



## BRAND GUIDELINES

*2021*

# VISUAL BRAND OVERVIEW



HEADLINE

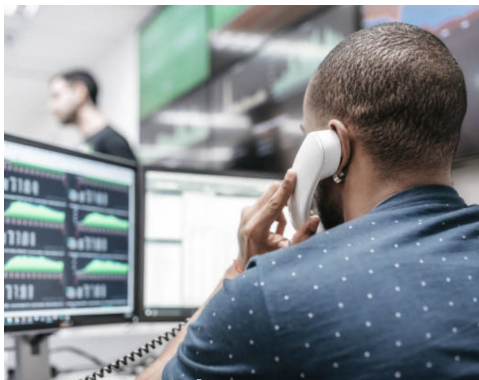
**Work Sans**  
**Extra Bold**

BODY

Heebo Light  
Heebo Regular

QUOTE / SUBHEAD

*Roboto Slab*



2020 was year of growth and change Korbyt. In the spirit of continuous growth our go-to market positioning and brand needs to evolve to support our growth. This document is our 2021 style guide that includes our new logos, colors, fonts and styles.

Use this document as a guide as you create other documents, materials and assets we use for internal or external use. As we continue to experiment with this new branding, this document will evolve too. Please use this style guide to protect and communicate our brand to our marketplace.



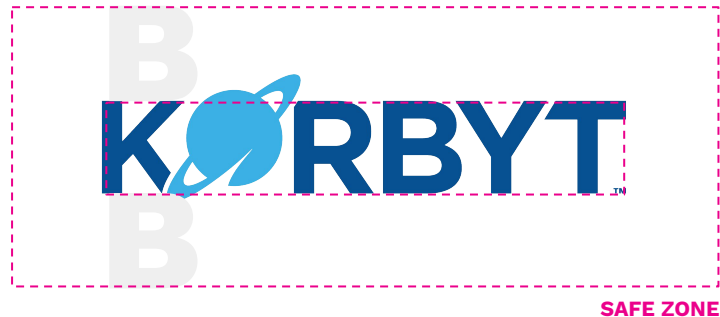
# LOGO GUIDELINES

# KORBYT SAFE ZONES

When communicating about the company, use the **Korbyt** logo.

The **Korbyt** logo must be consistent through proper use of spacing. To communicate effectively, a minimum amount of space around the logo is to be left clear of text, symbols, other logos and other graphic elements.

The safe zone specifications are proportionate to the logo and are derived from the height of the main letters of the logo.



# KORBYT WITH TAGLINE SAFE ZONES

When communicating about the company, use the **Korbyt** logo.

The **Korbyt** logo must be consistent through proper use of spacing. To communicate effectively, a minimum amount of space around the logo is to be left clear of text, symbols, other logos and other graphic elements.

The safe zone specifications are proportionate to the logo and are derived from the height of the main letters of the logo.



SAFE ZONE

# KORBYT ANYWHERE SAFE ZONES

When communicating about the platform, use the **Korbyt Anywhere** logo.

The **Korbyt Anywhere** logo must be consistent through proper use of spacing. To communicate effectively, a minimum amount of space around the logo is to be left clear of text, symbols, other logos and other graphic elements.

The safe zone specifications are proportionate to the logo and are derived from the height of the main letters of the logo.



# LOGO VARIANTS

## Positive/Default

These are used as the main logos primarily on a white or very light gray background.



## Negative

These are used as the main logos primarily on dark backgrounds.



## White

These are used as the main logos on approved image, gradient & patterned backgrounds.





# IMPROPER USAGE OF LOGO

Always adhere to the safe zone guidelines.

Do not use filters or drop shadows.

Please keep ratio of logo 1:1 and don't distort the logo.

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DROP SHADOW



COLOR VARIATION



WRONG LOGO ON A  
COLORED BACKGROUND



DISTORTED LOGO



ADDED ELEMENTS TO LOGO

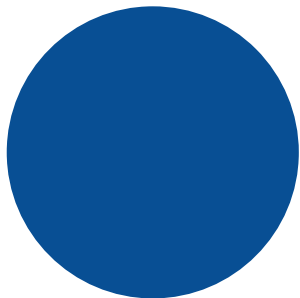


CHANGE OPACITY OF LOGO



# COLORS & FONTS

# KORBYT COLORS

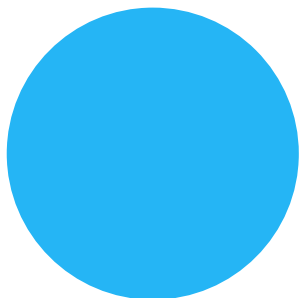


## KORBYT Dark Blue

#084f94

R:8 G:79 B:148

C:100% M:77% Y:12% K:2%

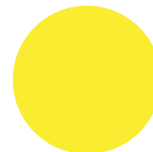


## KORBYT Bright Blue

#25b5f5

R: 37 G:181 B:245

C:65% M:11% Y:0% K:0%

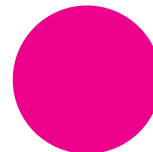


## CTA Yellow

#f9ec31

R:249 G:236 B:49

C:5% M:0% Y:91% K:0%



## Pink

#eb008b

R:235 G:0 B:139

C:1% M:99% Y:1% K:0%



## Purple

#8f278d

R:143 G:39 B:141

C:52% M:100% Y:3% K:0%



## Light Gray

#cfd1d2

R:207 G:209 B:210

C:18% M:13% Y:13% K:0%

# TYPEFACE USAGE

## BRAND FONTS

These are brand fonts, please use them whenever possible. Links to download the fonts are below.

# HEADLINE

Work Sans Bold

Work Sans Extra Bold

[DOWNLOAD WORK SANS](#)

## Body Header

Heebo Bold

## Body Text

Heebo Regular

[DOWNLOAD HEEBO](#)

## *Callout / Subtext*

Roboto Slab Medium

Roboto Slab Medium Italic

[DOWNLOAD ROBOTO SLAB](#)

## ALT WEB/SYSTEM FONTS

These are brand fonts, please use them whenever possible. Links to download the fonts are below.

# HEADLINE

Arial Black

## Body Header

Arial Bold

## Body Text

Arial Regular

## *Callout / Subtext*

Roboto Medium

Roboto Medium Italic

[DOWNLOAD ROBOTO](#)



# **APPROVED BACKGROUNDS**

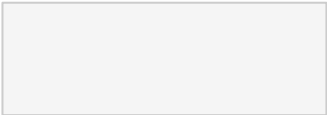
# APPROVED BACKGROUNDS

Please use these approved backgrounds

## SOLID BACKGROUNDS



WHITE  
#FFFFFF



LIGHT GRAY  
#F5F5F5



KORBYT DARK BLUE  
#084F94



KORBYT LIGHT BLUE  
#25B5F5

## GRADIENT BACKGROUNDS



KORBYT DARK BLUE #084F94      KORBYT LIGHT BLUE #25B5F5

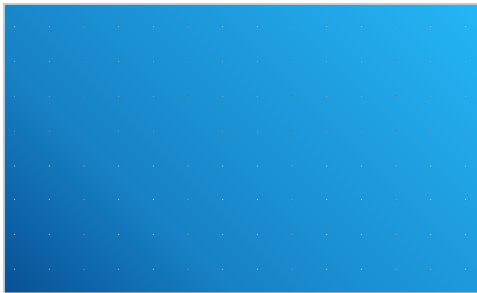
ANY DIRECTION OF GRADIENT IS FINE



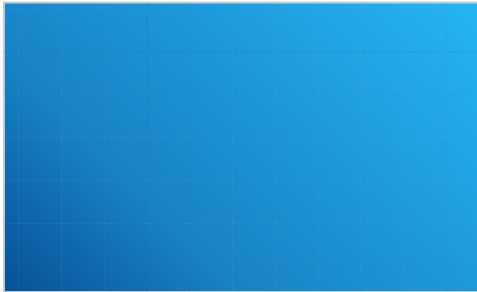
KORBYT DARK BLUE #084F94      KORBYT PINK #eb008b

ANY DIRECTION OF GRADIENT IS FINE

## TEXTURED BACKGROUNDS



KORBYT DOTS



KORBYT GRAPH