

keep
key

keep
key

PRIMARY LOGO ON WHITE

keep
key

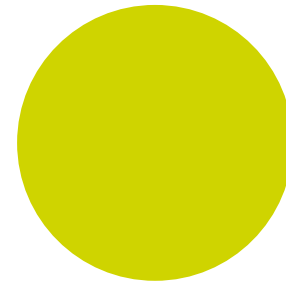
PRIMARY LOGO ON DARK

Color

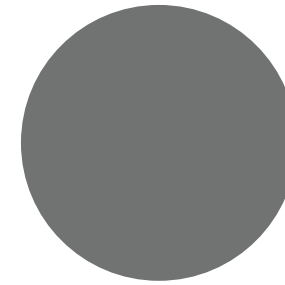
Color gives us personality. Our color palette is bright and bold while remaining fresh and approachable.

The grey, black and green are used about 75% of the time. They are supported by a foundation of greys and whites.

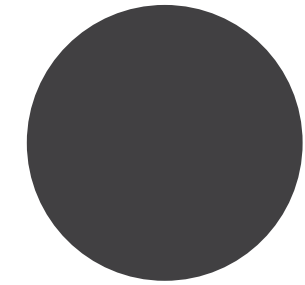
Color Palette



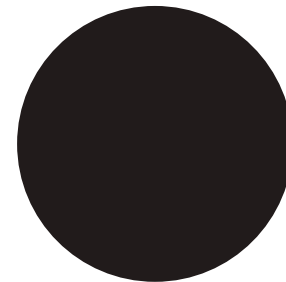
Pantone 382 C
RGB 196, 214, 0
CMYK 28, 0, 100, 0
Hex #C4D600



Pantone 424 C
RGB 112, 115, 114
CMYK 30, 20, 19, 58
Hex #707372



Pantone 446 C
RGB 65, 64, 66
CMYK 2, 3, 0, 74
Hex #414042



Pantone 419 C
RGB 33, 27, 27
CMYK 0, 18, 18, 87
Hex #211B1B

Tyopgrahy
Primary Typeface

This is the recommended typeface to be used with all media this includes digital and print.

Raleway

Aa

Raleway Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Brand Sizing

it is very important when sizing the logo or symbol not to make it too small. The logo must be a minimum of 40px tall on digital and 0.3in tall on print.

The symbol must be a minimum of 75px height on digital and 0.5in on print.



keep
key

PRIMARY LOGO

Digital minimum 40 px height

Print minimum 0.3 in. height

thank you for viewing

BRAND CONTACT

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FOR ANY OTHER KEEPKEY BRAND RELATED INQUIRIES

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BRANDING AND ARTWORK BY

