KIVRA

Graphic manual 2018

Logotype

Versions

KIVRAS logotype can be used either in green or blue, depending on context, or white, depending on underlying color. The logotype can be used in white on photographies in communication, but should then always be presented in green or blue in connection to this.

Logotype Kivra private

Logotype Kivra for business

Logotype negative

Logotype in circle, this should be considered as a mark in itself, it is not allowed to change parts.

Logotype

Proportions

You can not change the proportions or margin of the logotype. It is forbidden to use it in to small sizes, to skew or turn the logotype in any way. It can not be placed in close proximity to other assets, to always clearly state that Kivra is a brand of its own right.

Smallest size logotype can be rendered in is 92 x 42 pixels.

Ideally the logotype should always have 1/2 height and 1/8 width as margin around it from other graphic assets.

Logotype

Icons

You can not break out parts of the logotype. The only part that is permitted to use in it self is the K, when there is a need to show the logo in smaller size than 92x42px. The icon should never be used in a setting where it is not clear that the communicator is Kivra.

Icon for app as favicon or in iOS or android. App-icon should always be green.

Icon in applications when Kivra act as a sender.

Icon with shadow, for use in marketing etc.

Icon for Kivra+ to be used in application.

Logotype

Logotype as asset in illustrations

Kivra use 3 main illustrations with the logotype to illustrate the service. If you need to explain the service visually, please consider these first.

Kivra computer

Kivra Business portfolio

Services together

Typography

Kivra still uses Museo Sans as its brand font, in advertising and presentations.

We use Roboto as our main font in the application due to its high legibilty, versatility and how it was developed in tandem with material design, the overallt design system we base our design on. We use a scale based on 4, starting at 4.

Museo Sans

Roboto

Font-size

Display 4	Light 81px / 5em
Display 3	Regular 54px / 3.375em
Display 2	Regular 45px / 2.8em
Display 1	Regular 36px / 2.25em
Headline	Regular 24px / 1.5em
Title	Medium 20px / 1.25em
Subheading	Regular 16px / 1em
Body 2	Medium 14px / 0.875em
Body 1	Regular 14px / 0.875em
Caption	Regular 12px / 0.75em
Button	MEDIUM (ALL CAPS) 14px / 0.875em

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Museo Sans
Roboto

Line-height

Line wrapping only applies to Body, Subhead, Headline, and the smaller Display styles.
All other styles should exist as single lines.

Display 2	Leading 48px / 3em
Display 1	Leading 42px / 2.625
Headline	Leading 32px / 2em
Subheading 1	Leading 24px / 1.5em
Subheading 2	Leading 28px / 1.75em (when next line is body-type, see example)*
Body 2	Leading 24px / 1.5em
Body 1	Leading 20px / 1.25em

* Subheading 2 - Leading 28px / 1.75em

Body 1 - Leading 20px / 1.25em
It's hard to say when in our lives each of us become aware of this thing called "astronomy". But it is safe to say that at some point on our lives, each and every one of us has that moment when we are suddenly stunned when we come face to face with the enormity of the universe that we see in the night sky. For many of us who are city dwellers, we don't really notice that sky up there on a routine basis. The lights of the city do a good job of disguising the amazing display that is above all of our heads all of the time.

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Museo Sans
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Tracking

Display 4	# Tracking -10
Display 3	## Tracking -5
Display 2	Tracking 0
Display 1	Tracking 0
Headline	Tracking 0
Title	**Tracking 5**
Subheading	Tracking 10
Body 2	**Tracking 10**
Body 1	Tracking 10
Caption	Tracking 20
Button	**Tracking 10**

Color

This color palette is comprised of primary and accent colors that should be used for all branded communication, wether it is in-app or through other channels. They've been designed to work harmoniously with each other. The color palette starts with primary colors and fills in the spectrum to create a complete and usable palette for Android, Web, and iOS. Google suggests using the 500 colors as the primary colors and the other colors as accents colors.

Color palette

50	#FAFAFA	50	#F1F8E9	50	#FFFFFF	50	#FFFFFF	50	#FFFFFF
100	#F5F5F5	100	#DDEEC8	100	#F5F6FC	100	#FFF7F5	100	#FFFEFE
200	#EEEEEE	200	#C6E3A3	200	#CAD2EF	200	#FCCCBF	200	#FFE5C6
300	#E0E0E0	300	#AFD77E	300	#93A4DE	300	#F9967B	300	#FFC57E
400	#BDBDBD	400	#9DCF62	400	#7B90D7	400	#F87E5D	400	#FFB760
500	#9E9E9E	500	#8CC646	500	#647CD0	500	#F76740	500	#FFA941
600	#757575	600	#84C03F	600	#4D68C9	600	#F65023	600	#FF9B22
700	#616161	700	#79B937	700	#3957BD	700	#F03B0A	700	#FF8D04
800	#424242	800	#6fb12f	800	#324CA6	800	#D23409	800	#E47D00
900	#212121	900	#5CA420	900	#2B418E	900	#B52D08	900	#C66C00
		A100	#FFFFFF	A100	#FFFFFF	A100	#FFFFFF	A100	#FFFFFF
		A200	#E6F2D8	A200	#F5F6FC	A200	#FFF7F5		
		A400	#9ACB61	A400	#7B90D7	A400	#F87E5D	A400	#FFB760
		A700	#7EB234	A700	#3957BD	A700	#F03B0A	A700	#FF8D04

Color

This scale shows what color to apply and recommended use on different surfaces.

How to use it

On lighter surface	Normal surface	On darker surface

	Primary	
800 #5C852C		A400 #9ACB61
	500 #8BC34A	
	Accent	
900 #2B418E		500 #647CD0
	A700 #3957BD	
	Notification/cancel	
800 #D23409		500 #F76740
	700 #F03B0A	
	Pending	
800 #E47D00		500 #FFA941
	700 #FF8D04	

Print color

Occasionally we do print. We aim for whitespace and use of as few colors as possible. The green should always be present in order to build brand recognition.

C M Y K
53 0 84 0

PMS Coated
386C

PMS Un-coated
3561

Illustration

When using images in connection to the Kivra brand, use images that express sustainability, friendliness and a modern lifestyle. Images should be bold and with strong colors. Illustrations take their inspiration from Google Material design language, using pastelle colors, layering and a naive style. Two themes are especially strong in Kivras imagery. The forrest, symbolizing our commitment to sustainability and the penguin, which symbolize our users, happiness and again, enviormental awareness.