

KCOR

Brand Guidelines

kccor

Parent Assets

The following are all usable forms of the KCOR brand.

Icon



Parent



Tagline



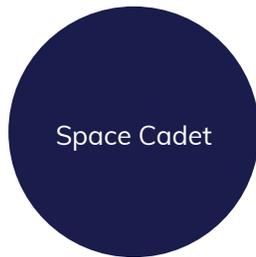
Color Palette

Primary



Malachite

Pantone 7479 C
C68 M0 Y72 K0
R38 G208 B124
Hex #26D07C



Space Cadet

Pantone 2766 C
C100 M97 Y37 K39
R20 G27 B77
Hex #141B4D

Secondary



Caribbean
Current

Pantone 7719 C
C89 M38 Y58 K19
R0 G109 B104
Hex #006D68



Mint

Pantone 338 C
C54 M0 Y39 K0
R110 G206 B178
Hex #6ECEB2

Typography

Headings –
Poppins Bold

Aa

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

**abcdefghijklmn
opqrstuvwxyz**

1234567890

Subheadings –
Manrope ExtraBold

Aa

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

**abcdefghijklmn
opqrstuvwxyz**

1234567890

Body –
Muli Regular

Aa

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

**abcdefghijklmn
opqrstuvwxyz**

1234567890

Monochromatic Assets

Icon

k

Parent

kcor

Tagline

kcor
homeownership benefits

k

kcor

kcor
homeownership benefits

Color Assets – Black Tagline

Icon



Parent



Tagline



Color Assets – Reversed Tagline

Icon

Parent

Tagline

k

kcor

kcor
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k

kcor

kcor
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Color Assets – Colored Tagline

Tagline

kcor
homeownership benefits

kcor
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Example Brand Identity

