

Kinetic CFO

BRAND GUIDELINES

BY KHWD CREATIVE CO.

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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

PRIMARY LOGO

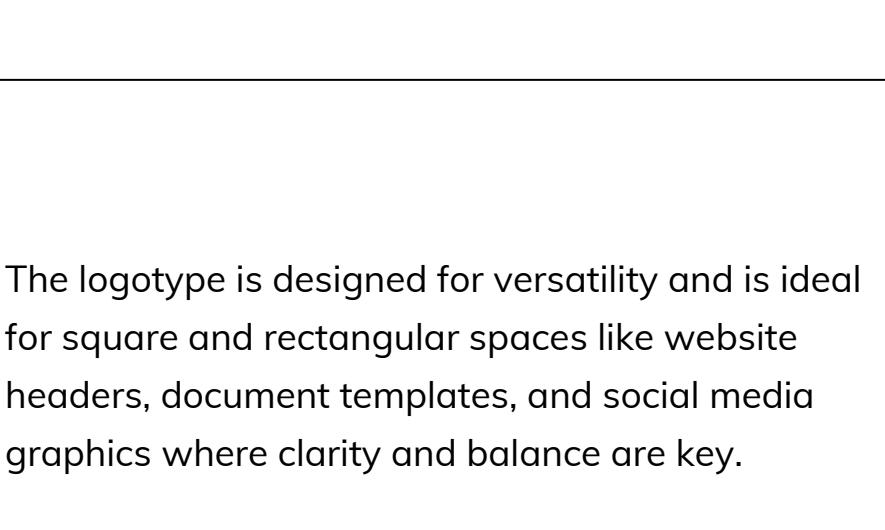
Main + Reversed

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.

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.



ICON LOGO

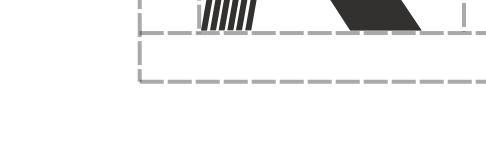
Also known as Favicon

BREAKDOWN

The logo 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 of 30px as shown to the right.



SUBMARK LOGO

Main + Reversed

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.

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.



REVERSE COLORS

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)

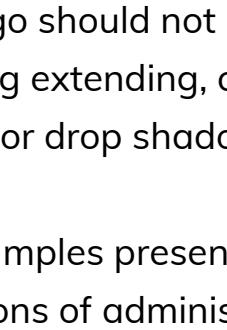


Kinetic CFO

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)

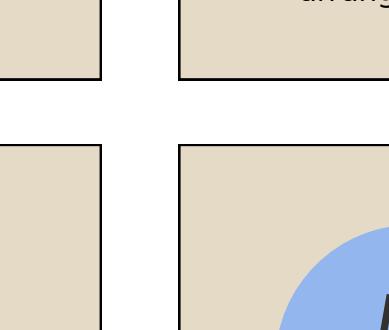
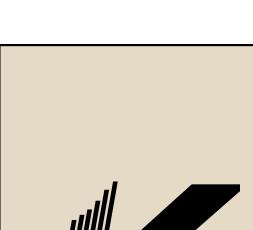


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WHITE, TAN & COAL

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)



Kinetic CFO

INCORRECT USAGE



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.

Kinetic CFO

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

FONTS

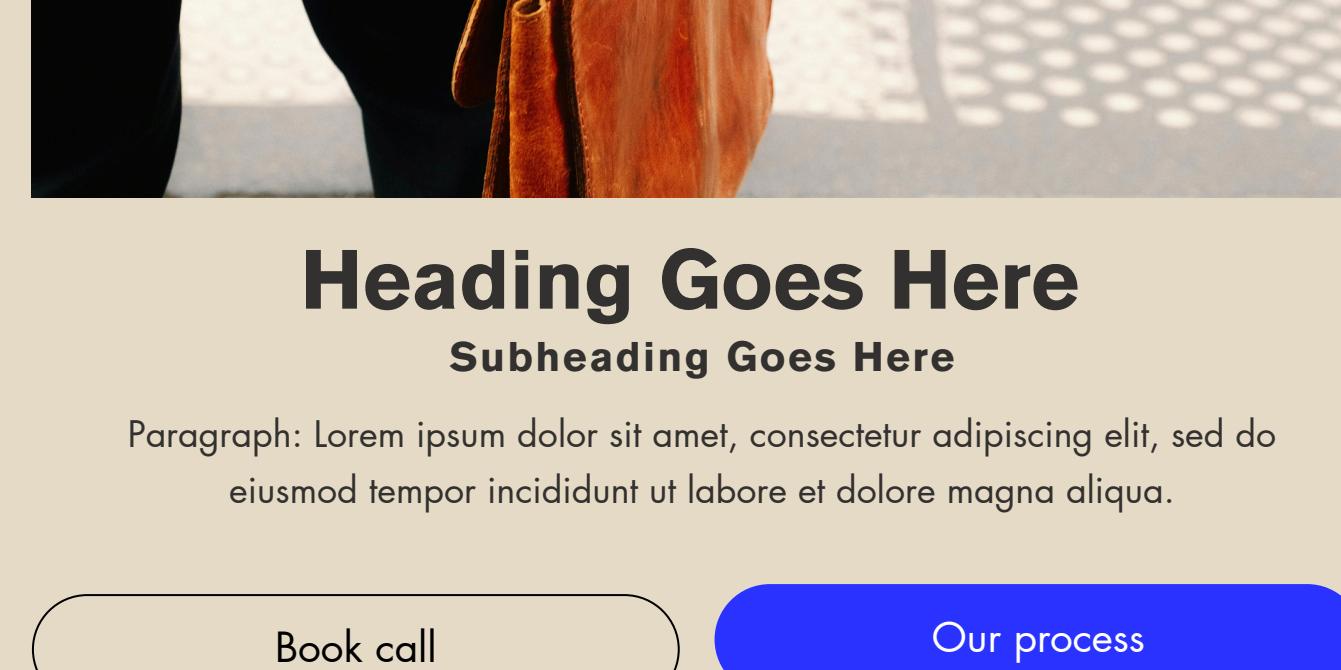
LOGO TYPEFACE	HEADLINE TYPEFACE	PARAGRAPH/BODY + LOGO TAGLINE
Sculpin Black ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz rstuvwxyz	Akzidenz-Grotesk ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz rstuvwxyz	Futura ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz rstuvwxyz
0123456789	0123456789	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: <i>lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</i>		Case: Sentence case. Left justified. Letter Spacing: normal. Font: 13

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.

Kinetic CFO



This is an example of how the font hierarchy should look if, for example, you created an ad, IG post, etc.

Heading 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

COLOR PALETTE

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
RGB
CMYK

Using these colors for the main brand background colors.

SECONDARY COLORS

HEX
RGB
CMYK

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

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

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

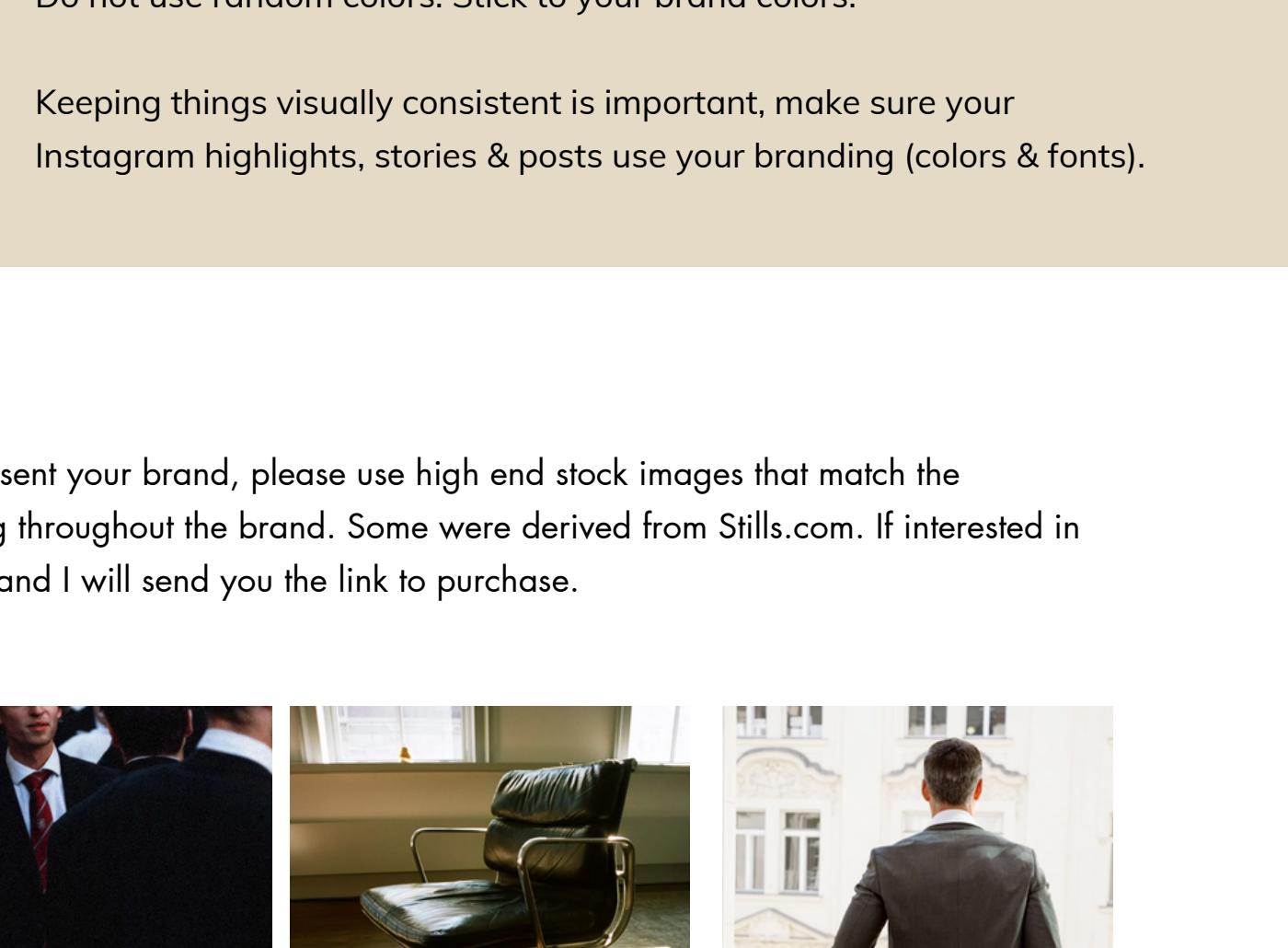
HEX #e5dac5
RGB (229, 218, 197)
CMYK (10, 11, 22, 0)

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

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

OPTION 1 YOUR BRAND PATTERNS

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



RULES FOR SOCIAL MEDIA



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

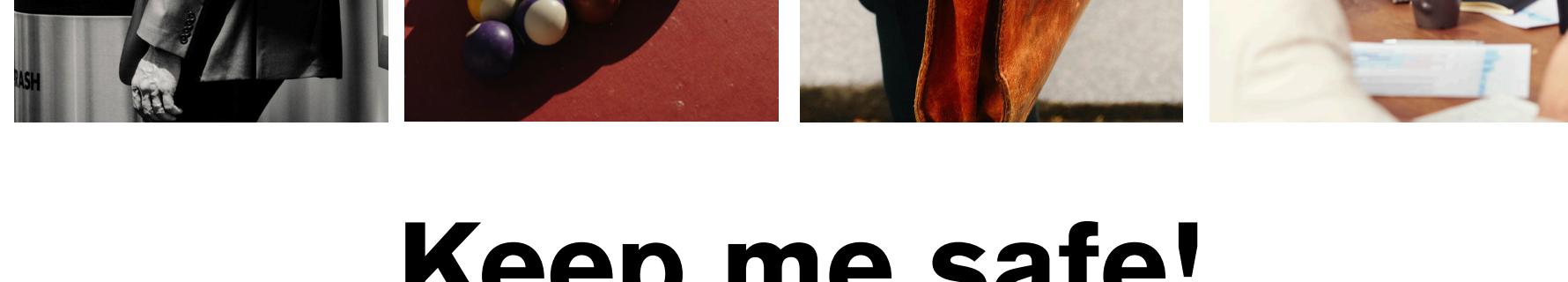
Use your font pairings within your posts. Do not use random fonts as this will create an inconsistency.

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).

PHOTOGRAPHY

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.

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