kibbi

STYLEGUIDE

JUNE 2023
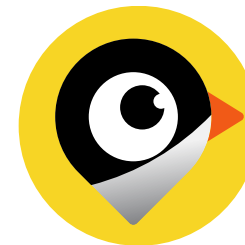
BRAND USAGE

LOGO

LOGO CONFIGURATIONS

Kibbi has two configurations of the official logo. Always use logo files from official sources. NEVER use digital files or logos pulled from the web for print purposes.

The icon configuration should never be used in a piece without the full logo present in the piece somewhere. There will be exceptions but they should be assessed on a case-by-case basis.

FULL

ICON

LOGO

COLOUR KNOCKOUT

There will be instances where the use of a colour logo is desired but the background is too dark to allow for proper contrast. In those instances, please use this colour knockout version of the logo. If, the legibility of the logo is still in question, please use the one colour knockout version of the logo.

FULL

ICON

LOGO

ONE COLOUR VARIATIONS

In some cases, the logo will be needed to be reproduced in one colour
(eg. newspaper or a one colour screenprint like a t-shirt). In those instances,
please use one of these logo versions.

FULL

ICON
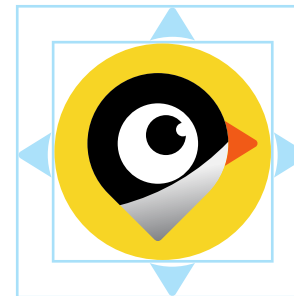
FULL

ICON

ONE COLOUR KNOCKOUT VERSION

LOGO

CLEAR SPACE

Proper logo clearance is essential to let the logo properly breath and be seen.
A minimum clearance equivalent of, at least, the length of Peeky's beak should be maintained around all four sides.

LOGO

MINIMUM SIZING

No Smaller Than
1" wide
or 25mm

No Smaller Than
0.75" wide
or 19mm

No Smaller Than
0.21" wide
or 6.3mm

No Smaller Than
0.125" wide
or 3.15MM

LOGO – NO TAG

THE FULL LOGOS IS ALWAYS PREFERRED FOR USE IN ALL CASES

Example uses:

Print and online materials where there is space and clearance for the full mark

LOGO – NO TAG

THE FULL LOGOS IS ALWAYS PREFERRED FOR USE IN ALL CASES

Example uses:

Print and online materials where the legibility of the tagline is in question.

ICON

PREFERRED IN CASES WHERE THE SPACE IS TOO SMALL FOR THE FULL LOGO

Example uses:

• Marketing Material

• Social Media Profile Picture

• Website once users have scrolled

• Business Cards

TINY ICON

FOR USE IN SMALL AREAS WHEN THE NAME IS NOT REQUIRED

Example uses:

• Favicon

• Apps

• Mobile

• Apparel

LOGO

IMPROPER USAGE

Do not alter the colours of the logo

Do not rearrange the elements of the logo

Do not substitute a different font into the logo

Do not alter the proportions of elements within the logo

Do not stretch, skew or distort the logo in any way

Do not remove elements from the logo

Do not place the logo on a patterned background which compromises the legibility of the signature

Do not add words or elements to the logo

Do not place the logo on a background colour which compromises the legibility of the signature

COLOUR PALETTE

PRIMARY COLOUR PALETTE

KIBBI- YELLOW

R: 249 G: 214 B: 39

HEX: f9d627

C: 4% M: 12% Y: 94% K: 0%

KIBBI - BLACK

R: 29 G: 29 B: 31

HEX: 1d1d1f

C: 73% M: 67% Y: 63% K: 75%

SECONDARY COLOUR PALETTE

KIBBI- ORANGE

R: 240 G: 92 B: 34

HEX: f05c22

C: 0% M: 79% Y: 98% K: 0%

KIBBI- DARK MAGENTA

R: 179 G: 0 B: 137

HEX: b30089

C: 32% M: 100% Y: 4% K: 0%

KIBBI- PURPLE

R: 125 G: 91 B: 166

HEX: 7d5ba6

C: 58% M: 74% Y: 0% K: 0%

KIBBI- GREEN

R: 105 G: 220 B: 158

HEX: 69dc9e

C: 53% M: 0% Y: 53% K: 0%

KIBBI- BLUE

R: 53 G: 167 B: 255

HEX: 35a7ff

C: 63% M: 25% Y: 0% K: 0%

KIBBI- GREY

R: 124 G: 124 B: 122

HEX: 7c7c7a

C: 53% M: 44% Y: 46% K: 9%

KIBBI- OFF WHITE

R: 242 G: 242 B: 235

HEX: f2f2eb

C: 4% M: 2% Y: 7% K: 0%

TYPOGRAPHY

Two font families are being used in the Kibbi brand. Poppins from Google is being used for headlines.
The Work Sans font family, also from Google, is used for most other typographic needs.

TITLE - POPPINS BLACK

HEADLINE - POPPINS BLACK
SUB-HEADLINE - WORK SANS MEDIUM

Body copy - Work Sans. Vivignatur. Maris, nius in potici signatim in st egilnerit, omandam intrae dica conicap erehebem, quontela interfecus, quam Pali, quo Catus, cis se pratui plicitam furnum menatium. Cast iam convocrem inat. Ebeffrebem popopoeribus vivenatis nit.

FECTASDAM

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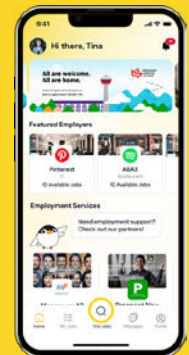
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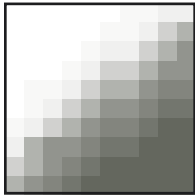
FILE TYPES

You will have received a package of logos in different file types. Here is a handy cheat sheet to understand the appropriate uses for each file type.
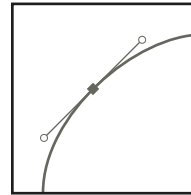
THE TWO TYPES OF IMAGES

Images can be divided into two groups. Raster and Vector.

RASTER IMAGES

These images are made up of square pixels. Usually, the types of images that are in this format are photographs an illustrations. Raster images have difficulty with enlargement because a coloured square cant be enlarged and given more detail so they tend to become fuzzier the larger you make them.

Raster file formats are:
.jpg and .png

VECTOR IMAGES

These images are created using a series of lines. Think of it like cutting a shape out of paper. Logos and simple graphics tend to be the most common images created in vector format. The edges are sharp unlike a digital photograph. These images can be enlarged or shrunk infinitely without any loss of detail.

Vector file formats are:
.ai, .eps and .svg

FILE TYPES

FILE FORMATS

Some file formats are best for maintaining maximum quality, while others are best for having low file size or rich colours. The reason we need various files is that you want the opportunity to share your logo across different platforms without compromising quality. Each file doesn't necessarily have pros or cons because each has its own, very unique purpose. They do different things in different ways, which is why we need them all.

.AI

This is the main file type for Adobe Illustrator, where your logo is designed, referred to as a vector logo file format. Having the original logo in Illustrator is essential to make edits in the future.

- ✅ Editable vector
- ✅ Scaleable to any size
- ❌ Not Universal

.EPS

Similarly to an AI file, an EPS file is best suited for editing and scaling a logo without losing quality. These two files are the ideal formats when handing over designs to a professional designer.

- ✅ Editable vector
- ✅ Scaleable to any size
- ✅ Universal
- ❌ Not ideal for photographic imagery

.SVG

This file type allows for editing, resizing and transparency. They are typically used for small icons but are great when used on websites as they maintain high quality no matter what the size.

- ✅ Editable vector
- ✅ Scaleable to any size
- ❌ Not suitable for print

.JPG (OR .JPEG)

Being one of the most used logo formats, JPG or JPEG files are perfect for maintaining true tone colours while being a relatively, small file size. Which is why jpeg logo files are commonly used on social media posts or profile images.

- ✅ Small file size
- ✅ Various colour range
- ❌ Not the best quality
- ❌ No transparency option

.PNG

PNGs have the option to be transparent making it ideal for websites or social media allowing you to choose background colours or add over images. PNG files are generally larger, ideal for logos but not great for photographs.
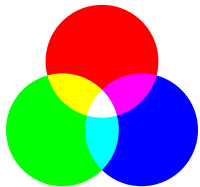
- ✅ Transparency option
- ✅ Higher quality resolution
- ❌ Larger file size
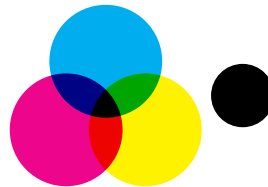
FILE TYPES

COLOUR FORMATS

There are two main colour formats. RGB and CMYK.

RGB / HEX

RGB images are created using a mix of red, green and blue light. What you see on your monitor and tv screens are examples of RGB colour mixing. These colours can be very bright and saturated but when those saturated colours are translated into print ,can become quite dull. HEX numbers are a numeric character-based reference of RGB numbers. There is no informational difference between RGB and HEX colors.

All file formats will have an RGB version:
.ai, .eps, .svg, .jpg and .png

CMYK

CMYK images are created using a mix of cyan, magenta, yellow and black ink. You're probably familiar with this system from your home or office printer. This colour system can faithfully reproduce a pretty wide range of colours but has limitations with very bright, saturated colours.

Please note that a colour using the same CMYK values can shift dramatically depending on the printer that you use and the type of paper you print on. Printer companies have their own formulas for what they deem optimal print settings and how ink is absorbed into the paper can change how a colour looks.

CMYK files are available in these formats:
.ai, .eps, and .jpg