Branding/ Styling Guide

KAVORKA

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KAVORKA
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Our Brand

KAVORKA branding embraces simplicity and contrast for our brand image. Relying heavily on symetrical compo-nents, as found in the text logo and icons. Our packaging takes advantage of rotational repitition so consumers can read our logo regardless of the orientation of the box they might be seeing.

Accordingly, we embrace unconventional design choices like heavy strokes and deep contrast so our products stand-out even amongst a distracting fog of com-petitors commonly found on store shelves. In conjunction with our color-ing scheme of predominantly yellow and black, we stand out like a taxi cab.

Colors

We solely use a 3-color combo for our branding, weighing yellow heavily, and lots of black but also featuring minimal amounts of white.

Break up the yellow with chunks of black spaced from titles and headings
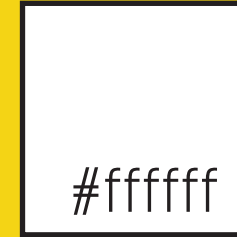
Color Codes

#f6d514

RGB
R: 246
G: 213
B: 20

CMYK
C: 5%
M: 12%
Y: 98%
K: 0%

#000

RGB
R: 0
G: 0
B: 0

CMYK
C: 0%
M: 0%
Y: 0%
K: 100%

#ffffff

RGB
R: 255
G: 255
B: 255

CMYK
C: 0%
M: 0%
Y: 0%
K: 0%

Text Logo

When using the text logo, it's recommended to place the logo overtop of a contrast rectan-gle. When using this method of styling, it's important to match the text color to the back-ground color behind the rectangle.

Size your text to the height of the rectangle while retaining the original aspect ratio of the text. Overlap the text height by 1-3pts to create a logo that slightly extends from the background.

KVKA KVKA

KAVORKA

Slug

KAVORKA also has a 4-letter text logo which can be used as a secondary or complimentary logo in combination with the full lettered brand name.

*Just remember all caps when you spell the brand's name:
Whether you use full spelling (KAVORKA) or the 4-letter(KVKA): KAVORKA is always written in capital letters.

White Space

Depending on the iteration of the logo in question, white space should be anywhere from 5mm- 10mm. KAVORKA relies on contrast and simple geometry in our branding, in cases of lost contrast: use a squared logo format.

If use of the fancy logo is desired, squares can be changed out for circles where you see fit.

19.62pt min

21pt min

33pt min

Typography

Logo Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

OSWALD
REGULAR

Primary

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

OSWALD
LIGHT

Secondary

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

KOROLEV
LIGHT

KAVORKA

Logo Sizes
Fancy Logo

Logo Sizes
Standard Logo