

Brand Guidelines

Version 2, September 2026



Contents

- 01. Welcome
- 02. Brand Language
- 03. Logo
- 04. Colour Palette
- 05. Typography
- 06. Icon Suite
- 07. Supporting Assets

BRANDING AND COMMUNICATIONS THAT ARE CLEAR, CONCISE, CONSISTENT AND RELEVANT TO OUR TARGET AUDIENCE



¹ The UK Data Centre Sector: The most important industry you've never heard of. May 2020. Tech UK.
² <https://gov.uk/digital-technology/uk-data-centres>
³ <https://www.gov.uk/government/news/data-centres-to-be-given-positive boost and protection from cyber criminals and in-broadcast>

Welcome

To reflect the exceptional nature of our business, we've developed a vibrant, energetic and distinctive brand. These guidelines outline the core visual elements of our identity and provide clear direction on how to apply them effectively. By using them consistently we ensure all our communications present our business with clarity, professionalism and the impact it deserves.

If you have any questions the marketing team are here to help, please get in touch with Lizzy or Dawn.



Lizzy McDowell
Director of Marketing
lizzy.mcdowell@kaodata.com



Dawn Hemmings
Marketing Consultant
dawn.hemmings@kaodata.com



Brand Language

Brand Language

Company Name

Kao Data

The company name must always be written as **Kao Data** to maintain brand recognition and clarity. Both words should be capitalised, with a single space between them, and never abbreviated or hyphenated.

The name should not be altered to: KAO Data, KAO, KaoData, Kao Data Centres or any other variation.

Industry Reference

Data Centres

As a UK-headquartered company, all references to the industry should follow British English spelling and style. Therefore, use data centre (singular) and data centres (plural) in all written communications. This ensures consistency with our brand identity and reflects our position as a UK-based organisation.



Logo

Logo

To maintain brand integrity, the Kao Data logo must never be altered or recreated.
Always use the official artwork files provided by the marketing team.
Available at: <https://kaodata.com/discover/assets>

There are two versions available:

- Primary logo
- Secondary logo with strapline



Primary Logo



Secondary Logo

Logo Options

The primary and secondary logos are available in three colour variants, providing the flexibility to choose the most appropriate option for different backgrounds. This ensures optimal legibility across both print and digital applications.

1. Coloured symbol/dark wordmark
2. Coloured symbol/white wordmark
3. White symbol/white wordmark

Primary Logo



Primary Logo reversed



Primary Logo white



Secondary Logo with strapline, navy



Secondary Logo with strapline, white



Clear Space

To maintain visual impact and ensure legibility, a minimum clear space must be maintained around the logo at all times. This clear space prevents overcrowding by other elements such as text, images, or graphic features, and helps the logo stand out consistently across all applications.

The Kao Data logo must always be used as a single, unified element and should never be separated, recoloured, or distorted in any way. Its proportions and spacing have been meticulously designed and must remain unchanged. The logo should never appear smaller than the minimum size illustrated here to ensure clarity and legibility.

The colour bands from the logo symbol may be used as graphic elements in professional marketing materials, provided prior approval is obtained from the marketing team. These elements are intended to enhance creative design, but must never be used in a way that mimics or suggests the logo itself.

Guide to setting the clear area

The minimum required clear space is defined by the X-height of the symbol within the logo. No other elements should encroach on this area, ensuring the logo remains clean, prominent, and instantly recognisable.



Logo Do's & Don'ts

Below are a few examples showing how to correctly place and select the appropriate logo. The logo must not be altered in any way. Do not break it apart, reposition elements to create a new logo, distort its proportions, or change its colours.

When selecting the correct logo, always consider the background image or colour to ensure the logo remains clear, visible, and easily recognisable.

DO NOT reposition the green symbol to create a new logo



DO NOT place the logo on images that reduce its clarity



CORRECT The background image offers clear, readable contrast



DO NOT place the Secondary logo underneath the icons



DO NOT place the logo on images that reduce its clarity



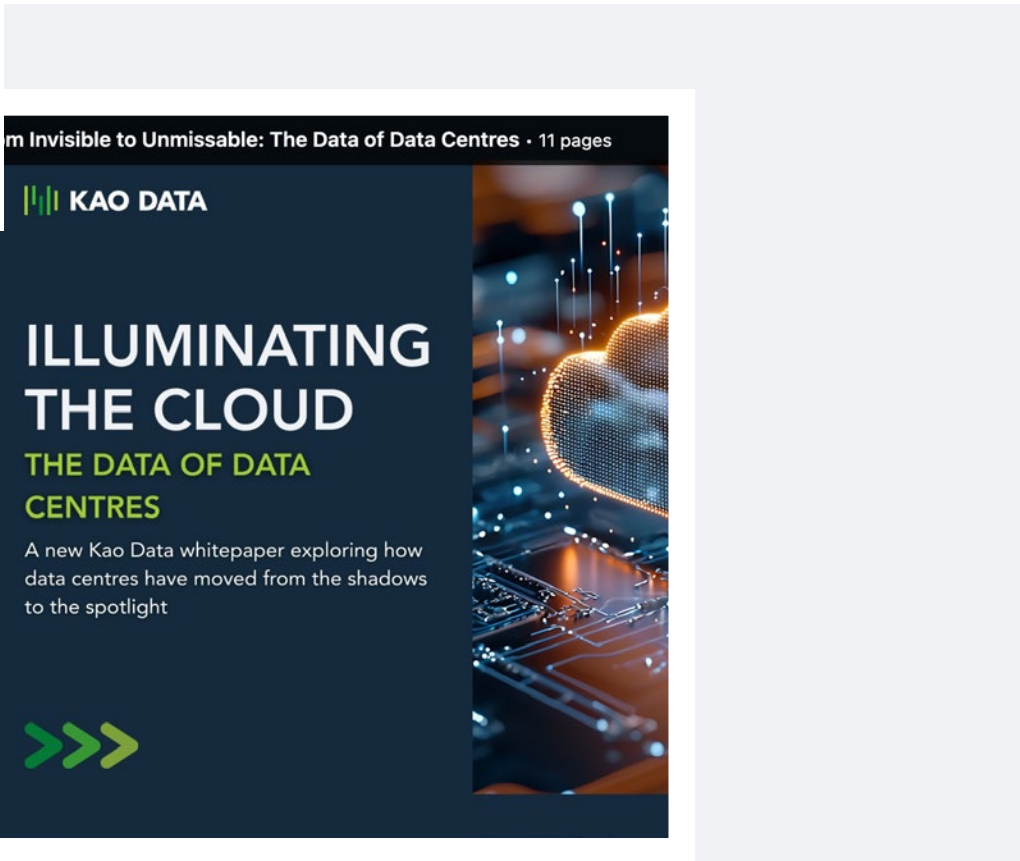
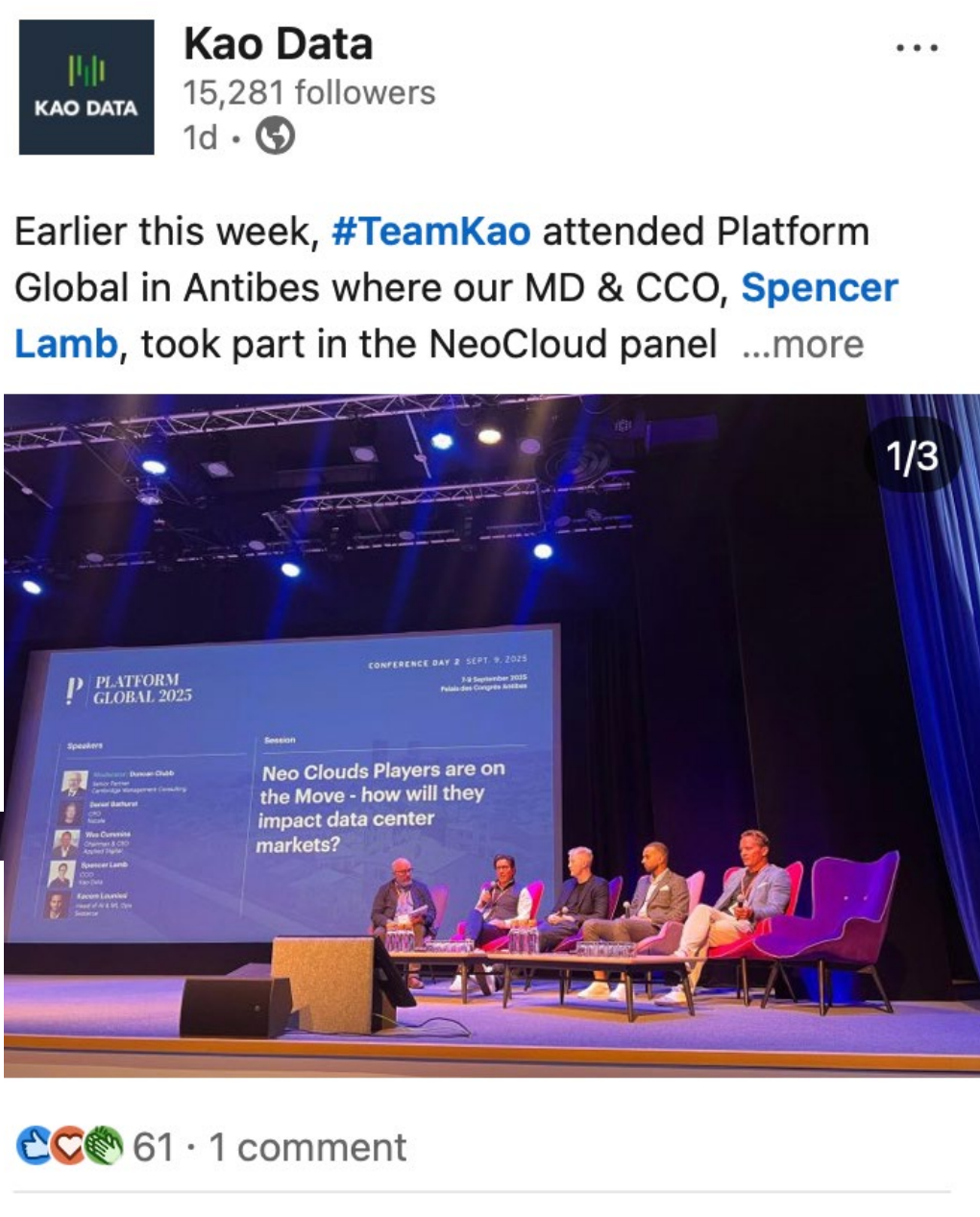
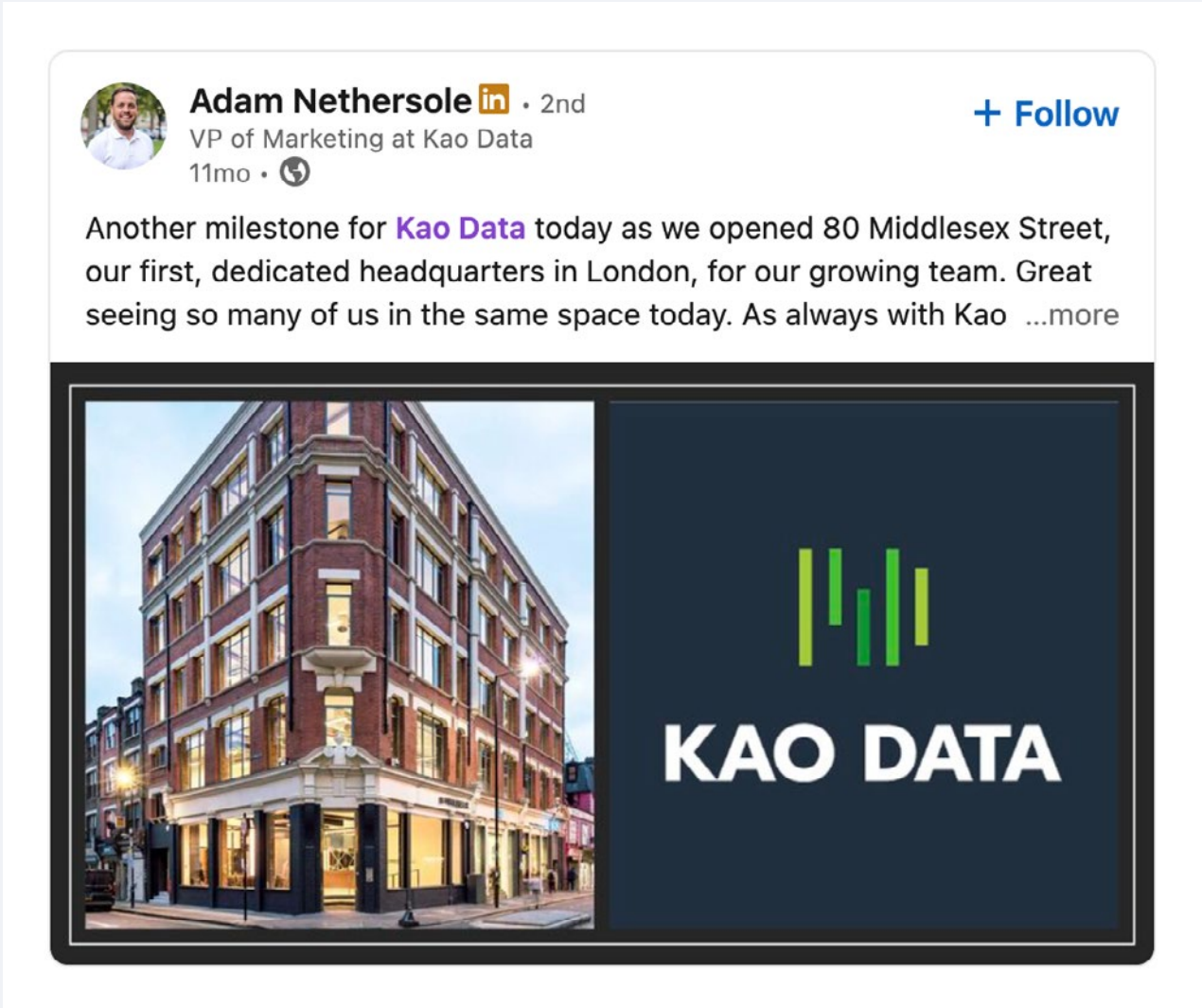
CORRECT The background image offers clear, readable contrast



Logo - Social Media

A suite of compact logos have been created for use on social media, these have been designed to specific sizes to make sure they work well on both desktop and mobile devices.

The social media logo is available in the following sizes:



Colour Palette

Primary Colours

The colour palette is a vital part of our brand identity, helping ensure consistency and recognition across all mediums. The primary brand colours must be used exactly as specified to maintain visual integrity and coherence in both digital and print applications. Each colour has been carefully selected to reflect the tone and values of our brand.

For accuracy across different platforms, colour specifications are provided in HEX (for digital use), RGB (for screens and web), and CMYK (for print). Always match colours to the values listed below to avoid inconsistencies.

Dark Grey

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

Green

HEX #44BD32
RGB 68 189 50
CMYK 69 / 0 / 97 / 0
Pantone® 360C

Light Green

HEX #A3CB38
RGB 163 203 56
CMYK 45 / 0 / 89 / 0
Pantone® 367C

Dark Green

HEX #009432
RGB 0 148 50
CMYK 84 / 13 / 100 / 2
Pantone® 347C

Secondary Colours

The secondary colour palette is designed to complement the primary brand colours and provide additional flexibility in layout and design. These colours can be used to highlight content, create visual hierarchy, or introduce variety across materials, while still maintaining a cohesive brand look and feel.

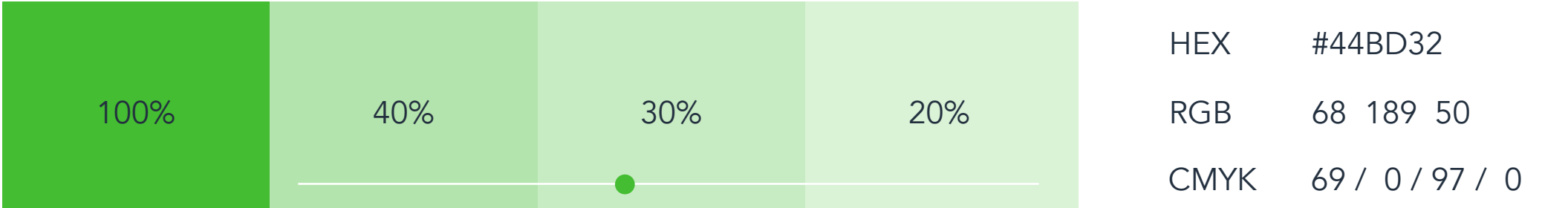
While secondary colours offer creative range, they should be used thoughtfully and never overpower or replace the primary palette in key brand assets. Always use the specified HEX, RGB, and CMYK values to ensure consistency across digital and print applications.

Purple	HEX	#532C8B
	RGB	83 44 139
	CMYK	84 / 100 / 2 / 2
Light Grey	HEX	#F0F2F6
	RGB	240 242 246
	CMYK	7 / 4 / 3 / 0
Yellow	HEX	#FFC117
	RGB	255 193 23
	CMYK	0 / 25 / 97 / 0
Brown	HEX	#B99251
	RGB	186 147 82
	CMYK	5 / 30 / 66 / 30
Denim Blue	HEX	#1E4973
	RGB	30 73 115
	CMYK	100 / 75 / 30 / 14

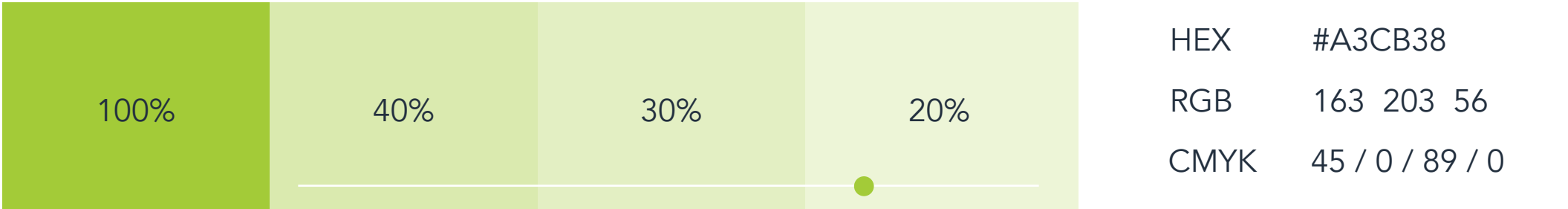
Colour tints

The primary Kao Data greens, along with a small selection of supporting colours, can also be used as tints. Tinting values must remain below 40% and should be applied as secondary elements, such as box pullouts and tablets - where text needs to remain clearly legible. This sliding scale of tint values provides flexibility whilst remaining on brand.

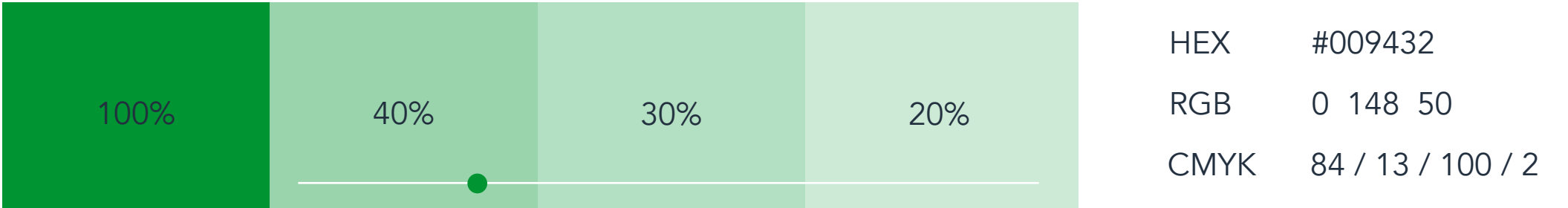
Green tint



Light Green tint



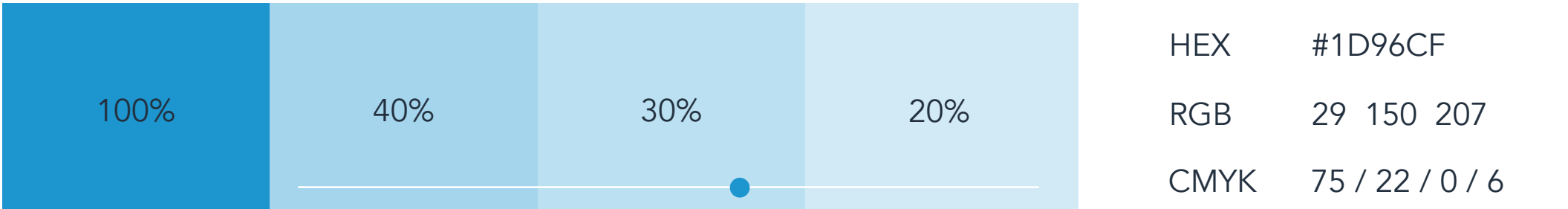
Dark Green tint



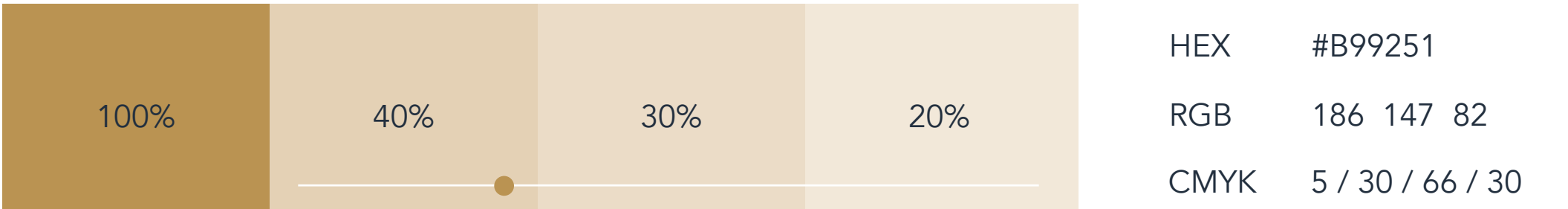
Purple tint



Blue tint



Brown tint



Typography

Typography

Font Name: **Avenir LT Std**

Avenir

Avenir font

Avenir was chosen for its wide range of font weights and its clean, open appearance, making it suitable for both large and small formats in in-house and professional design applications.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ~!@#\$%^&*(_)+ "<>;/?
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ~!@#\$%^&*(_)+ "<>;/?

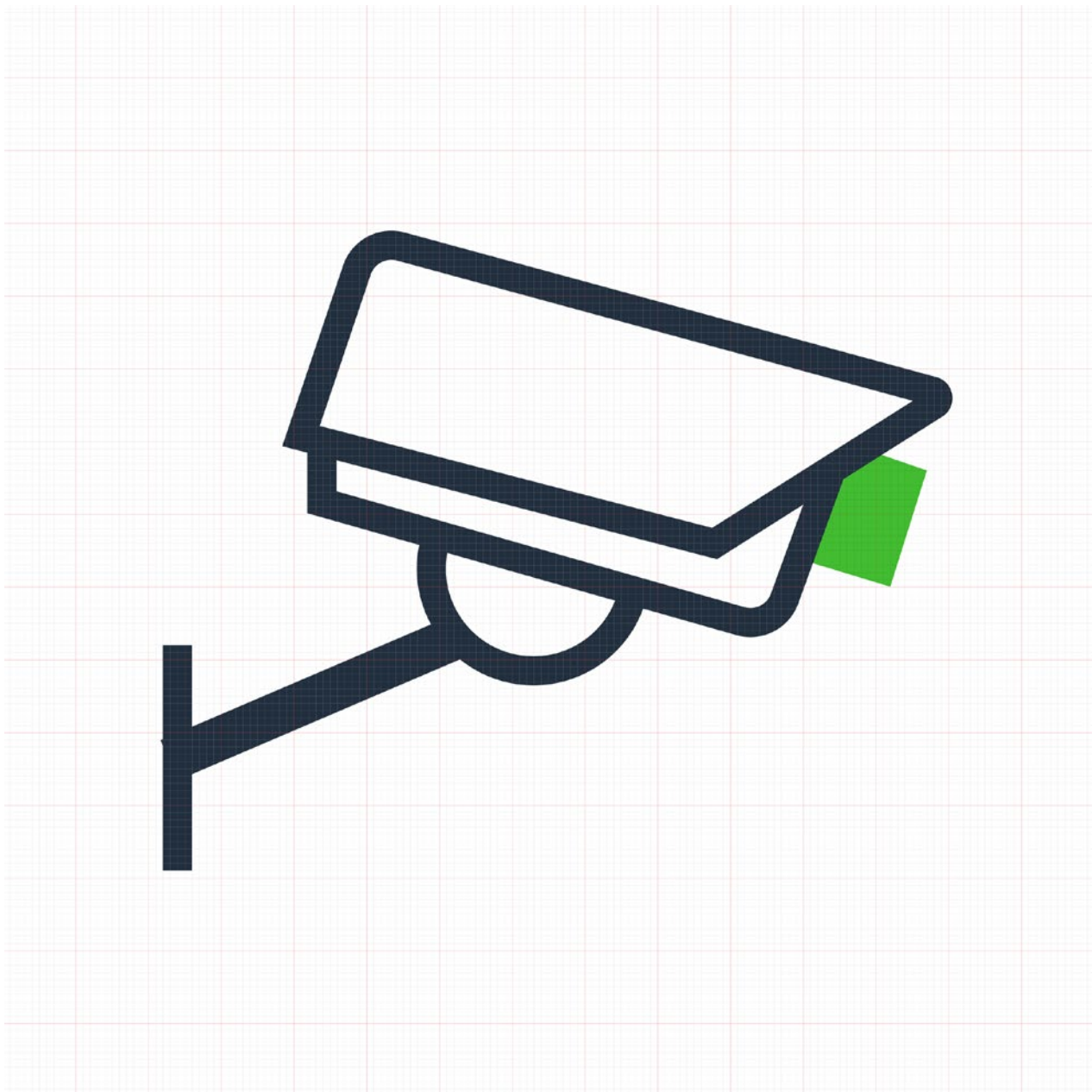
- 35 Light
- 35 *Light Oblique*
- 45 Book
- 45 *Book Oblique*
- 55 Roman
- 55 *Oblique*
- 65 Medium
- 65 *Medium Oblique*
- 85 Heavy
- 85 *Heavy Oblique*
- 95 Black
- 95 *Black Oblique*

Icon Suite

Icon Suite

Kao Data has an image bank of icons. These icons have been drawn up so that the line weight and colouring is consistent and they should not be altered or recoloured. There are two versions for each icon, this allows for it to be placed on a light or a dark background. All icons are available as transparent .png files.

When placing multiple icons together on the page, please make sure they are all imported at the same scale, so that their line weights and sizing appear consistent.



Logo suite designed for a light background

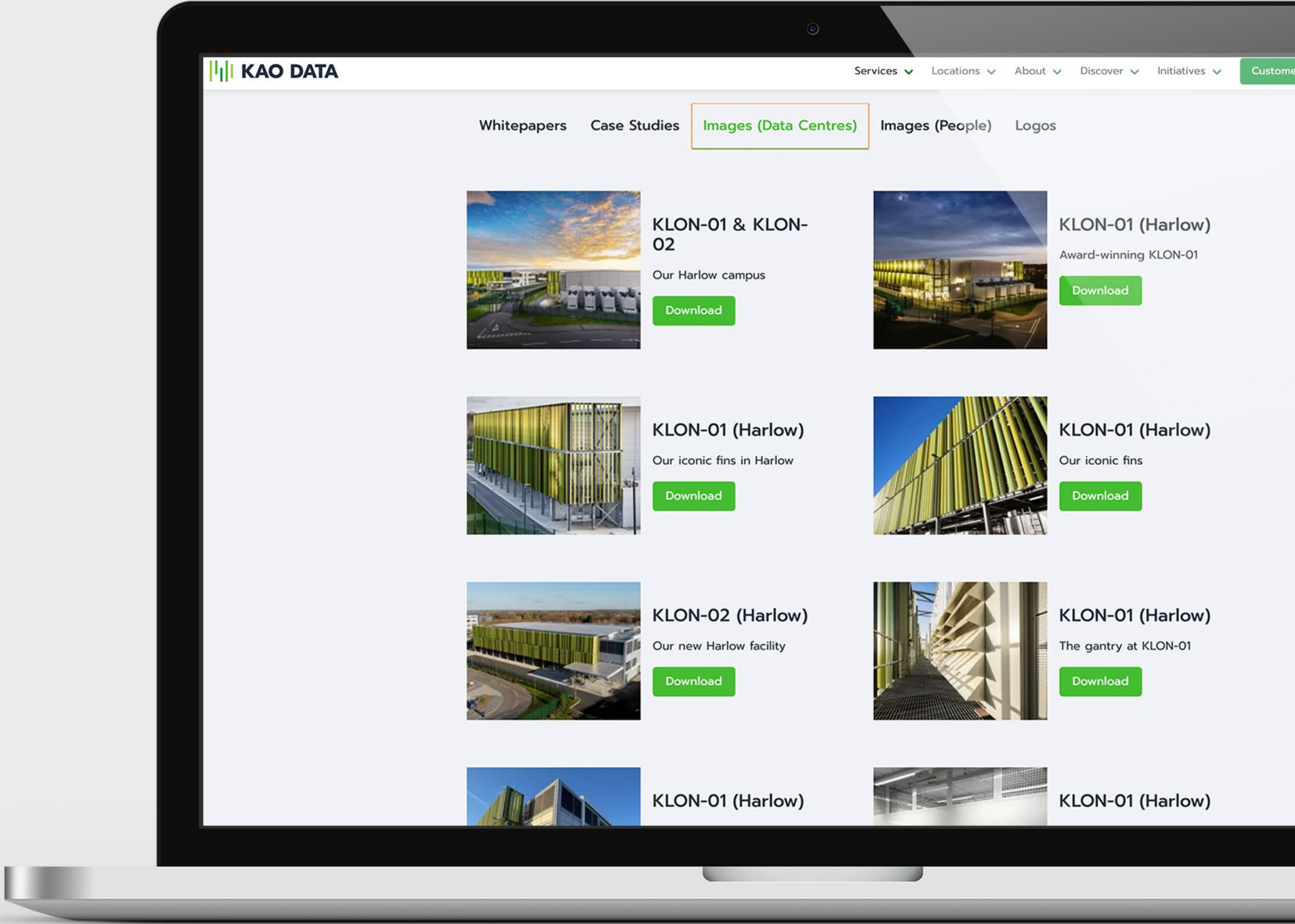
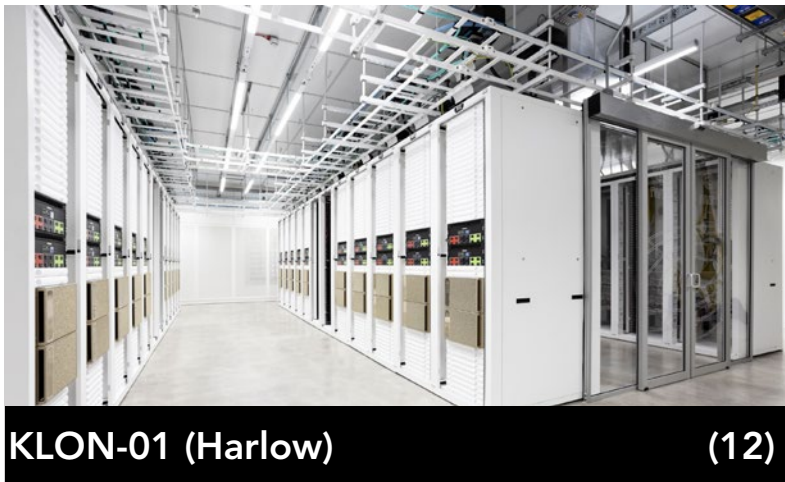


Logo suite designed for a dark background

Supporting Assets

Data Centres

Pre approved images are available to download from our website: <https://kaodata.com/discover/assets>



BRANDING AND
COMMUNICATIONS
THAT ARE **CLEAR,**
CONCISE, CONSISTENT
AND **RELEVANT** TO
OUR TARGET AUDIENCE

Thank you

Lizzy McDowell
Director of Marketing
lizzy.mcdowell@kaodata.com

Dawn Hemmings
Marketing Consultant
dawn.hemmings@kaodata.com

