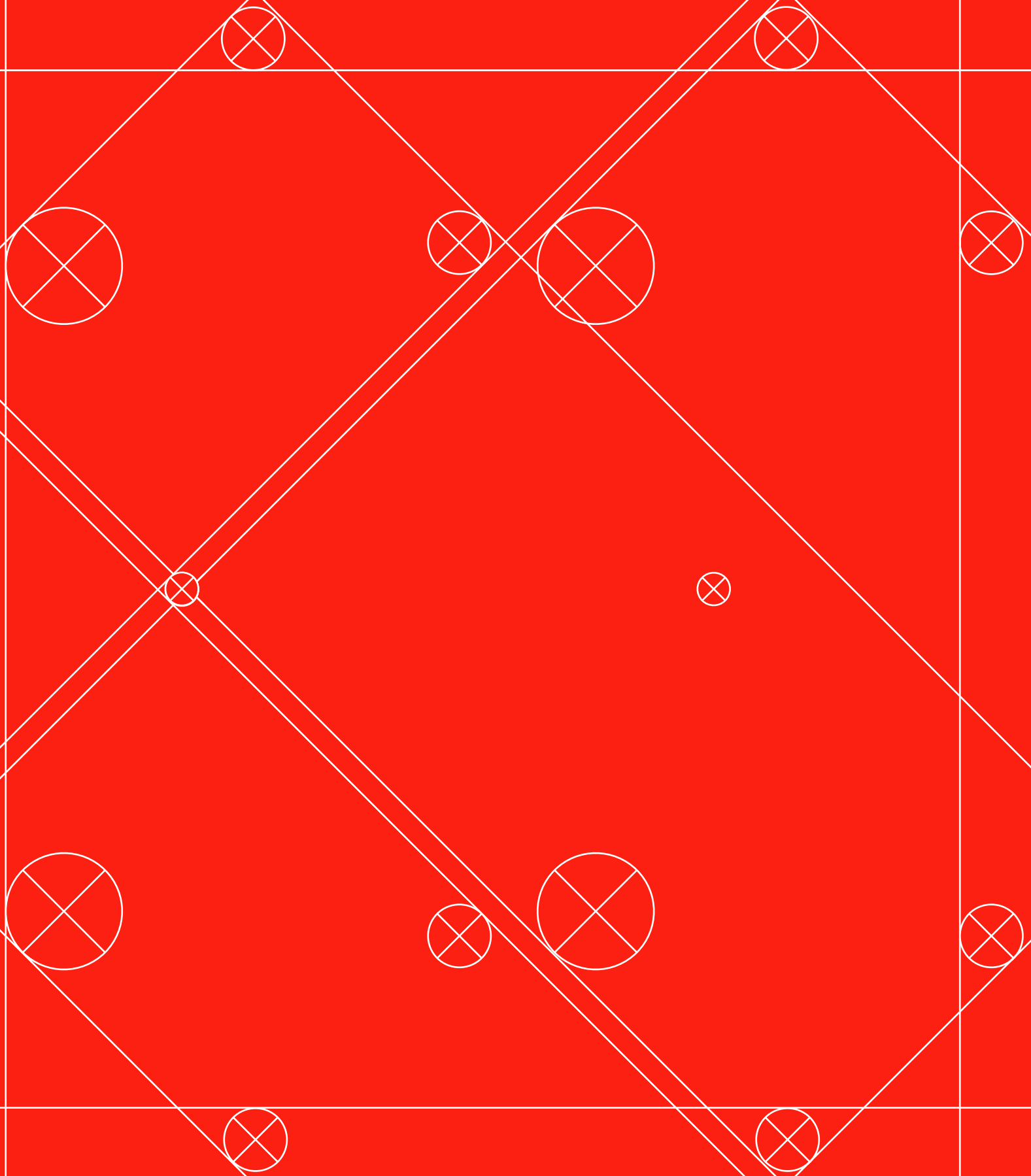


Kalas Design Manual

BASIC VERSION

Logotype



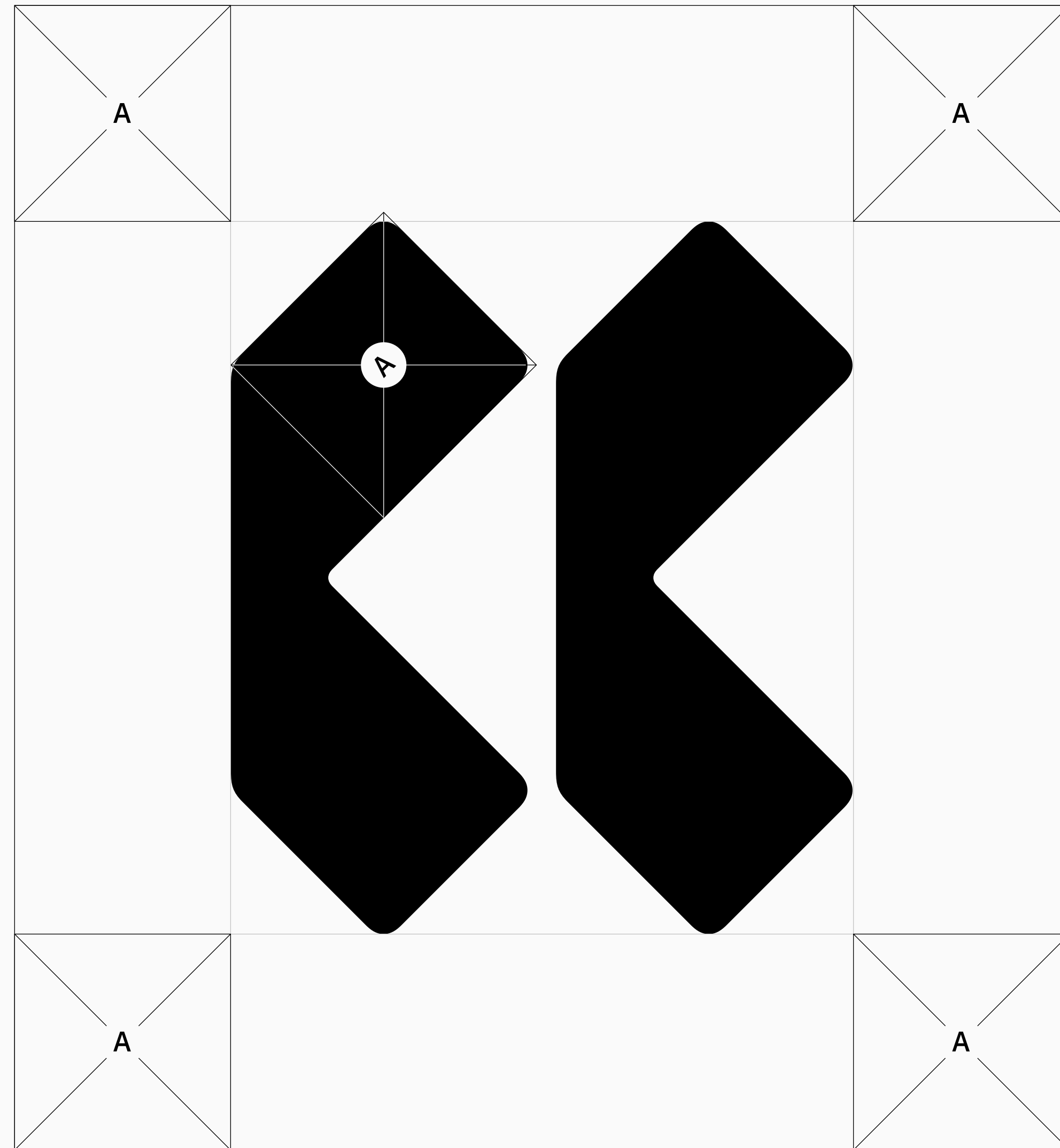
Symbol

A free-standing graphic element.



Exclusion Zone

Always allow a minimum space
around the logo.



Symbol & Typography

Vertical version of the logo.



Exclusion Zone

Exclusion zone of the vertical version
of the logo.



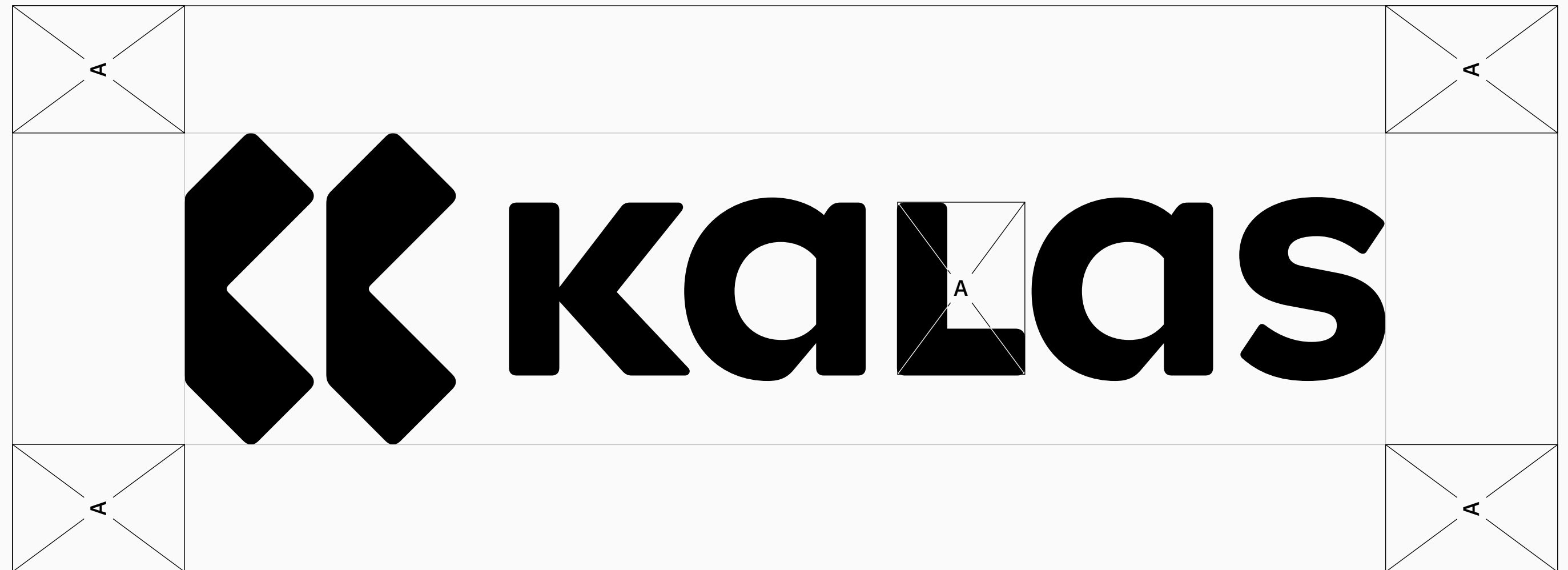
Symbol & Typography

Horizontal version of the logo.

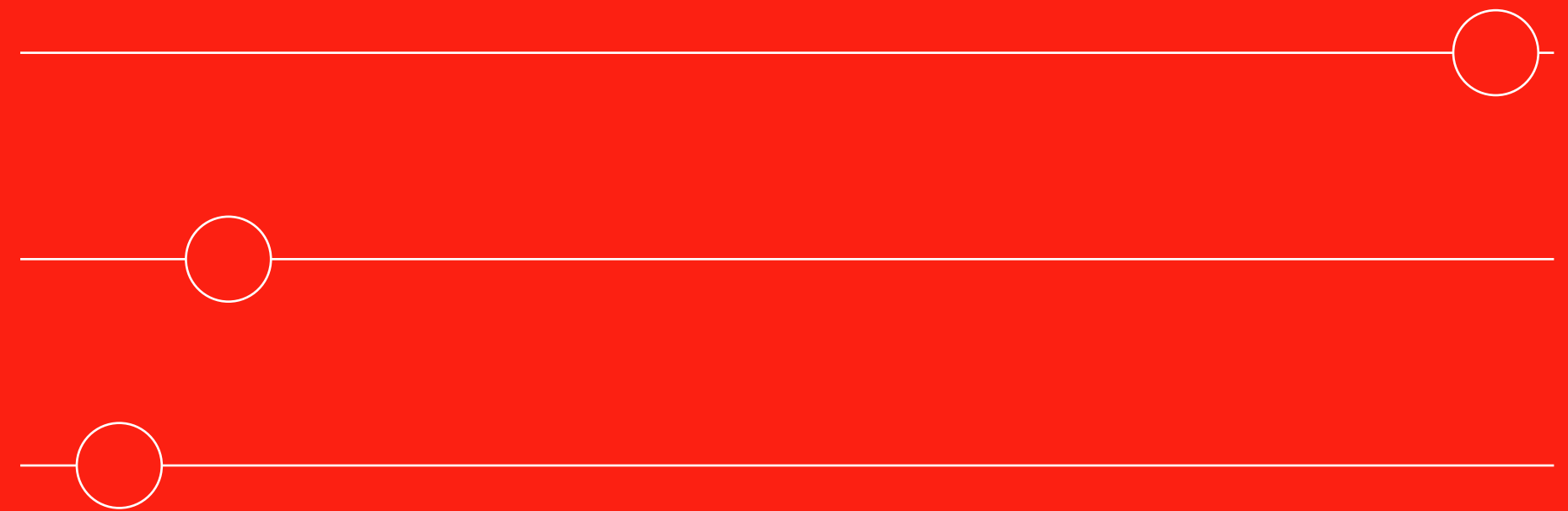


Exclusion Zone

Exclusion zone of the horizontal version
of the logo.



Colours & Usage



Kalas Red

R: 252
G: 32
B: 18

C: 0
M: 94
M: 100
K: 0

#fc2012

PANTONE 2347 C

Kalas Black

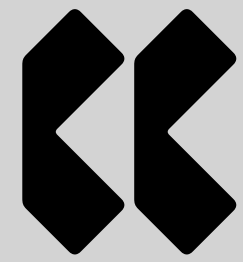
R: 0
G: 0
B: 0

C: 25
M: 25
Y: 25
K: 100

#000000

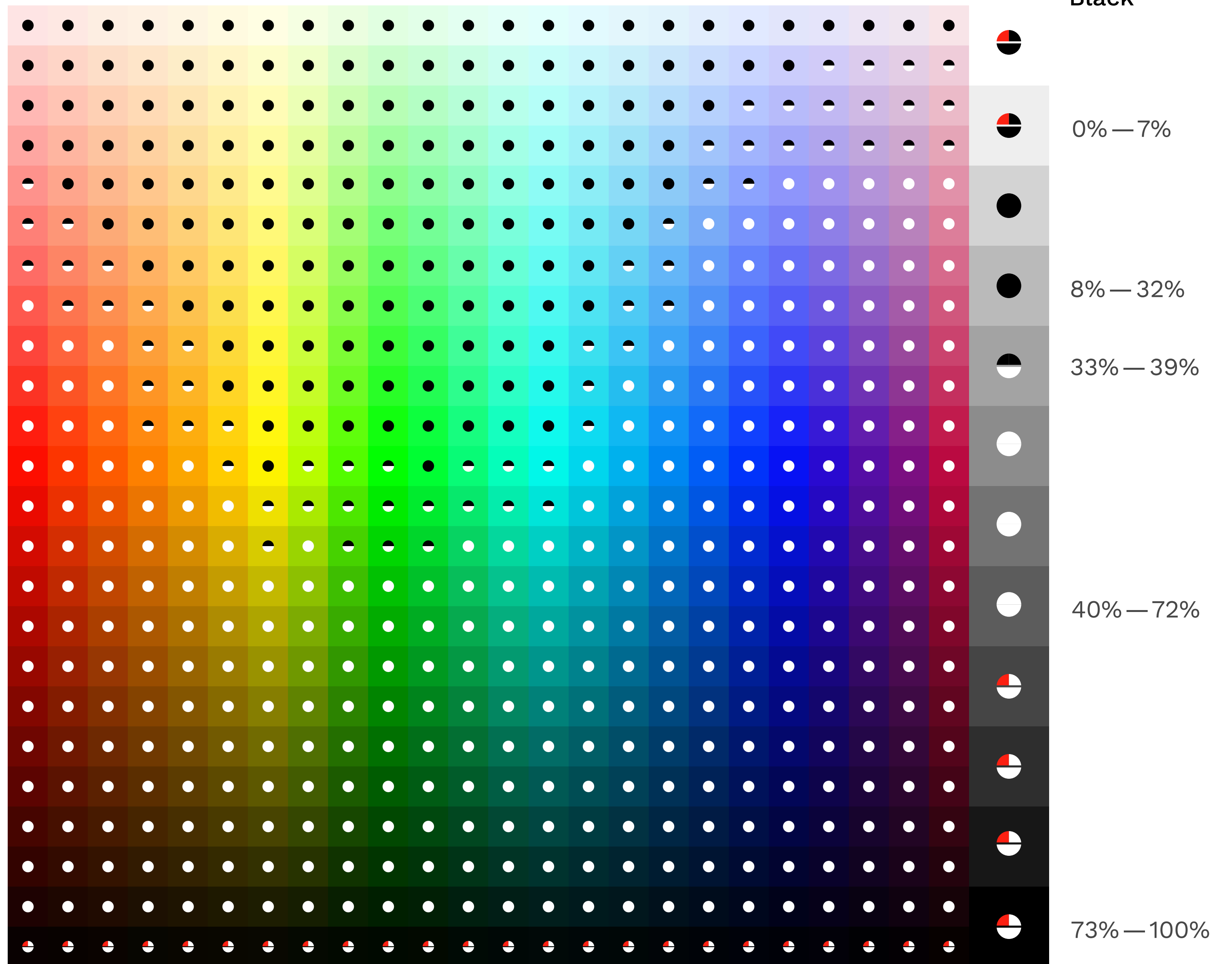
PANTONE Black C

Colour Variations



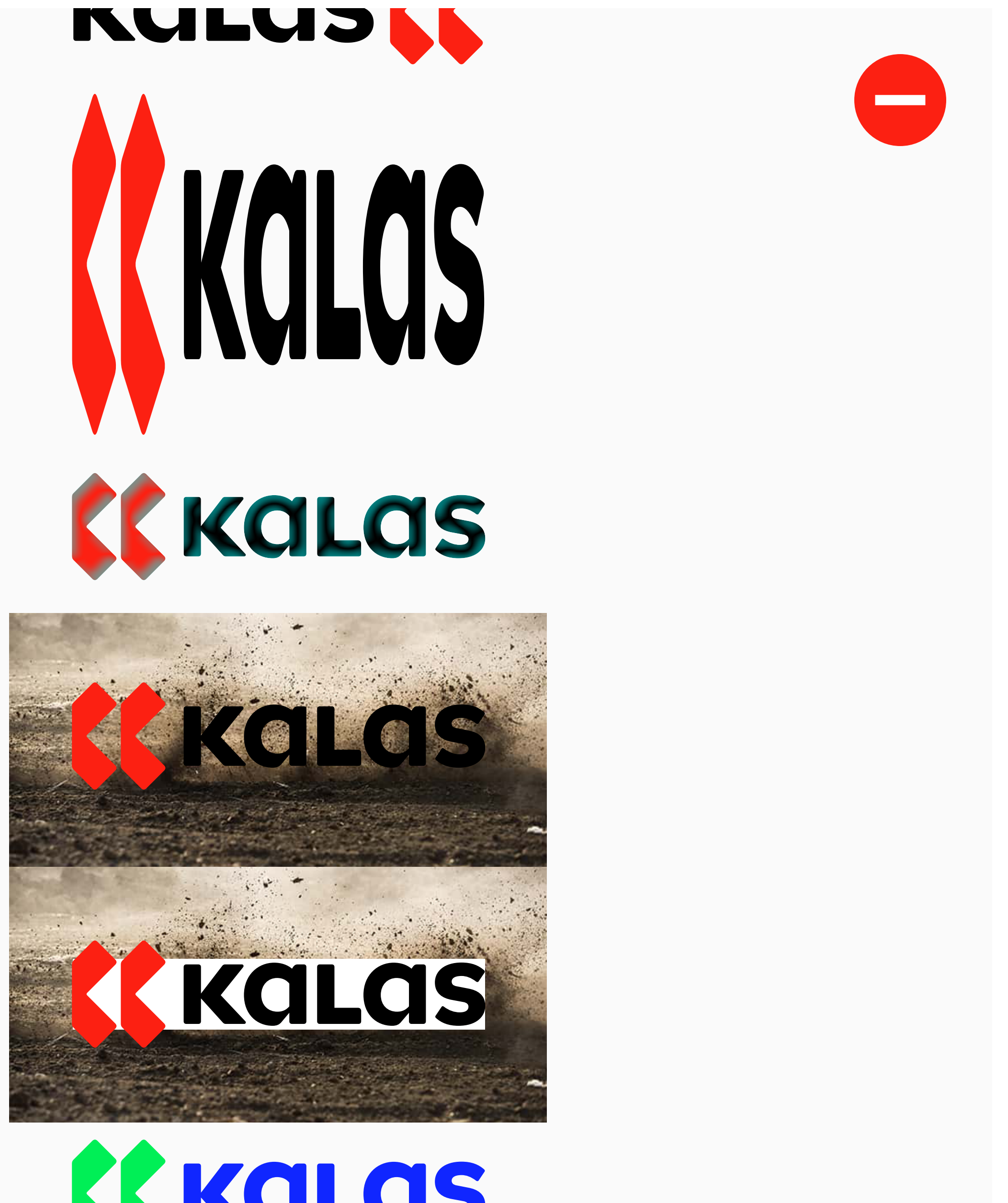
Application on the Colourful Background

Please make sure there is always satisfactory contrast between Red and Black, Red and White, Black or White logotype and background color.



Forbidden usage

Please make sure you not deform the logotype by unproportional scaling, applying effects, placing on the low contrast background, ignoring exclusion zones or any other interventions which cause deformation of the logotype.



Typógraphy



Kalas Work Sans

A modified open-source typeface Work Sans. It has three variants: Bold to be used for highlighting, Regular for body text and Medium for captions and texts of small sizes.

Kalas Work Sans Bold

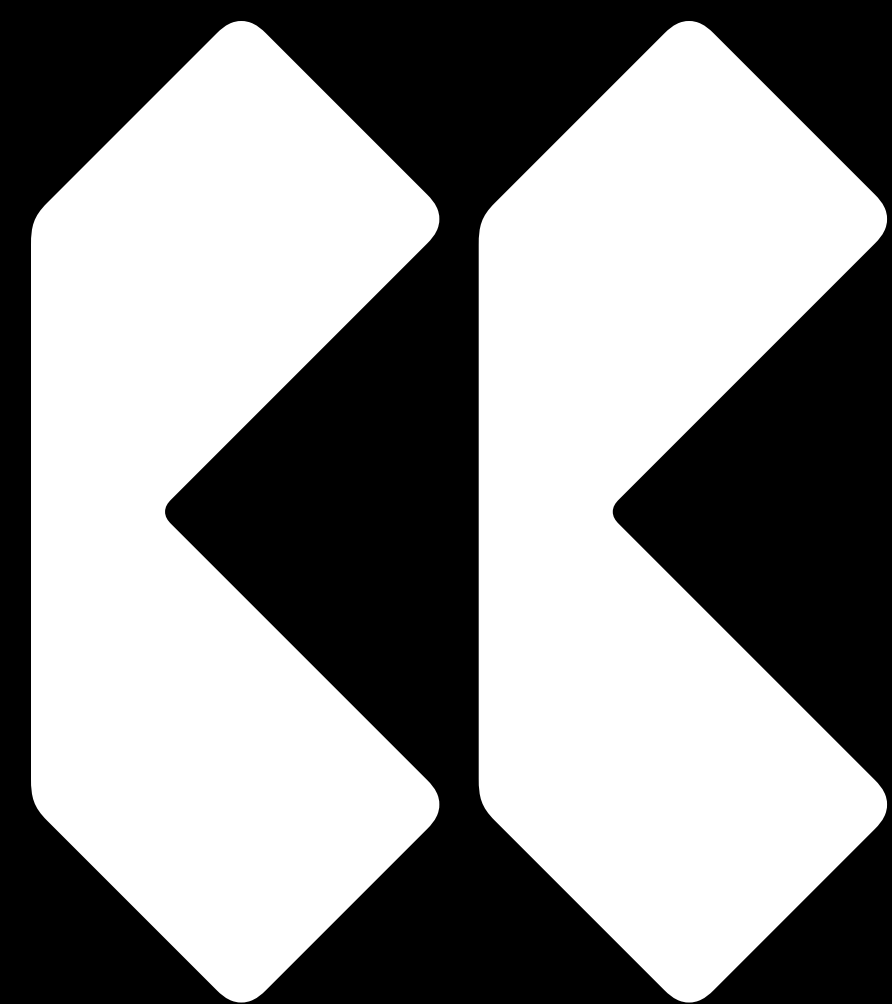
**Quick wafting zephyrs vex
bold Jim**

Kalas Work Sans Regular

Quick wafting zephyrs vex bold Jim
Waltz, nymph, for quick jigs vex Bud

Kalas Work Sans Medium

Quick wafting zephyrs vex bold Jim. Waltz, nymph,
for quick jigs vex Bud.



KALAS

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