KUDO
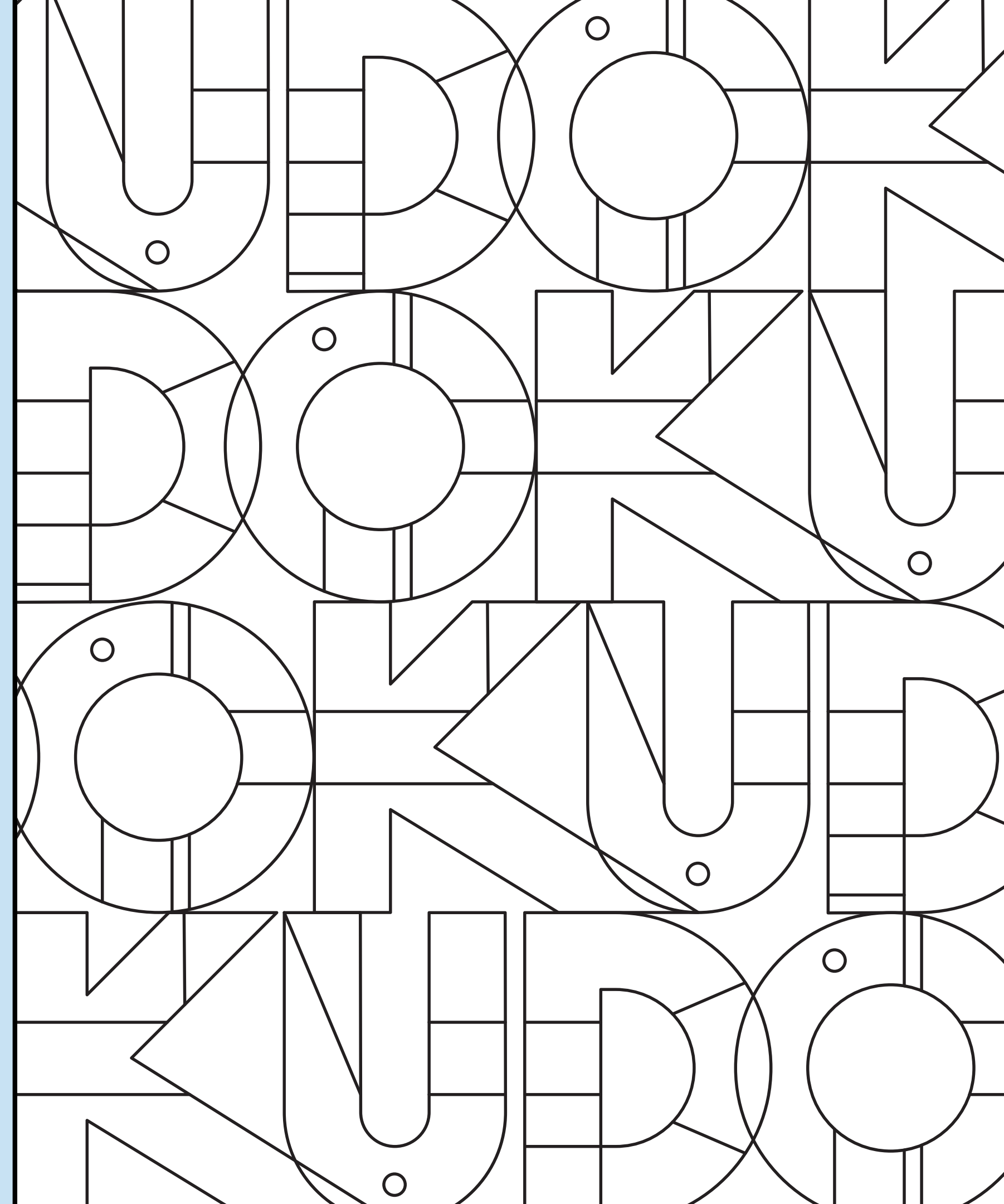
Brand Guidelines
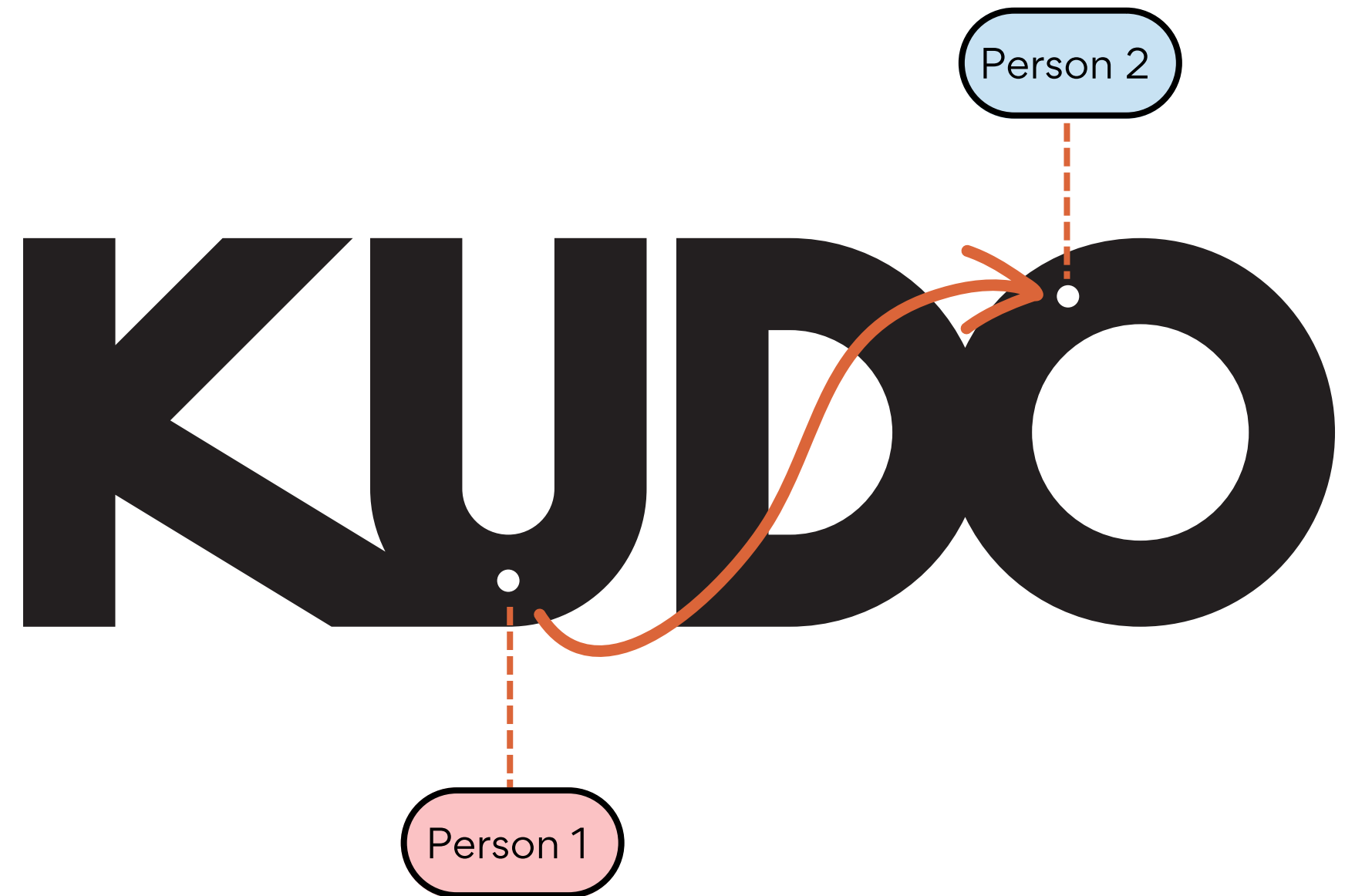
External

Logo

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

KUDO

Person 2

Person 1

KUDO

Colors

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

KUDO

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
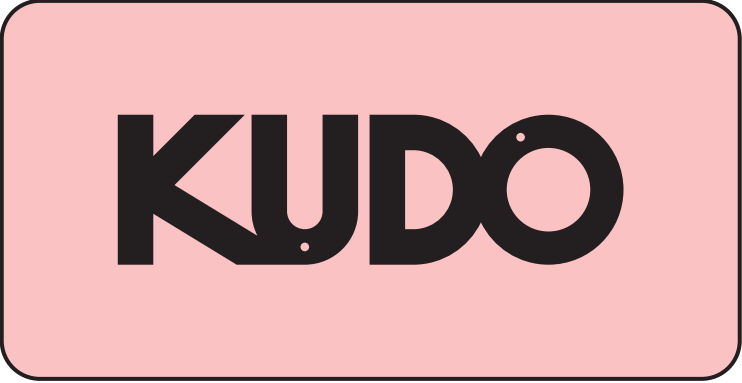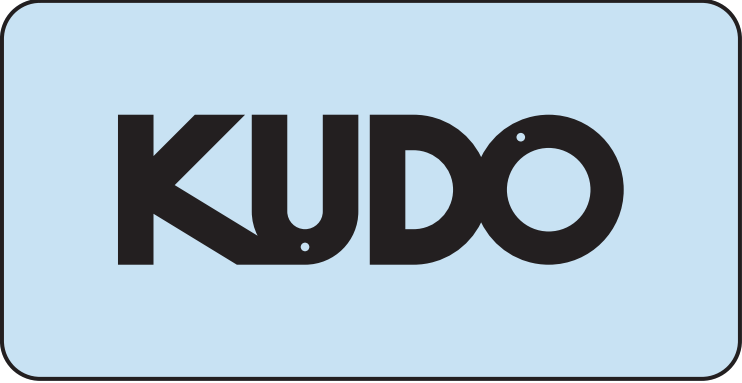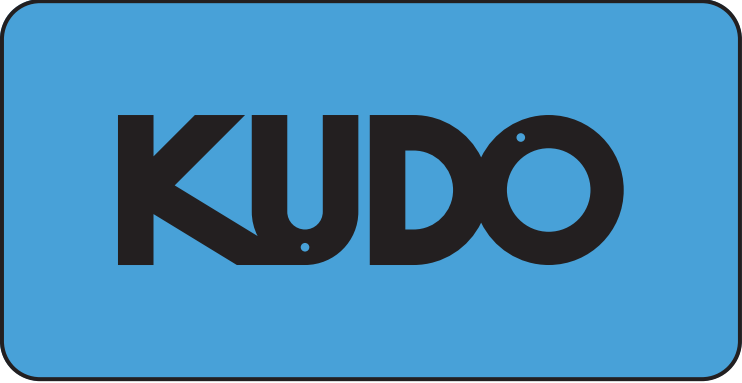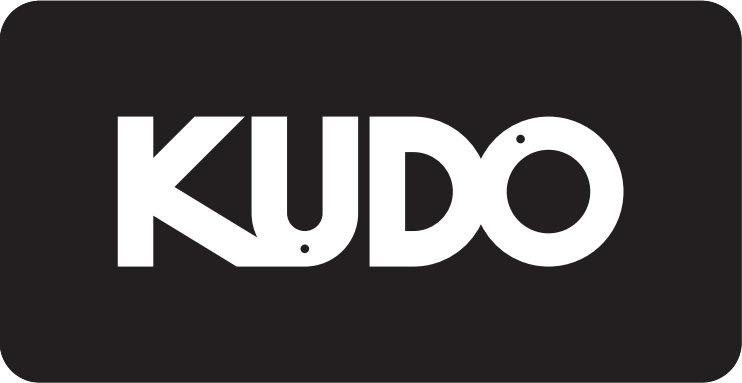200, 226, 243

Whisper Pink

#FBC2C4
251, 194, 196

Yarn Gray

#F5F5F5
245, 245, 245

Logo Variations

Please only use the provided color
combinations for the logo.

KUDO

Size & Spacing

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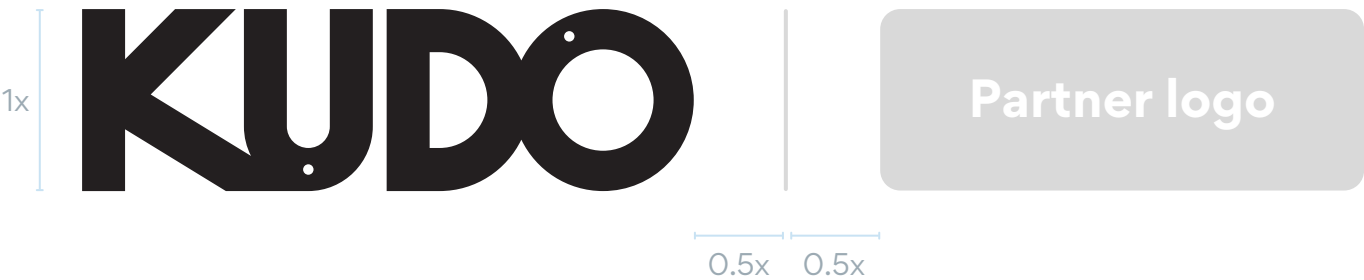and consistency.

KUDO

Minimum size - digital

KUDO | 20px

Minimum size - print

KUDO | 0.3in

Clear space

0.5x

0.5x

KUDO

1x

0.5x

Pairing with partner brands

1x KUDO

0.5x 0.5x

Partner logo

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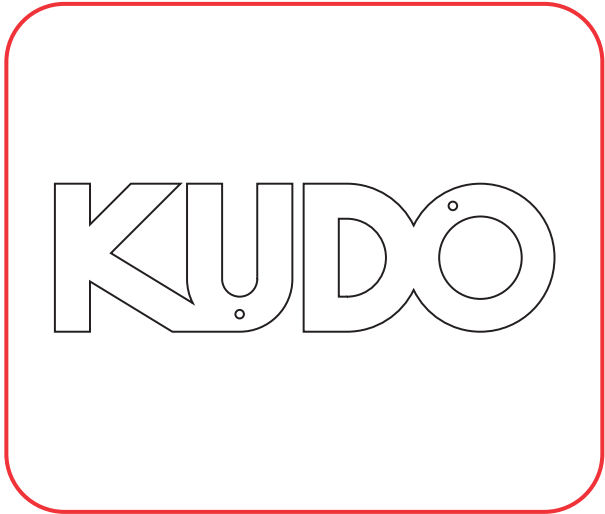
To protect the consistency of our brand, these are some examples of incorrect uses of the logo.

KUDO

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

Questions?

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

KUDO