

k2ak

STATION

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Introduction

The following document has been designed as a guideline for Kaak Station visual and branding identity. It is essential for all persons involved to follow these brand guides strictly to maintain consistency.

The Kaak Station logo must not be traced, redrawn, typeset or modified in any form by manual or electronic methods. The main logo and variation logo must not be altered in any way.

If you need any advice or help to clarify the branding guidelines, please contact White Key Marketing at 1300 577 419.

Primary Logo

The Kaak Station logo has been designed to be sleek, premium, bold and unique! This simple yet effective logo is a text design. This logo may only be used against a white or light background.



Primary Logo Variation

This is the Kaak Station primary logo variation, this logo is to be used when the primary logo cannot be placed on a colour background that clashes with the primary logo colour.



Brand Mark

The brand mark for Kaak Station is the logo used in a circle. In certain situations such as clashing backgrounds or design layouts the brand mark can be used to replace the primary logo.

The brand marks main purpose is to be used on printing/branding collateral such as cups, packaging and stickers.



Logo Principles

Clearspace around the logo allows for it to stand apart from other images, text and page edges. This enhances legibility and balance.

Always surround the logo with clearspace, as shown in the diagram. Do not place any other elements within the clearspace zone specified.

Clearspace



Minimum Size



Print: 45 mm W
Digital: 128 px W

Colour Palette

Colours set the mood for brand expression. Kaak Station has one main colour, this colour has been chosen to represent the brand and allow it to stand out and to be elegant, premium and sophisticated, this colour is reflective of the brand's voice and message.

This main colour will help consumers identify the brand. The colour should be used in a pop-of-colour manner to keep the minimal aesthetic.

To achieve the highest impact with this colour, integrate the colour across all marketing outlets.

Brand Colours

By maintaining consistency and utilizing these colors throughout all our marketing collateral and designs, we reinforce the brand's identity and create a cohesive visual experience for Kaak Station's customers. This strategic approach ensures that the brand remains memorable, captivating, and visually appealing across various platforms, leaving a lasting impression.

1. Golden Kaak

R: 191 G: 155 B: 100

C: 25 M: 37 Y: 69 K: 2

HEX: BF9B64

3. White

R: 255 G: 255 B: 255

C: 0 M: 0 Y: 0 K: 0

HEX: FFFFFFFF

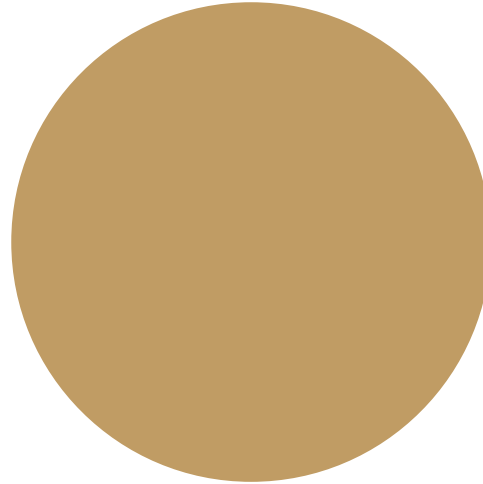
2. Black

R: 0 G: 0 B: 0

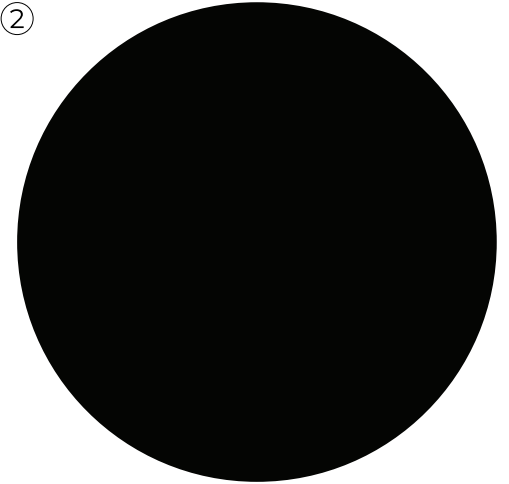
C: 75 M: 68 Y: 67 K: 90

HEX: 000000

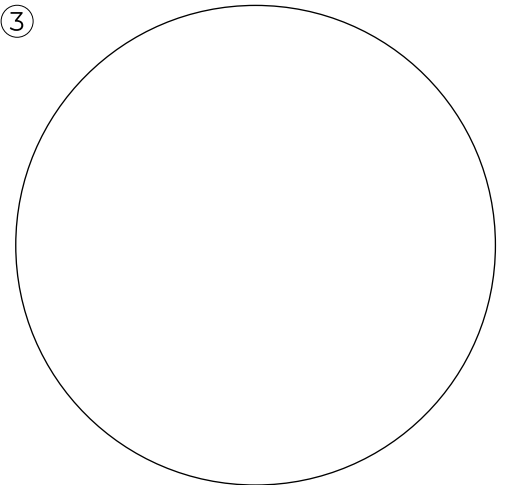
①



②



③



Typography

Typography serves many purposes in design. Not only does it promote legibility, it also helps communicate the messaging, tone and sentiment of a brand.

The typography chosen for Kaak Station uses two font families. It is important to follow the guide for typographic hierarchy to ensure consistency within the brand.

Deraga Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Montserrat - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Montserrat - Semi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Montserrat - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Headlines

Deraga Regular

Sentence Case

Tracking: Metrics 0

Body Copy

Montserrat Regular

Sentence Case

Tracking: Metrics 0

Subheaders

Montserrat - Semi-bold

Sentence Case

Tracking Metrics 200

Call to Action

Montserrat Bold

Sentence Case

Tracking: Metrics 0

Headlines

kaak station

Body Copy

Accum reptatiam doluptat doloreribea vendi consedis aut ut plictemquam consed quiat pliquist enimagnim. Officid ma simporeiur? Cillaut aut estionseque volupta quas expereptates essi offic temporibus, ut qui dis repratiusam sit acepers.

Subheaders

CONTACT US

CTA

www.kaakstation.com.au

Brand Elements

Secondary design elements that are used to help make up and strengthen a brand's identity.

Brand Element

The brand element for Kaak Station is the wording 'kaak' from the main logo. The Kaak wording is elegant and can be used with a dropped opacity (around 20%)

This will complement the brand and further extend its visual language. The brand element is intended to be used for banners, flyers, business cards and any form of marketing collateral.

Brand Application

A representation of how the brand may look on different mediums of marketing collateral.

As demonstrated here on a business card, the primary logo and secondary primary logo are used on a light and dark background.

The brand element is also used as a design element on the corner/background of the business card.



laak

S T A T I O N

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This brand guideline was prepared by White Key Marketing. Should you have any queries regarding this guide, contact us at 1300 577 419 or team@whitekeymarketing.com.au

