KRAZEE

BRAND GUIDE · LOGO, CLEAR SPACE, SIZES & COLOURS

01 · LOGO VERSIONS

KRAZEE
Primary · white on ink

KRAZEE
Black on light

KRAZEE
Bold · white on ember

KRAZEE
Bold · black on cream

02 · CLEAR SPACE



Keep a clear space of X on every side,
where X = half the height of the wordmark.
No text, images or edges inside this area.

03 · MINIMUM SIZE

Wordmark: 120 px wide on screen · 30 mm wide in print
Icon: 32 px on screen · 10 mm in print



actual minimum print size

04 · COLOURS

EMBER
HEX #FF5A1F
RGB 255 90 31
CMYK 0 65 88 0

INK
HEX #110C09
RGB 17 12 9
CMYK 0 29 47 93

OCHRE
HEX #F2A63B
RGB 242 166 59
CMYK 0 31 76 5

CREAM
HEX #F6EFE4
RGB 246 239 228
CMYK 0 3 7 4

VOLT
HEX #E5FF00
RGB 229 255 0
CMYK 10 0 100 0

05 · TYPOGRAPHY

BIG SHOULDERS DISPLAY
Headlines · Black 900 · uppercase

Familjen Grotesk
Body text · Regular 400

JETBRAINS MONO
Labels & specs · uppercase, tracked

06 · PLEASE DON'T

- × Stretch or squash the logo
- × Add shadows, glows or outlines
- × Recolour it outside the brand colours
- × Rotate it or re-type it in another font