



# Brand Guidelines

Version 3 (2024)

## Corporate Logos

### Primary



### Primary Reverse



### Primary with Strapline



### Primary Reverse with Strapline



### White



### Dark



### White with Strapline



### Dark with Strapline



### Clear Space & Minimum Size

Clear space around the Kao Data logo should be equal to the height of the logo. No text, graphics or other graphic elements should appear within the clear space.

X		X
X		X
X	Minimum size: 40mm / 200px	X

#### Minimum size - Width:

Print: 40mm  
Digital: 150px

X		X
X		X
X	Minimum size: 40mm / 200px	X

#### Minimum size - Width:

Print: 40mm  
Digital: 150px

## Typography

Primary

### Prompt

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

Weights

**Prompt Bold**

**Prompt SemiBold**

Prompt Regular

Prompt Italic

(Regular and SemiBold)

Prompt should be used for both print and digital assets such as: Business cards, social tiles, case studies, etc.

[Download Prompt](#)

Secondary

### Tahoma

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

Weights

**Tahoma Bold**

Tahoma Regular

Tahoma should be used for assets such as: Emails, word documents, presentation decks and email signatures.

## Colour Palette

### Primary Colours

Primary	RGB		
<b>Green</b>	68 189 50		
HEX	CMYK	Pantone	
#44BD32	69 0 97 0	360 C	

Accent	RGB		
<b>Light Green</b>	163 203 56		
HEX	CMYK	Pantone	
#A3CB38	45 0 89 0	367 C	

Accent	RGB		
<b>Dark Green</b>	0 148 50		
HEX	CMYK	Pantone	
#009432	84 13 100 2	347 C	

Accent	RGB		
<b>Blue</b>	27 156 252		
HEX	CMYK	Pantone	
#1B9CFC	78 23 6 0	801 C	

Primary	RGB		
<b>Grey</b>	34 47 62		
HEX	CMYK	Pantone	
#222F3E	89 71 49 55	533 C	

### Secondary Colours

Primary	RGB		
<b>Slate Grey</b>	31 76 115		
HEX	CMYK	Pantone	
#1F4C73	94 71 32 16	7686 C	

Background	RGB		
<b>Light Grey</b>	240 242 246		
HEX	CMYK		
#F0F2F6	7 4 3 0		

Accent	RGB		
<b>Yellow</b>	255 193 23		
HEX	CMYK	Pantone	
#FFC117	0 25 97 0	1235 C	

Accent	RGB		
<b>Coral Red</b>	242 75 75		
HEX	CMYK	Pantone	
#F24B4B	0 85 70 0	Red 032 C	



## Any Questions?

If you have any questions or queries regarding Kao Data's logo and branding, please contact us at:

[Adam.Nethersole@kaodata.com](mailto:Adam.Nethersole@kaodata.com)