NAKA

Logo Guidelines

Logo

It is preferable to utilize the logo in any of the two primary colors - black or white. Additionally, the secondary lime color can be incorporated as needed for added vibrancy and flexibility in design.
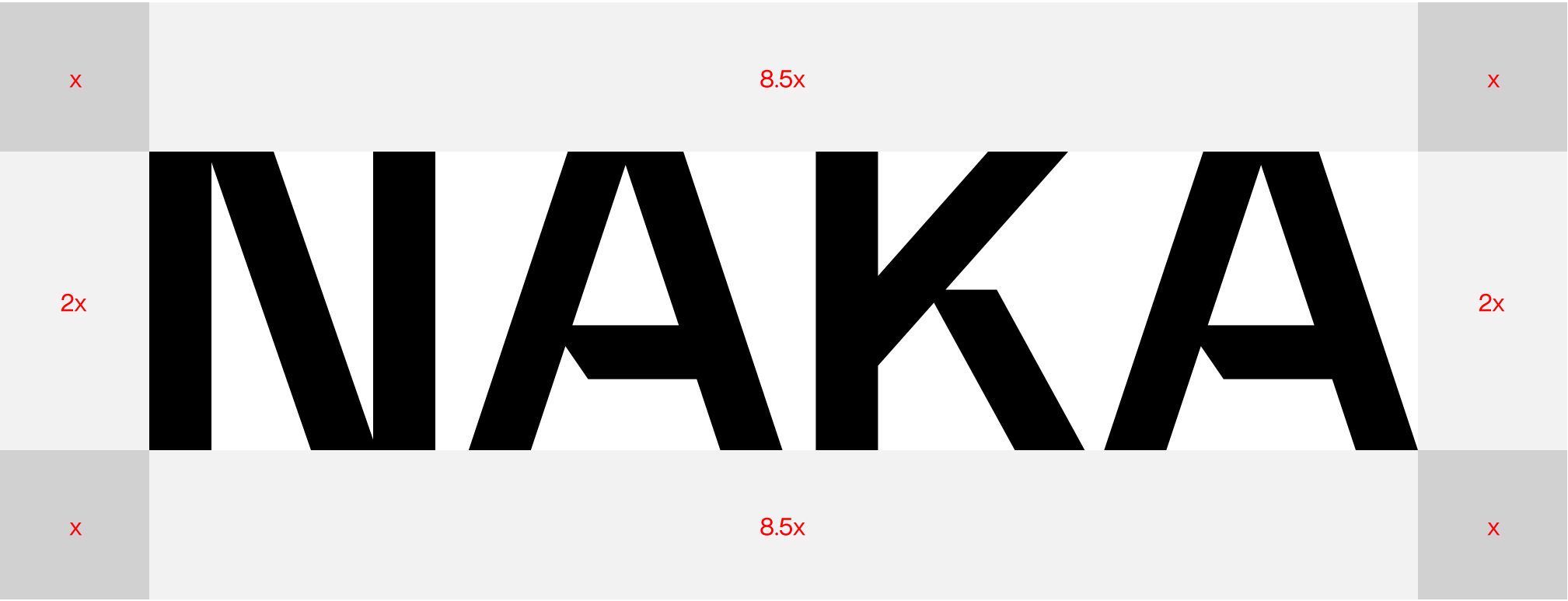
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Logo Size

The primary version of the logo is scalable to any size, offering flexibility in its application. However, it is recommended that the logo should not be smaller than 24px or 1cm in height, taking into consideration the specific application or medium. The ultimate guideline is to prioritize optimal readability and ensure the logo remains easily legible in all contexts.

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NAKA   min. 24 px / 1 cm

Logo Construction

The logo is meticulously designed in a 2 by 10.5 ratio, and it is imperative to maintain this proportion consistently. Additionally, one unit of the logo construction represents the designated safe zone, within which no other graphic elements should appear, ensuring the logo remains visually clear and unobstructed.

Logo Misuse

Do not apply colours other then primary and nonchromatic to wordmark.

Do not apply gradients other that defined to wordmark.

Do not treat each letter of the wordmark separately.

Do not distort or warp wordmark in any way.

Do not change space between letters of the wordmark.

Do not rotate the wordmark.

Do not outline or create keyline around the wordmark.

Do not recreate or manipulate the wordmark.

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