

KEPLERK BRAND GUIDELINES

POSTER VERSION

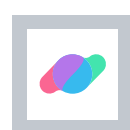
FULL LOGOTYPE



Logo Format

The Logo will be saved and used in different file formats to use it in different types of medias like web or print.

Recommended formats are:
.eps | .ai | .png | .jpg | .tiff



Color Light Iron

CMYK : C68 M88 Y0 K0
RGB : R117 G41 B187
Web : #75298B

Color Dark Iron

CMYK : C92 M84 Y43 K44
RGB : R33 G41 B72
Web : #212948

EXPLANATIONS

General Explanation

The "Keplerk" logo is a registered trademark and cannot be altered in any way. There are two variations of the Keplerk logo: horizontal and only the icon without text. This allows flexibility of use in different media and formats.

Logo use

All communications, both print and electronic, published by Keplerk, must prominently display an approved logo. All variations of the Keplerk logo are available for download.

Attention

Use of any stylized, animated, hand drawn or other versions of an unofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with Keplerk Trademark Licensing if you have any questions or need further help.

DIFFERENT LOGOTYPES TYPES

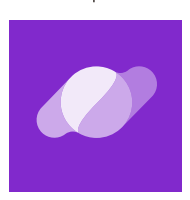
Our logo is the key for us to build block of our identity, it is the primary visual element that identifies us. The icon is a combination of the two elements of Keplerk, along and united by the central planet a circular symbol referring the balance of both worlds (virtual and real money).

Keplerk is the first platform specialized in making easy the bitcoin purchase for everyone, crypto novice, lovers, amateurs and professionals of the industry. Our brand allow them to engage, connect between them in their easy life hunting.

Take a look on our strategy and brandbook to view more about Keplerk.

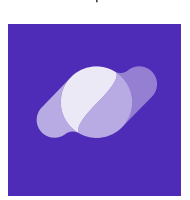
ICON A

Sky Version



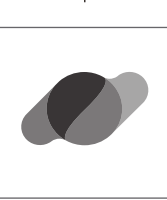
ICON B

Purple Version



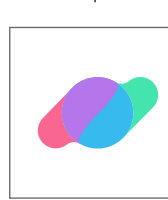
ICON C

Dark Version



ICON D

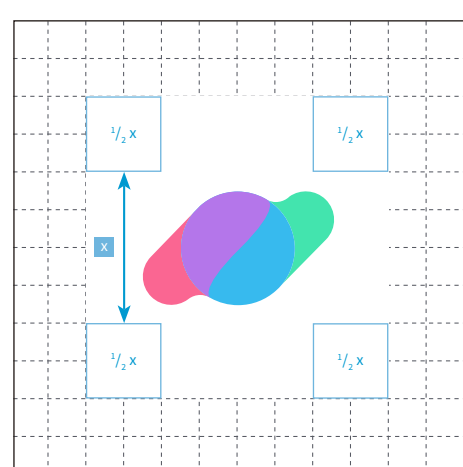
Full Color Version



CORRECT USAGE OF LOGOTYPE



LOGO CLEARSPACE AND COMPUTATION



Color Codes
HK5 : 15K
RGB : R000 G0000 B000
Web : #000000

DEFINITION

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

COMPUTATION

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).

MINIMUM SIZE

Minimum logo size is 5 mm in height. Attention: Please do not use less than this size to make sure that it will be printable without losing design quality.

CORPORATE TYPOGRAPHY

PRIMARY FONT POPPINS

Keplerk TYPE 1

THE FONT

The old posters and signs in the traditional neighborhood of Buenos Aires called Poppins inspired us to design a typeface that rescues the beauty of urban typography from the first half of the twentieth century. The goal is to rescue what is in Montserrat and set it free, under a free, libre and open source license, the SIL Open Font License.

SECONDARY FONT OPEN SANS

KEPLERK TYPE 2

THE FONT

Open Sans is a sans-serif typeface designed by Steve Matteson and commissioned by Google. According to Google, it was developed with an "upright stress, open forms and a neutral, yet friendly appearance" and is "optimized for legibility across print, web, and mobile interfaces." Its design is identical to that of Droid Sans, with the exception of wider characters and the inclusion of italic variants.

DETAILS

POPPINS

Poppins

POPPINS BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

POPPINS REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

DETAILS

OPEN SANS PRO

Open Sans

OPEN SANS PRO REGULAR / ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

OPEN SANS PRO BOLD / ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

CORPORATE COLOR SYSTEM

PRIMARY COLOR SYSTEM

PRIMAARY COLOR SYSTEM

Explanation:
The Keplerk has 3 official colors: deep blue/psyco purple and gradient blue, in three different tones. These colors have become a recognizable identifier for the company.

Usage:
Use them as the dominant color palette for all internal and external visual presentations of the company.



PURPLE RAIN



PANTONE NEON



GRADIENT GALAXY

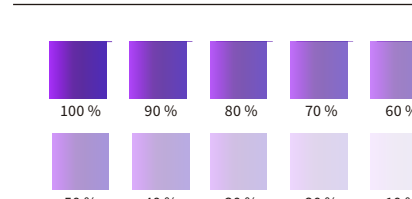
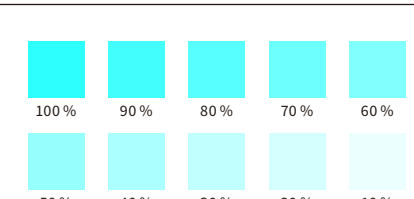
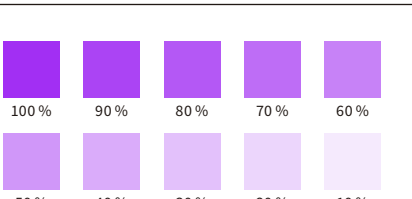
THE COLOR CODES

Color Light Iron
CMYK : C57 M79 Y0 K0
RGB : R162 G 847 243
Web : #A22FF3

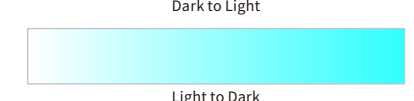
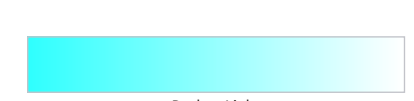
Color Dark Iron
CMYK : C50 M0 Y13 K0
RGB : R45 G255 B254
Web : #2DFFFE

Degradee Galaxy
#b374fb #21b4fb #1fabf6 #1061e7

THE COLOR TONES



THE COLOR GRADIENTS

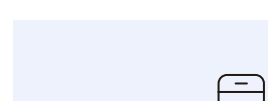
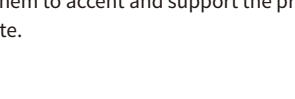


THE SECONDARY COLOR SYSTEM

SECONDARY COLOR SYSTEM

Explanation:
The Secondary colors are complementary to our official colors, but are not recognizable identifiers for Keplerk. Secondary colors should be used sparingly, that is, in less than 40 percent of the palette in one piece.

Usage:
Use them to accent and support the primary color palette.



A FINAL THOUGH

If in doubt, take a look back through this document, all the answers are there.

We don't ask for much, just a little love and respect for our brand which is why we think we've created a exible system that won't stifle you creativity.

Give it your best shot :)

