



Brand Guidelines

Version 2 (2021-22)

Corporate Logos

Primary



Primary Reverse



White



Dark



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

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		
Green	68 189 50		
HEX	CMYK	Pantone	
#44BD32	69 0 97 0	360 C	

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

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

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

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

Secondary Colours

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

Background	RGB		
Light Grey	240 242 246		
HEX	CMYK		
#FOF2F6	7 4 3 0		

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

Accent	RGB		
Coral Red	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