



# Brand Guidelines

**MARCH 2022**

# Welcome

These brand guidelines are designed to ensure a consistent brand identity across all touchpoints. It's more than a logo. It's look, it's feel and it's positioning and the real magic happens when all three are aligned. Please reference this document to understand how to portray the Kandji brand in the best possible way.

# Contents

4 Brand logo

6 Brand colors

8 Logo spacing

9 Unacceptable logo usages

10 Typography

11 Applications

# Brand logo

## THE WORDMARK

We build brand awareness and recall with the full mark. We opt to use full wordmark as much as possible, especially in external and customer-facing elements.



## THE STACKED WORDMARK

In instances when the spacing is not conducive to a horizontal orientation, the stacked wordmark can be used as an alternative.





# Brand logo

## THE BEE

For internal placements, where viewers already know who we are, we can solely use the bee. The bee may also be repeated to be used in a subtle pattern as a design element.



## THE BEE IN A CONTAINER

When the bee appears in a circle, rounded rectangle, square or any shape the background should be black and the bee should be white. The bee should never be black in a white container.



# Brand colors

## PRIMARY COLORS

The majority of our color scheme is black and white. Our brand accent and our secondary colors are used with less frequency than the primary colors. Our functional brand accent is reserved for select interactive elements.

### TERMINAL

PRIMARY

HEX  
#111111

RGB  
17 17 17

CMYK  
73 67 66 83

PANTONE  
BLACK C

### CURSOR

PRIMARY

HEX  
#FFFFFF

RGB  
225 225 225

CMYK  
0 0 0 0

### AMBER

ACCENT

HEX  
#FFBC00

RGB  
225 188 0

CMYK  
0 28 100 0

PANTONE  
7548C

### SATORI

FUNCTIONAL ACCENT

HEX  
#2268D9

RGB  
34 104 217

CMYK  
82 61 0 0

PANTONE  
3005 C

### ZENITH

SECONDARY

HEX  
#F2F2F2

RGB  
242 242 242

CMYK  
4 2 2 0

### SLATE

SECONDARY

HEX  
#4D4D4D

RGB  
77 77 77

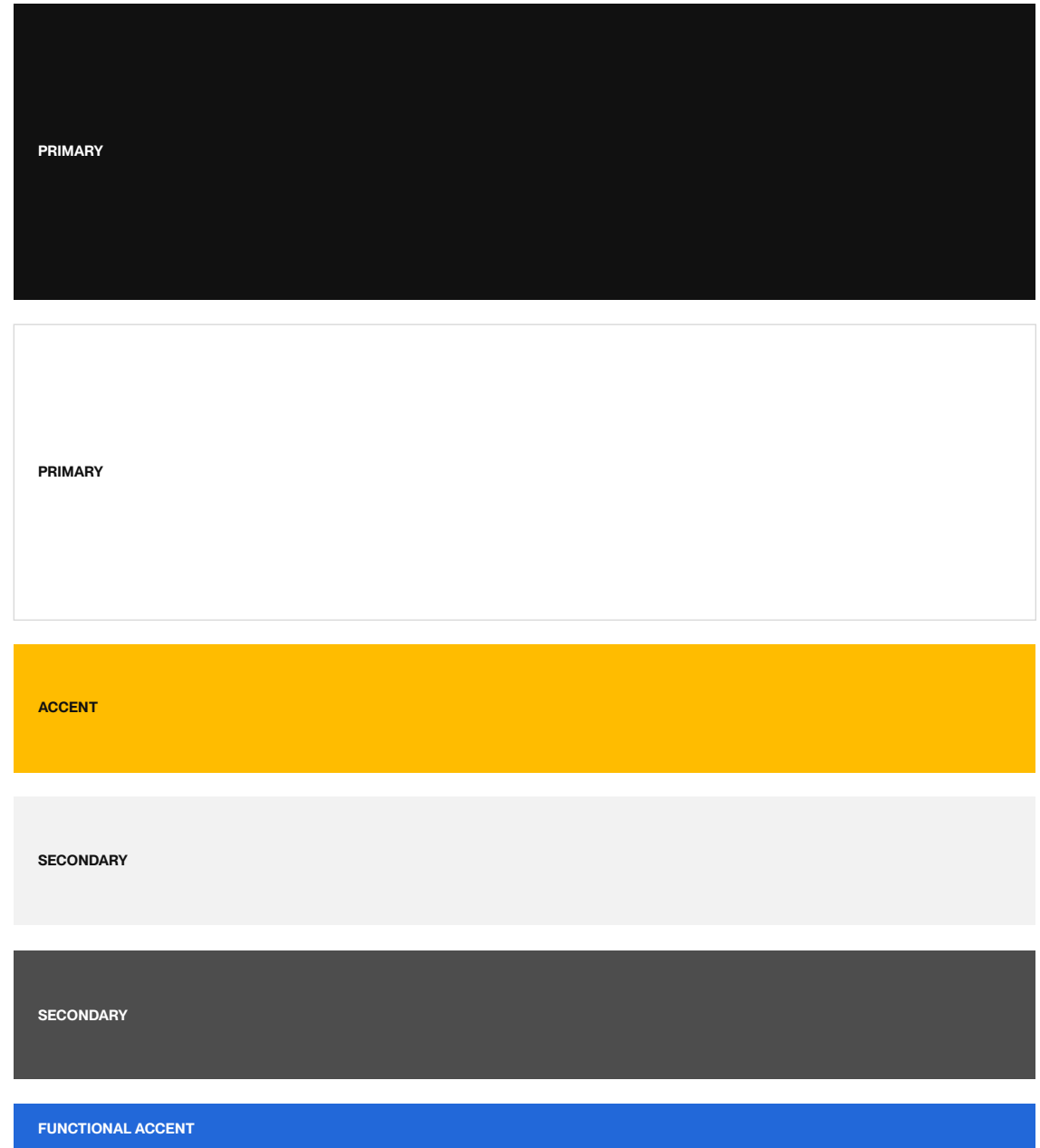
CMYK  
65 58 57 37

PANTONE  
7540C

# Brand colors

## COLOR RATIO

Use this weight chart to visually balance our brand colors.



# Logo spacing

## EXCLUSION ZONE

The logo needs a certain amount of clear space around it to allow the logo to breathe. The clear space can be calculated as the same height as the 'a'. When using the bee, the clearspace is calculated as 50% of the height of the icon.



## MINIMUM SIZE

To ensure legibility of our wordmark, it should not be shown smaller than 15 pixels. For every instance, consult your vendor for specific sizing requirements outside of digital uses.

kandji  15px height

kandji  15px height

# Unacceptable logo usages

## THE WORDMARK

Do not color, rotate, stretch, skew or otherwise alter the Kandji logo. Always make sure that you are using the latest version of the logo and always make sure that it is legible.



✗ Logo only appears in black and white



✗ Do not resize logo elements



✗ Do not alter any part of the logo



✗ Do not use logo on backgrounds that make it illegible



✗ Allow ample contrast between the background and logo for legibility



✗ Do not add a drop shadow to the logo



✗ Do not add a stroke to the logo



✗ Do not stretch the logo and always resize it proportionally



✗ Do not rotate the logo

# Typography

## NEUE MONTREAL

We have chosen Neue Montreal as our brand font for it's sophistication, clean lines and excellent legibility. The only exception is any Google Suite applications where custom fonts are disabled. In those instances Helvetica is an acceptable alternative.

Aa

Neue Montreal

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz

**Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz**

Thin

Light

Book

Regular

Medium

SemiBold

**Bold**

# Applications





For any additional questions, please reach out to [brand@kandji.io](mailto:brand@kandji.io)

Thank you!