



Kaleido

Brand Guidelines

Logo

The logo was designed to lock in the elements of location, memories and colours.

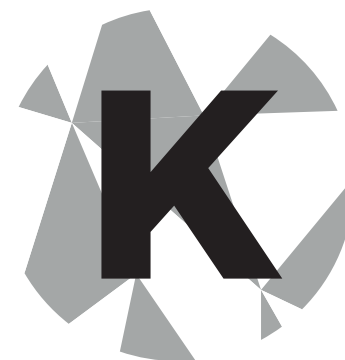
This signifies an embrace of all three to represents Kaleido

The typeface used for the logo is Gotham Black.



Kaleido

(Main Logo)



Kaleido

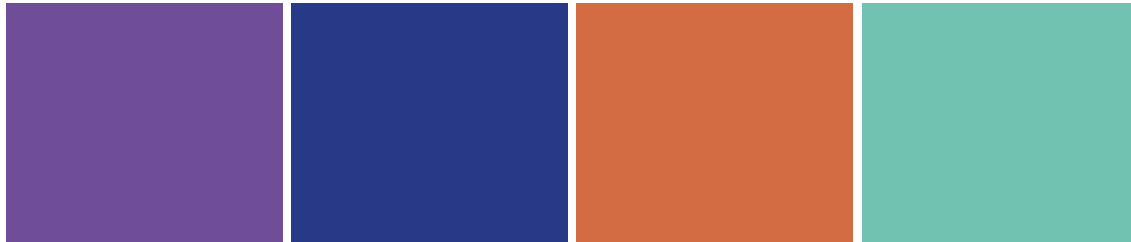
(Monochrome Logo)

Symbol



Colours

Primary Colours



#71448f

#2a317d

#d46837

#7fc3b1



#aa7eb6

#5a6aaf

#f49a67

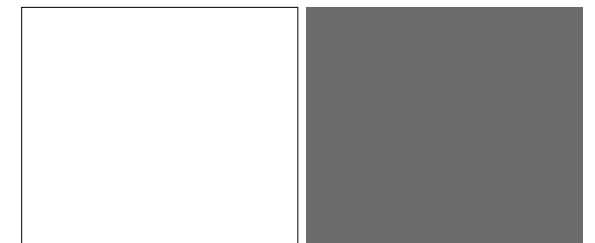
#b8dcd4

Monochrome Colours



#b1afae

#000000



#ffffff

#727070

Typography

Across all online and offline marketing materials, the font Montserrat has been recommended as the main typography.

It is available in 6 different font weights (Light, Regular, Medium, Semi-Bold, Bold and Extra Bold)

Montserrat Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£&?()%;

Montserrat Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£&?()%;

Montserrat Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£&?()%;

Montserrat Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£&?()%;

Montserrat Semi-Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£&?()%;

Montserrat Extra Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£&?()%;