blue

Hero image with natural lighting

CTA button: White text on Brand Blue

Footer: Slate Gray

Website Hero Section

Large H1 in Inter Bold

Subtext in Inter Regular

Clean background with subtle gradient (Soft Sky → White)

9. File Formats Provided

Logos: SVG, PNG

Color palette: ASE (Adobe Swatch Exchange)

Typography links: Google Fonts

Sample templates: Figma + PDF

10. Contact

For brand-related questions or approvals:

marketing@kibosf.com