

## CONTENTS



- About This Document
- About The Brand
- Overview of The Branding
- Logo Breakdown & Clear Space
- Reverse Color
- Incorrect Usage
- Fonts
- Color Palette
- Illustrations & Brand Pattern
- Social Media Feed
- Brand in Action

## ABOUT YOUR BRAND GUIDELINES

The brand guidelines document is an in-depth guide on how to successfully use your brand identity and assets. This can be used by you, other designers, web developers and employees. Following this brand guideline will allow for consistency across all marketing materials. It includes things like logo usage, typography hierarchy, do's & don'ts, color palette and more!

We help founders and c-suite teams navigate growth with financial services built to scale.

Through embedded expertise across accounting, planning, taxes, and compliance, we provide the clarity and confidence you need to grow faster and smarter.

Strategic Embedded Luxury Catalytic



## ABOUT YOUR BRAND

## LOGOS & CLEAR SPACE

A brand logo is a symbol, emblem, typographic, or the combination of all used by businesses to mark its brand's identity. Having a unique logo helps your customers to identify & remember your product and quality of your brand.

It's important that your logo is responsive and can be used in a variety of different spaces. That's why variations of your primary logo have been designed.

### PRIMARY LOGO

Main + Reversed

The main logotype should be prominently displayed on all primary brand materials, such as the company website, official stationery, business cards, and marketing collateral, to ensure strong brand visibility and recognition. All other logos stem from this.

#### BREAKDOWN

The logo is a horizontal version of the Kinetic CFO text.



#### CLEAR SPACE

This shows the minimum distance between the logo and other graphic elements. Always allow for a minimum clear space of 30px (L,R) 30px (T,B) as shown to the right.



### SECONDARY LOGO

Main + Reversed

Secondary Logo incorporate business tagline and/or illustration. Best used in printing, packaging, social posts, horizontal spaces.

#### BREAKDOWN

The logo is a horizontal version of the Kinetic CFO text with tagline underneath.



#### CLEAR SPACE

This shows the minimum distance between the logo and other graphic elements. Always allow for a minimum clear space 30px as shown to the right.



### LOGOTYPE

Main + Reversed

The logotype is designed for versatility and is ideal for square and rectangular spaces like website headers, document templates, and social media graphics where clarity and balance are key.

#### BREAKDOWN

The logotype is a clean, text-based version of the Kinetic CFO logo that uses custom typography to represent the brand.



#### CLEAR SPACE

This shows the minimum distance between the logo and other graphic elements. Always allow for a minimum clear space 30px as shown to the right.



### ICON LOGO

Also known as Favicon

These are a simplified version of your main logo. This consists of an icon/symbol. This can be used in confined spaces like social media profile pictures, stamps, favicon etc. It's best to use this when your other variations simply won't fit.

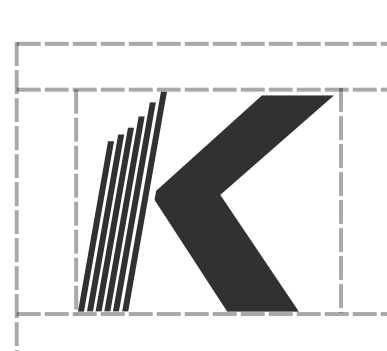
#### BREAKDOWN

This is a play on the first initial and incorporates an illustration of a graph to highlight the brand name in small spaces.



#### CLEAR SPACE

This shows the minimum distance between the logo and other graphic elements. Always allow for a minimum clear space 30px as shown to the right.





# SUBMARK LOGO

Main + Reversed

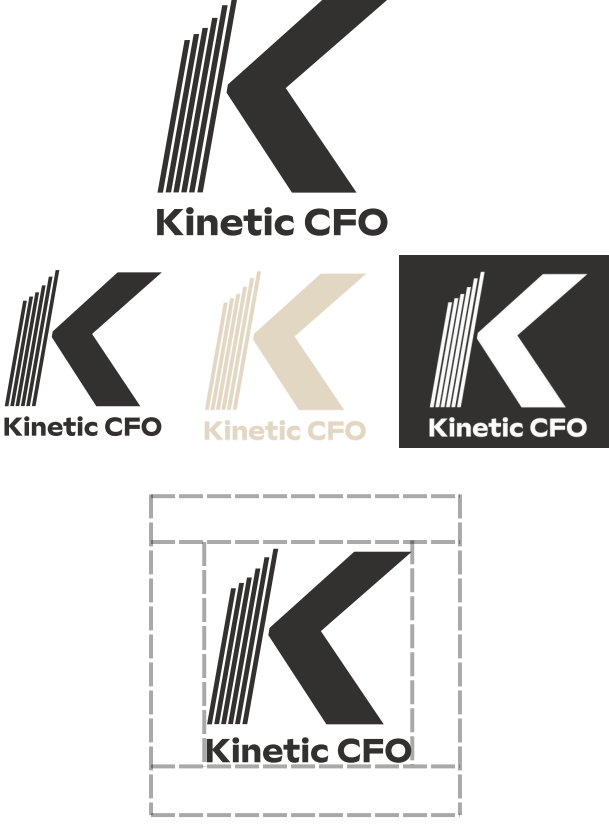
This consists of an icon/symbol and Business Name. This can be used in packaging and ads. DO NOT use in super confined spaces like social media profile pictures, stamps, favicon etc. where people wouldn't be able to read the business name.

## BREAKDOWN

This is a play on the first initial and incorporates an illustration of a graph and business name to highlight the brand name in Medium spaces.

## CLEAR SPACE

This shows the minimum distance between the logo and other graphic elements. Always allow for a minimum clear space 60px as shown to the right.



## REVERSE COLORS

Making sure you use the logos correctly with the right brand colors is crucial.

Follow these next rules to ensure you're following the correct colors combinations.

Any misuse may result in poor readability, too much contrast and inconsistency.

### BLACK, COLOR + WHITE

When you use the colored logo with blue/black combo as well as all black logo with a white background.

(Any logos with cream should never be used with the white background)



### BLACK, COLOR & TUSK

When you use the colored logo with blue/black combo as well as all black logo with a white background.

(Any logos with cream should never be used with the white background)



### WHITE, TAN & COAL

When you use the white logo with a charcoal background or on top of dark images.

(Any logos with black, color or blue should never be used with the dark background)



### WHITE & RUST

When you use the white logo with a rust background or on top of rust images.

(Any logos with black, tan, color or blue should never be used with the rust colored background)



## INCORRECT USAGE



Your logo should not be altered in any way, including extending, condensing, outlining, adding strokes or drop shadows.

The examples present incorrect usage and alterations of administrative logotypes.

Make sure you leave the logo's as they are and do not break the rules.



*Kinetic CFO*

Don't skew or change the font of the logo.

*Kinetic CFO*

Don't change the color to something outside of your brand colors.

*Kinetic CFO*

Don't change the layout and arrangement of your logo.

*Kinetic CFO*

Don't add a stroke to your logo.

*Kinetic CFO*

Don't tweak individual letters.



Don't add any graphic assets into or behind the logo.

## FONTS

Using a set of consistent fonts for your business is going to be crucial because it sets the tone.

Your fonts have been chosen to pair perfectly with each other as well as your brand identity. Having different sets of fonts allows for the design to not be repetitive.

By using consistent typography across your brand will make you recognisable and memorable.

### LOGO TYPEFACE

**Sculpin Black**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

### HEADLINE TYPEFACE

**Akzidenz-Grotesk**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

### PARAGRAPH / BODY + LOGO TAGLINE

**Futura**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

### TYPOGRAPHY STYLE GUIDELINES

**Heading**

Case: All Caps. Letter Spacing: normal. Font: 36

**Heading**

Case: All Caps. Letter Spacing: normal. Font: 30

**Subheading**

Case: Mixed, significantly smaller than heading.

Letter Spacing: normal. Font 15

Paragraph: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Case: Sentence case. Left Justified. Letter Spacing: normal. Font: 13



# Heading Goes Here

## Subheading Goes Here

## Subheading Goes Here

Paragraph: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

## Book call

## Our process

Creating a distinct and complimentary colour palette is going to be an important part of building brand recognition.

Your color palette will be used across your socials, stationery, website and so much more. On the next page is the chosen color palette and why it's been chosen for your business.

## PRIMARY COLORS

HEX	Using these colors
RGB	for the main brand
CMYK	background colors.

## SECONDARY COLORS

HEX	Use these as accent colors
RGB	for buttons, graphics and
CMYK	specifically the blue for header titles.

HEX #323130  
GB (50, 49, 48)  
(69, 63, 63, 60)

HEX #3333ff  
RGB (51, 51, 255)  
CMYK (82, 74, 0, 0)

HEX #e5dac5  
RGB (229, 218, 197)  
CMYK (10, 11, 22, 0)

HEX #792a04  
RGB (212, 42, 4)  
CMYK (31, 87, 100, 40)

HEX #a85304  
RGB (168, 83, 4)  
CMYK (25, 74, 100, 16)

These will be added to your folder. These can be used in packaging, internal document design, and large background spaces.

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## A circular image showing a wooden desk with a leather-bound book, a pen, and a set of keys. The image is cropped into a circle, showing a close-up of the desk surface. A leather-bound book is open, with a pen resting on it. A set of keys is also visible on the desk. The lighting is warm, and the colors are rich and textured.

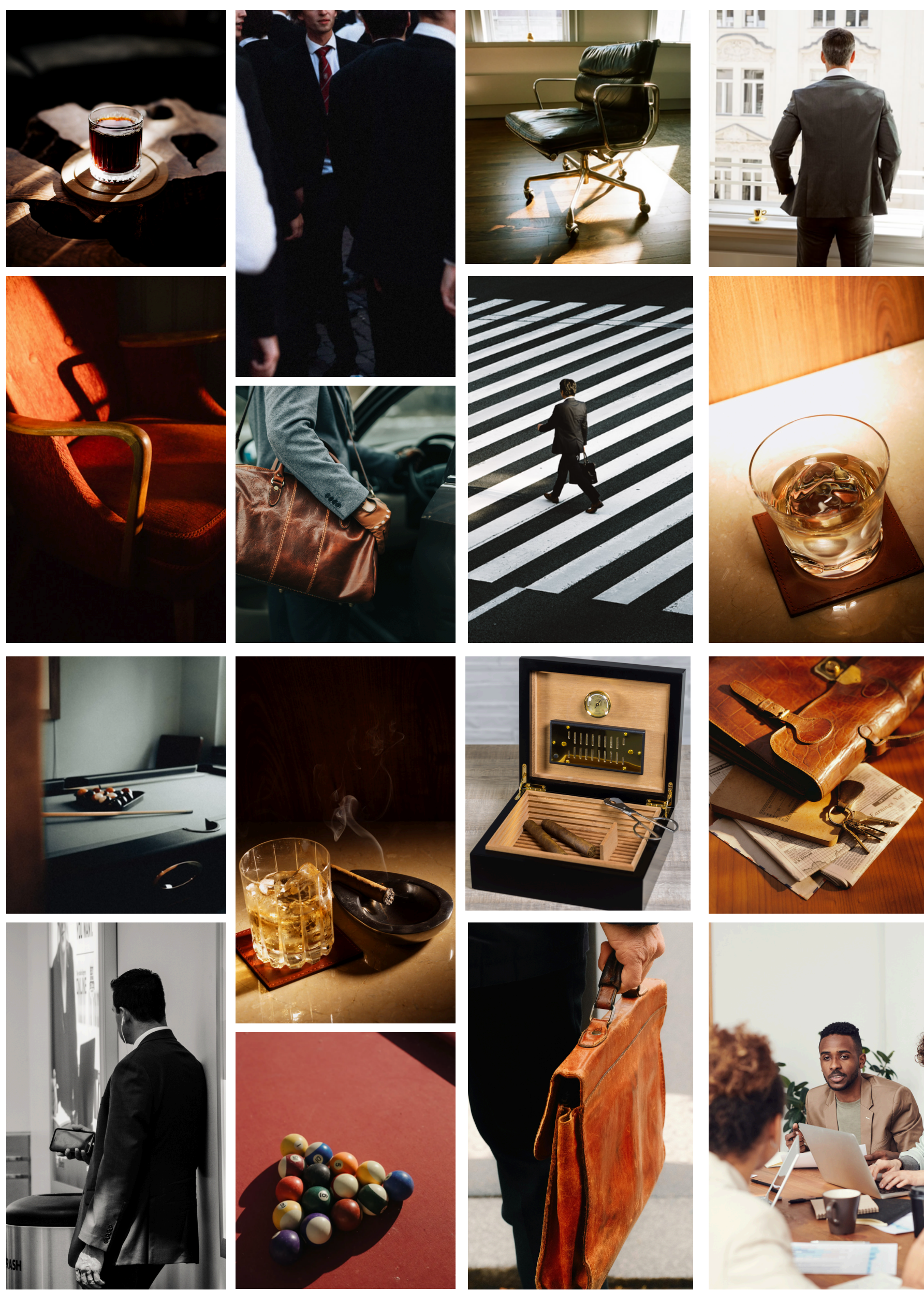
Never repeat the same color, always use another brand color in between posts.

Use your font pairings within your posts. Do not use random fonts as this will create an inconsistency.

Do not use random colors. Stick to your brand colors.

Keeping things visually consistent is important, make sure your Instagram highlights, stories & posts use your branding (colors & fonts)

When selecting photography to represent your brand, please use high end stock images that match the premium aesthetic we are establishing throughout the brand. Some were derived from Stills.com. If interested in images on there, please reach out to and I will send you the link to purchase.



# Keep me safe!

(and always refer back to this guide)

Created by: KHWD Creative Co.

www.kristinahoranwebsitedesigns.com