

kambi | Brand Style Guide

Logo colourways



kambi



kambi

Logos are restricted to the primary colour palette (Kambi Blue/Kambi White). Files are included in the media pack.
Kambi Blue on light backgrounds, Kambi White on dark backgrounds.

Logo safe space



The Kambi logo 'exclusion zone' is the equivalent of the width of the letter 'k' all the way around the typeface.

Logo do's and don'ts



Don't centre the Kambi logo on a page



Never stretch, squeeze, rotate or recolour the Kambi logo



Don't outline or create a keyline around the Kambi logo



Don't use a drop shadow with the Kambi logo



Avoid containing the Kambi logo in a shape



Never add your own taglines or mottos to the Kambi logo

Primary Colour Palette

Kambi Blue

#00355C

RO G53 B92

Kambi White

#FBFCFD

R251 G252 B253

#F8FAFC

#F3F5F9

#E3E8EF

#C2CBD8

#97A2B6

#677389

#4A5567

#364152

#20293A

#121729