

In this collection of pages you'll find our visual guidelines.

Brand manual →

KIVRA

Our logotype

Our logotype is a wordmark with the word Kivra written out in a friendly and playful manner. Our logotype should as often as possible be presented in green.

You cannot change the proportions of the logotype. It is forbidden to use it in too small sizes, to skew or modify the logotype in any way. It cannot be placed in close proximity to other assets, to always clearly state that Kivra is a brand of its own.

KIVRA



Whenever and wherever our logo is used we need to make sure there's enough white space around it. The image to the left demonstrates a rough guide for the least amount of margins that should surround the logo.

Our logotype

The wordmark 'KIVRA' is rendered in a vibrant green, rounded, sans-serif typeface. The letters are connected at the top, with the 'V' and 'R' having a distinctive, curved shape.

The main use of our logo is the complete wordmark colored in green.

This version is primarily to be used. And whenever it is used it should be on a light background.



If the logo is to be placed on a photograph or a darker background we have a negative version of the logo.



For rare occasions we have a black version of the logo that can be used. This one is to be used when grayscale is the only option (ie. for print).



For some use cases we have taken the K out from the wordmark.

This single symbol/letter should only be used special cases such as our app icons, our favicon and other similar areas where to full wordmark are hard to show.

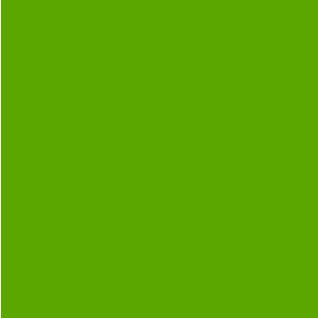

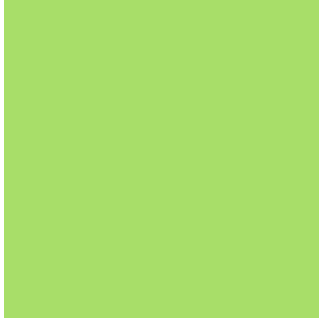
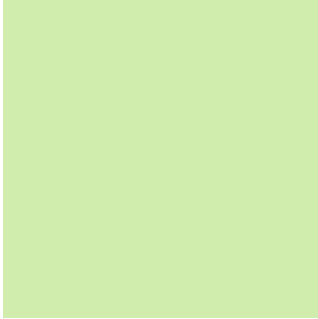
Our colors




In many ways Kivra is a green company. Regarding our visual appearance our primary brand color is green and we complement that with even more green tones.

When we communicate with color green is the one to be used. Either with white, black or green tone in tones.

To diverge from all the green we do have a few orange tones that can be used as complementary colors.

As an example the orange color can be used for call to actions or to make some important information differ from all the green.

AA Green		Kivra Green		Primary Green		Light Green	
							
RGB	92, 166, 0	RGB	140, 198, 70	RGB	#A9DD69	RGB	208, 237, 173
HEX	#5CA600	HEX	#8CC646	HEX	42, 0, 71	HEX	#D0EDAD
CMYK	68, 9, 100, 0	CMYK	52, 0, 85, 0	CMYK	169, 221, 105	CMYK	24, 0, 41, 0

AA Orange		CTA Orange		Light Orange	
					
RGB	233, 116, 7	RGB	252, 209, 129	RGB	252, 209, 129
HEX	#e97407	HEX	#FCD17E	HEX	#FDE8BE
CMYK	–	CMYK	–	CMYK	–

Our typography

Our primary font in all areas of our communication is Archivo. A Google font which is suitable for both print and digital environments.

Archivo was designed to be used simultaneously in print and digital platforms. The technical and aesthetic characteristics of the font are both crafted for high performance typography.

Archivo is a grotesque sans serif typeface family from Omnibus-Type. It was originally designed for highlights and headlines. This family is reminiscent of late nineteenth century American typefaces.

A B C Č Ć Đ E F G H I J K L M N O P Q R S Š T U V W X Y Z Ž
a b c č ć đ e f g h i j k l m n o p q r s š t u v w x y z ž
Ă Â Ê Ô Ő Ű ă â ê ô ő ű 1 2 3 4 5 6 7 8 9 0 ‘ ’ “ ! ” (%)
[#] { @ } / & \ < - + ÷ × = > ® © \$ € £ ¥ ¢ : ; , . *

Bold
Medium
Regular

Our most commonly used weights of Archivo

Iconography

For the icons in our products we use a library called Nucleo. This helps us get a consistent look throughout all of our platforms.

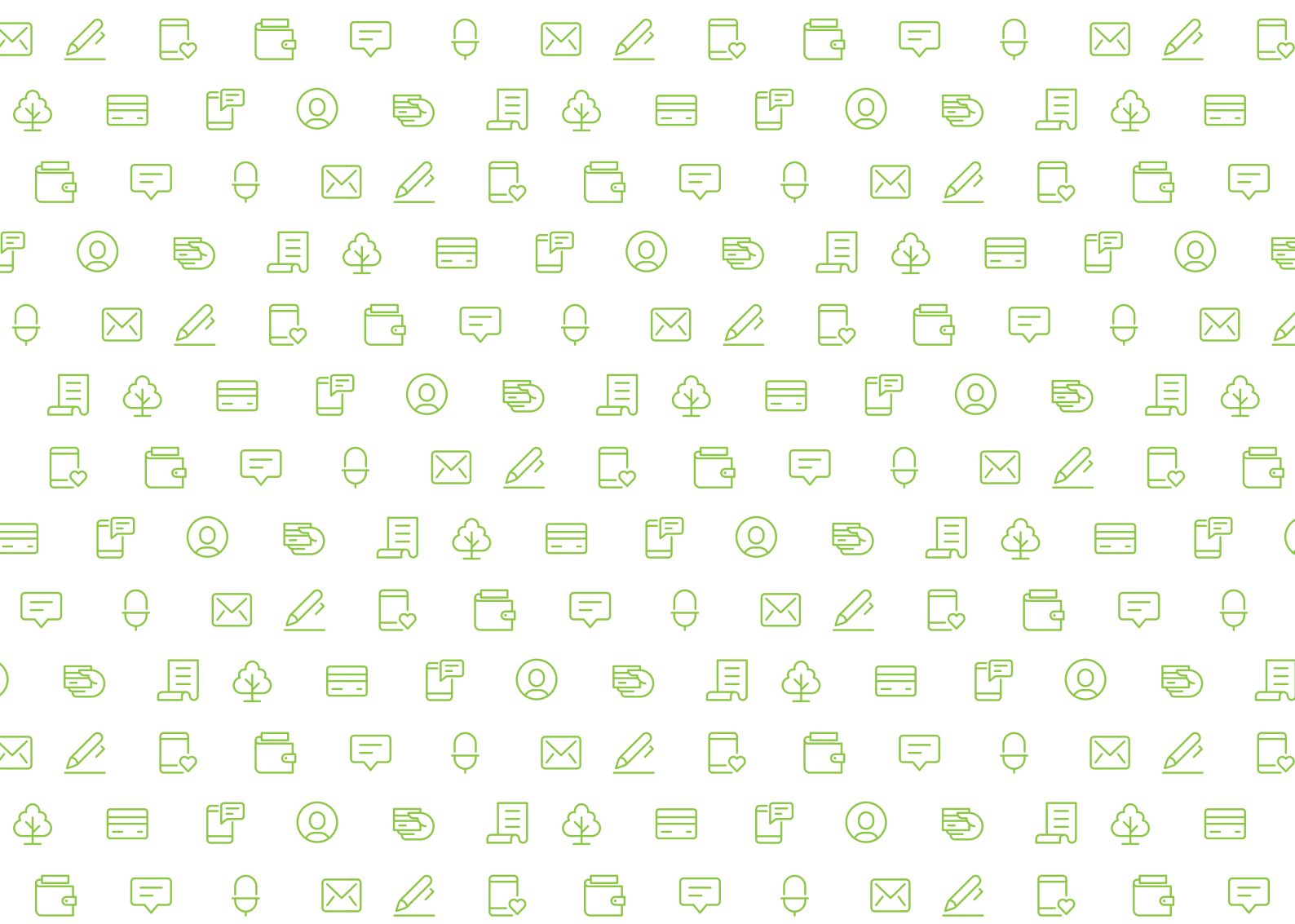
The icons comes in a wide range of styles and sizes and most of our needs will be hepled by Nucleo.

Friendly, simple, clean and round are words that summerize and describe the types of icons we want to use.

We aim to use outlined icons as much as we can. Depending on the size of the icon the stroke width can vary from 1px up to 3px.

For hierarchy as a tool for the icons we can use different sizes to make certain areas more prominent.

Also the stroke width as well as the placement of the icon. Sometimes it's applied on a white background. And sometimes to make it stand out more we can add a colored circle behind the icon. To make it more prominent.



A collection of modals

