



The logotype (logo) should always have room to breathe. Using the following combination of the height of the 'K' and the 'n' ensures that the logo has the necessary uninterrupted space.



Kenikeni | Logo Usage Guidelines | Size and Colour

The primary logo should always be used with the letterforms' gradients applied, unless the logo is scaled down below 150px in width.

There are four distinct brand colours. When used as a backdrop, the logotype should be reversed out in white.

The Kenikeni logotype is custom-created lettering, and should never be replaced by a font or any other typeface.



203,75,62
#E64B3E



248,183,100
#F8B764



131,203,207
#83CBCF



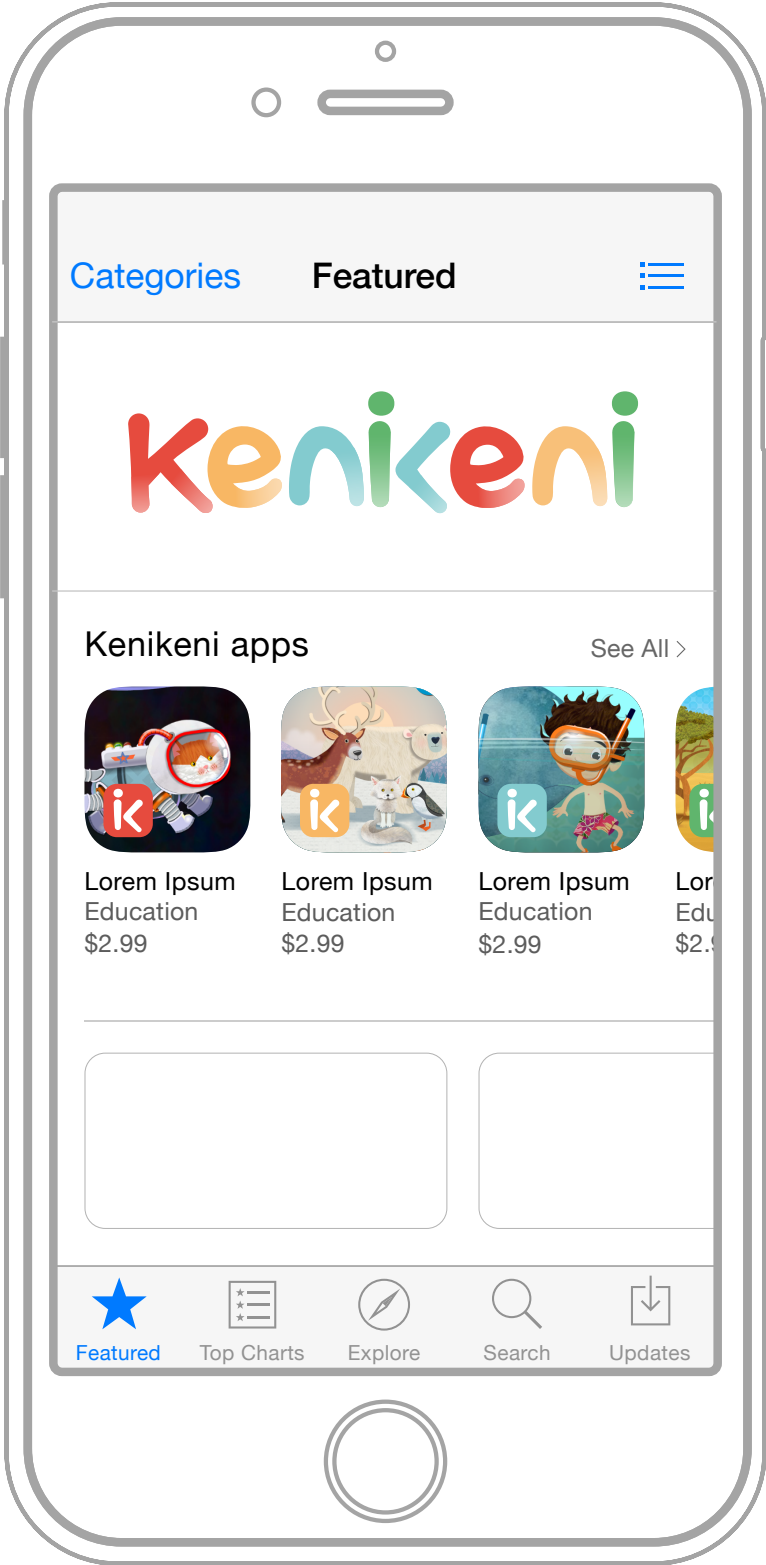
96,181,109
#60B56D

The (ik)on exists for small format requirements. It helps the brand remain familiar and recognisable within the format of media such as handheld devices.

The ikon should never be removed from its rounded-box container. It can be used as a full-size ikon, or as a lower-left aligned tab to a specific app.

Kenikeni

'ik' as the standalone ikon





Don't alter individual parts of the logo



Don't apply effects styling, such as drop shadows or outer glows



Don't warp or distort the logo



Don't change the colour of the logo



Don't place the logo on a busy background, or flat background using a similar colour

Help? Artwork? Questions?

We'd love to hear from you.
Please write to us at: hello@kenikeni.com