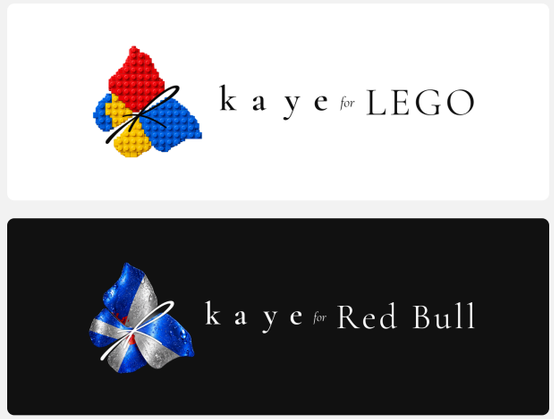
Logo usage

One page on placing the Kaye logo. Use the files as they come: don’t redraw, stretch, recolor or rearrange them.









01

Light and Dark

Light has a near-black #111111 wordmark. Use it on white and light backgrounds.

Dark has a white wordmark and the on-dark symbol with a white K. Use it on dark backgrounds and photos.

02

Clear space

Keep at least **¼ of the symbol’s width** clear on every side. The shaded square shows that distance.

This is guidance, not a hard rule. More space is always fine.

03

Small sizes

Switch to the **Small** lockups when the symbol is 96 px or smaller. Their descriptor is set larger, so it stays readable.

If the descriptor (CREATIVES, or “for” + partner) would show **below 12 px**, hide it and use the symbol and wordmark only.

04

Partner lockups

For a collaboration, use “kaye for Partner” with that partner’s symbol. LEGO, Apple and Red Bull come horizontal, vertical and inline, each in Light and Dark.

The partner name is set in type. It is not the partner’s own logo.