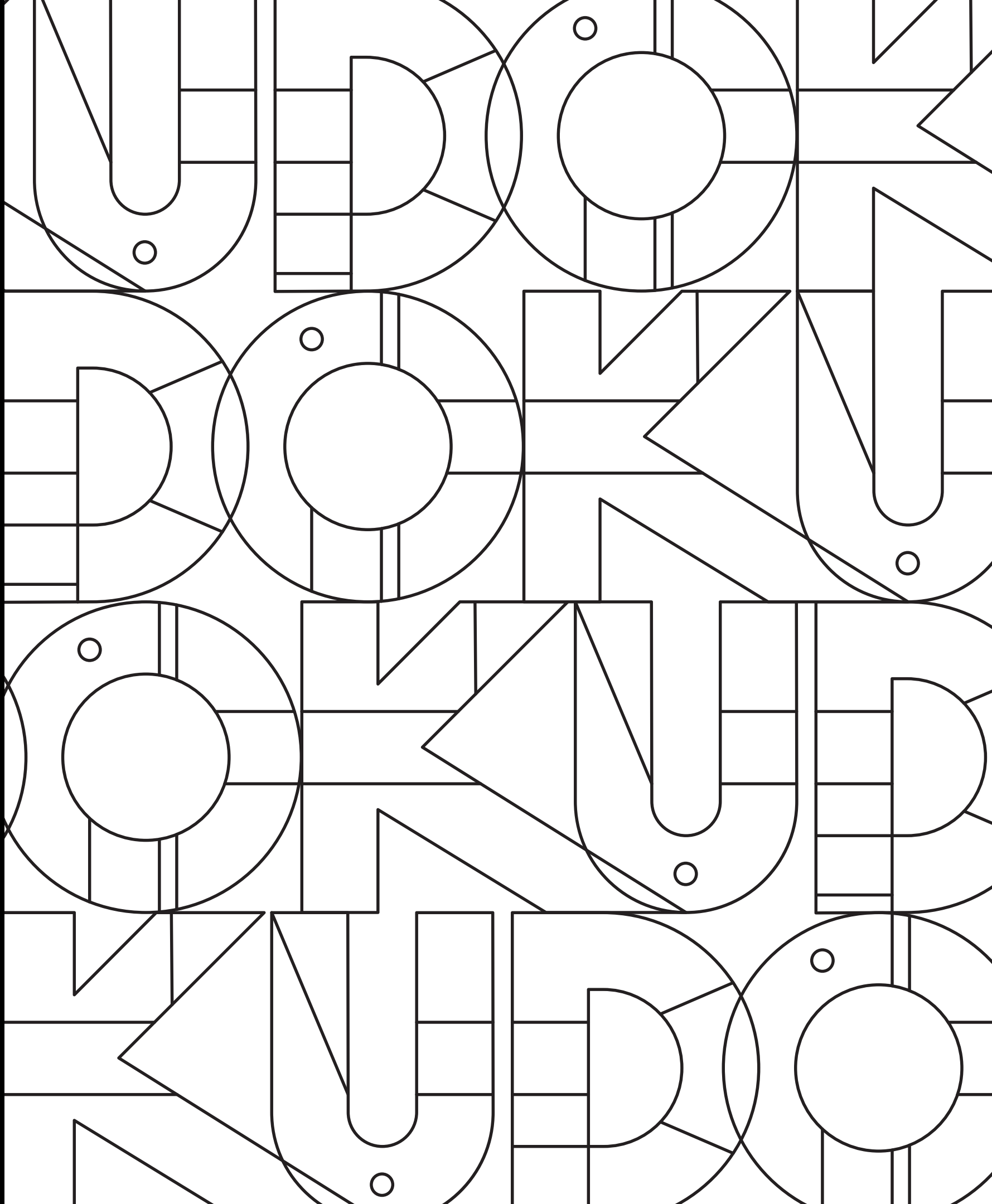




Brand Guidelines

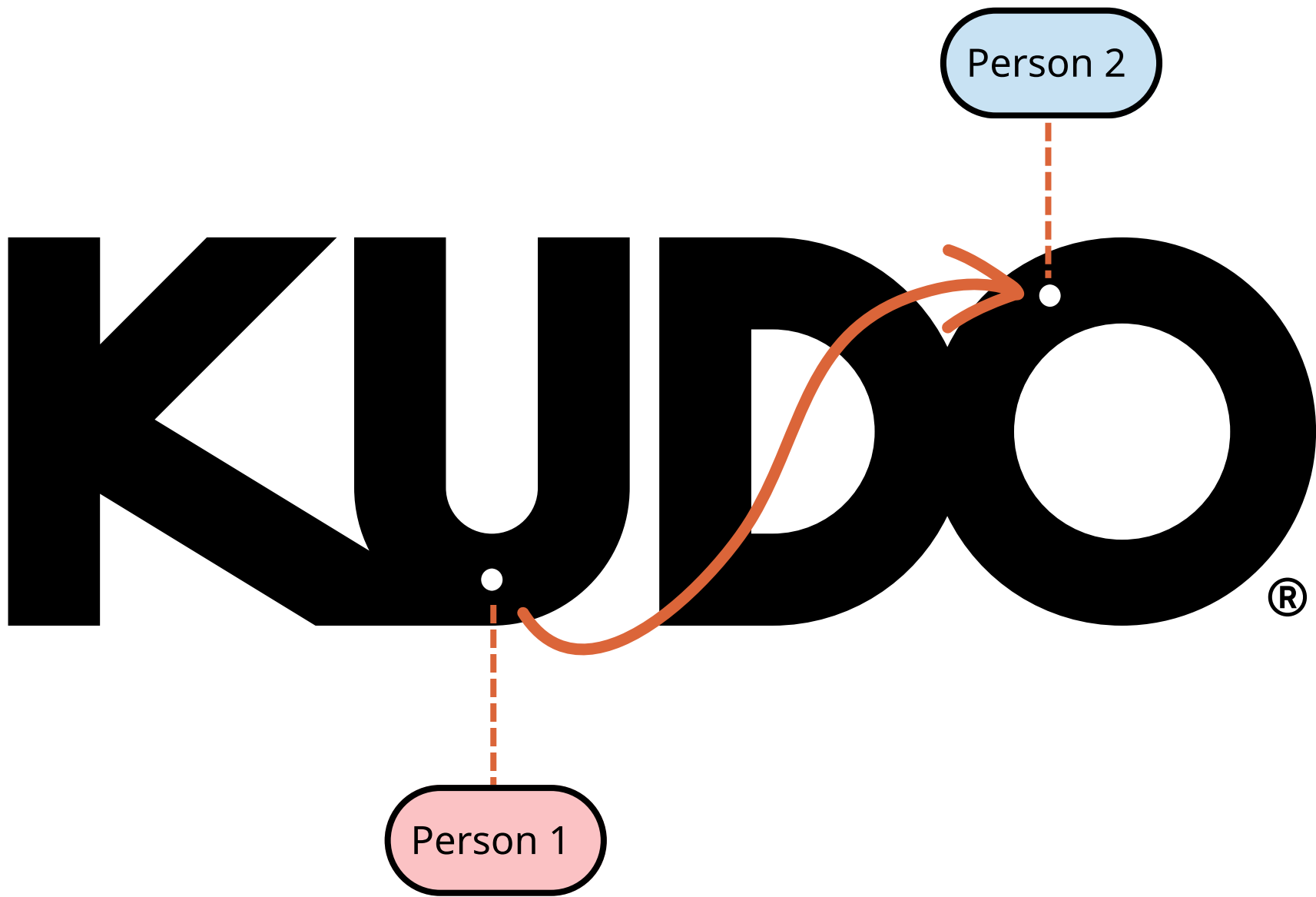
External

Last update 09/09/2024



Logo

The refined KUDO logo represents parties in two separate locations of the world, seamlessly connecting with each other without language limitations.



Colors

Our brand mixes bold colors with pastels to create a powerful visual punch. Giving the brand an upbeat, light-hearted look & feel.

Core colors

Used on the logo and text

Alba Black

#231F20
35, 31, 32

White

#FFFFFF
255, 255, 255

Accent colors

Used to complement the core colors to bring up details

Swallow Blue

#48A1D8
72, 161, 216

Goldenrod Yellow

#F8C63F
248, 198, 63

Gateway Orange

#DB6539
219, 101, 57

Background colors

Used for backgrounds and highlights

Seaglass Blue

#C8E2F3
200, 226, 243

Whisper Pink

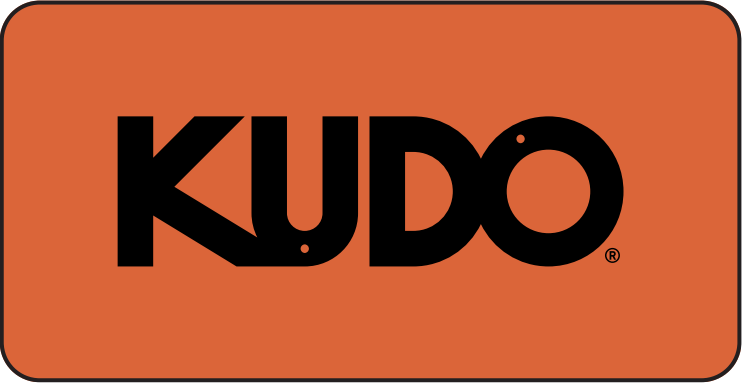
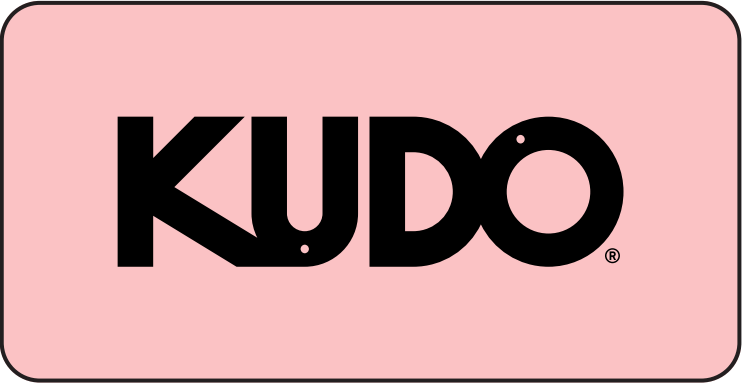
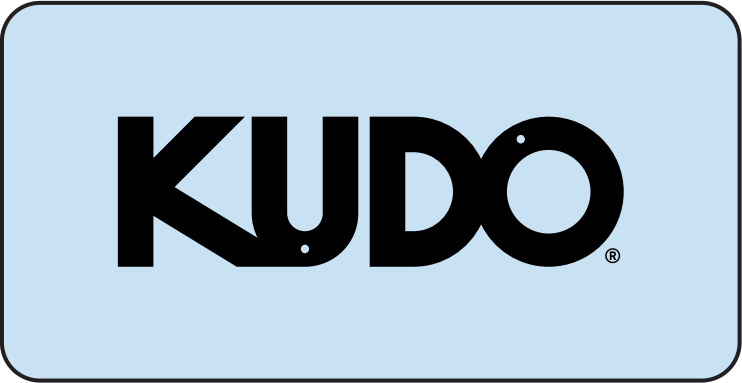
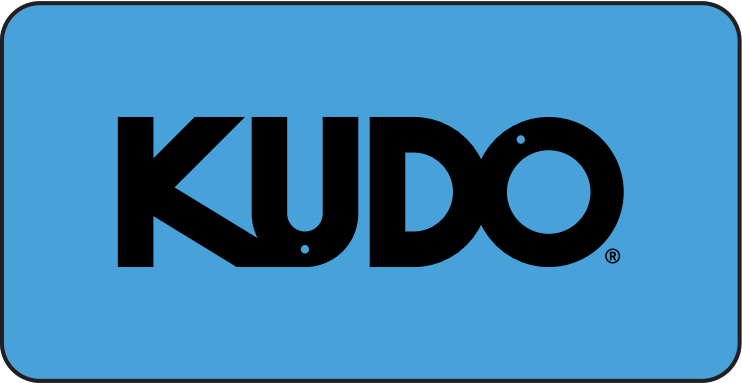
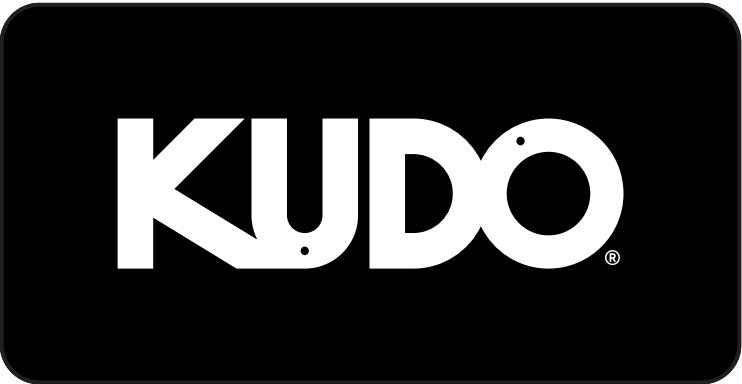
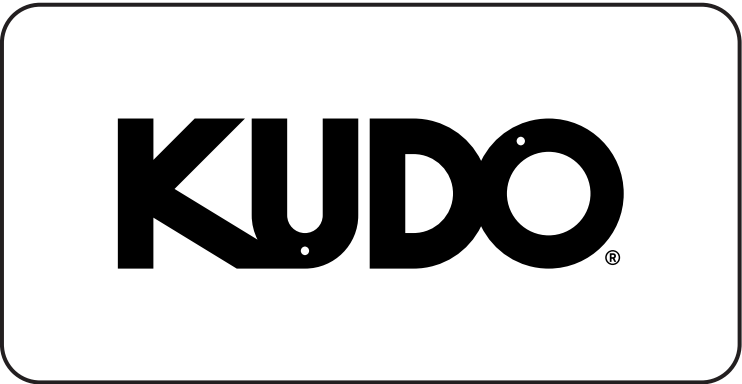
#FBC2C4
251, 194, 196

Yarn Gray

#F5F5F5
245, 245, 245

Logo Variations

Please only use the provided color combinations for the logo.



Size & Spacing

A minimum size and clear space around the logo are required to guarantee readability, clarity, and consistency.



Minimum size - digital



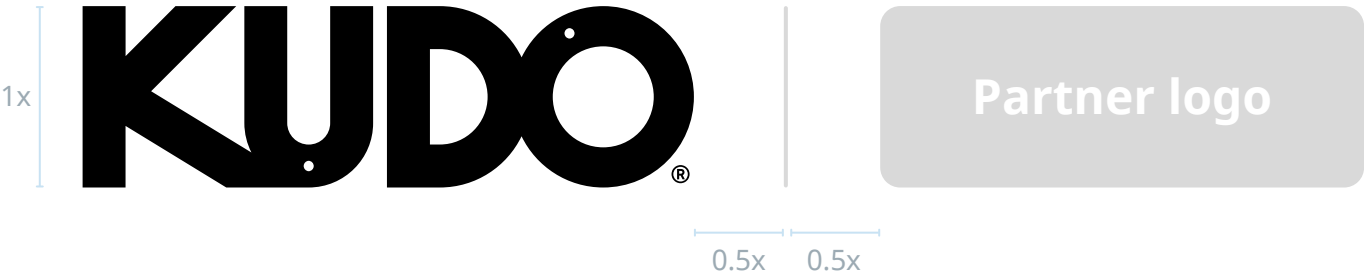
Minimum size - print



Clear space



Pairing with partner brands



Incorrect Usage

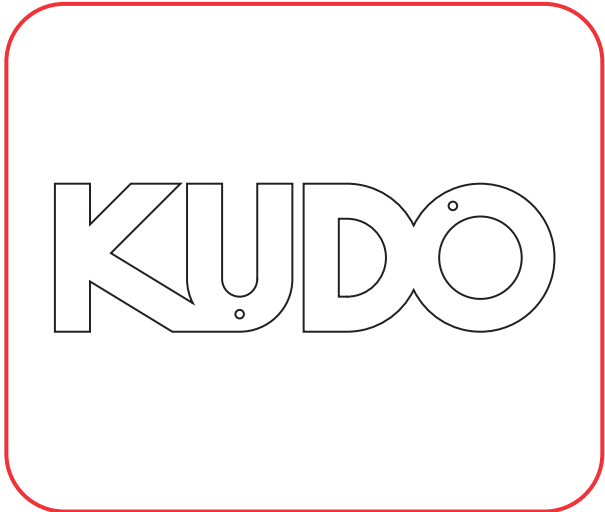
To protect the consistency of our brand, these are some examples of incorrect uses of the logo.



Do not use colors other than specified



Do not use low resolution or pixelated



Do not use strokes



Do not stretch or distort



Do not rotate or tilt



Do not apply gradients or patterns



Do not apply other effects



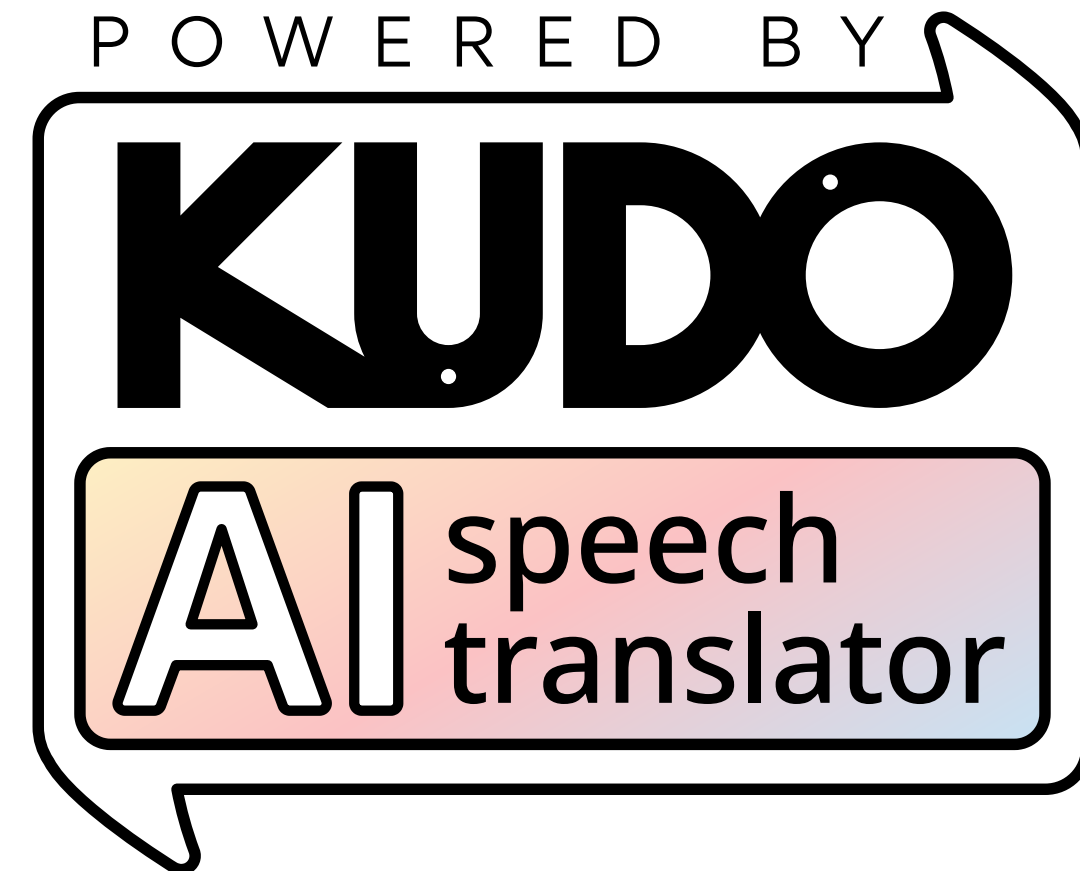
Do not stack or rearrange



Do not use an old version

KUDO AI Logo

The KUDO AI logo is a variation of the main logo, designed specifically to be used in cases where the solution is being offered or promoted in events and tradeshows.



Questions?

Please reach out to marketing@kudo.ai with any questions about logo usage and other brand assets.