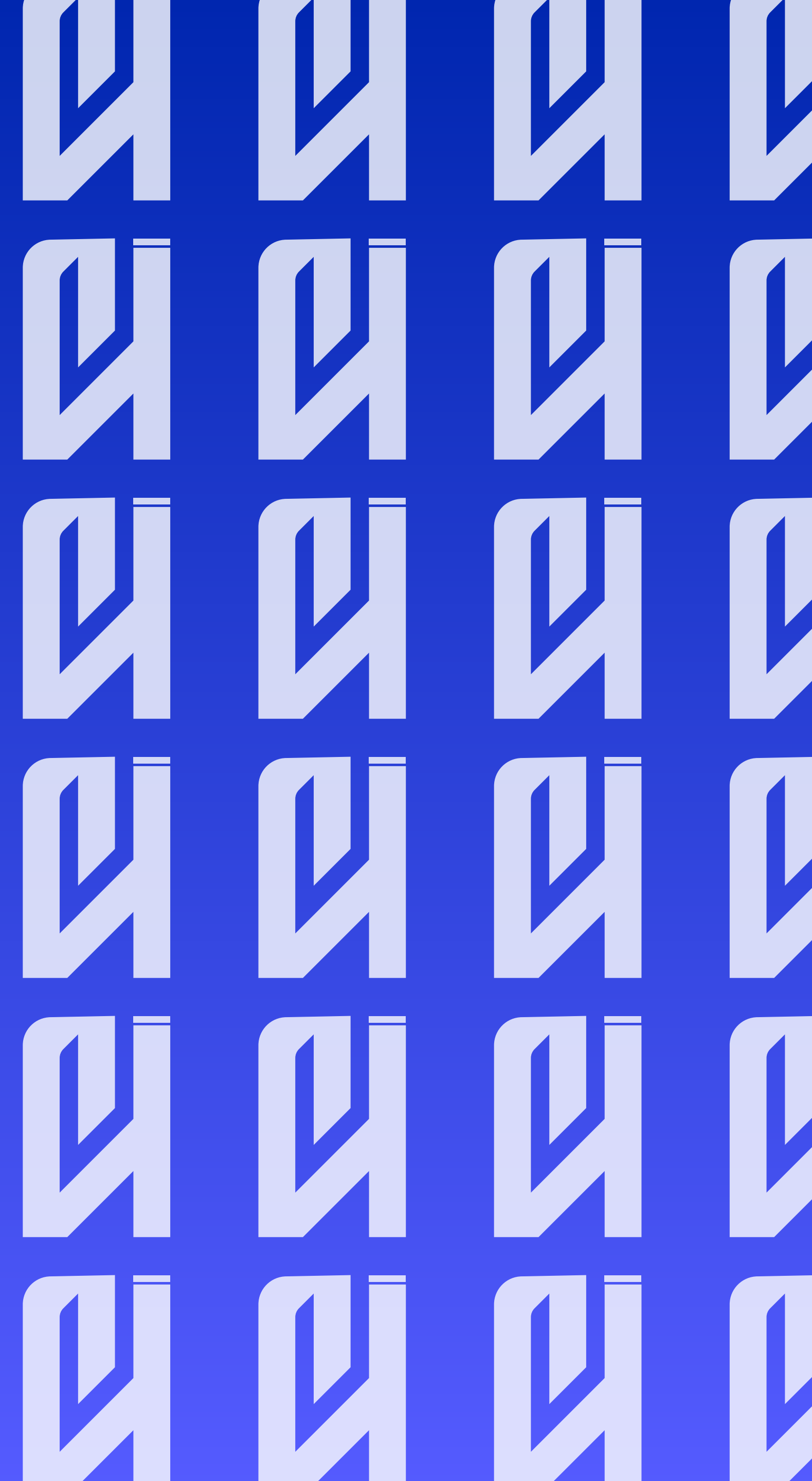
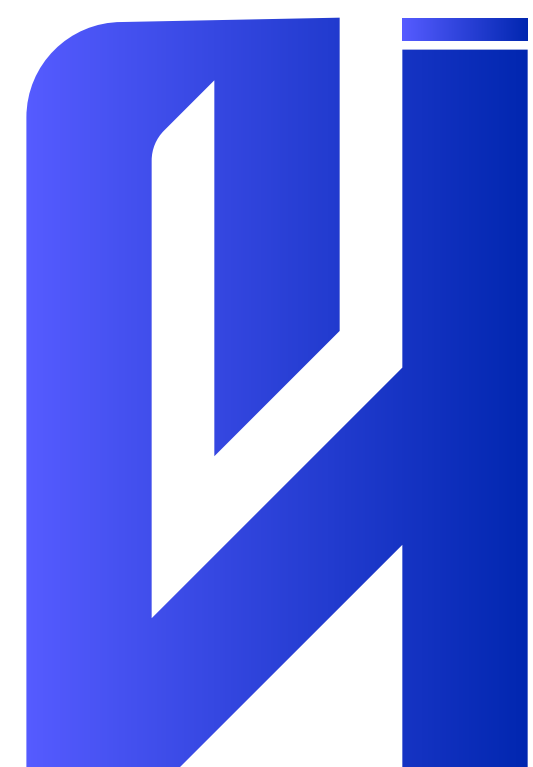


Brand Guidelines





URBAN
CRAFT

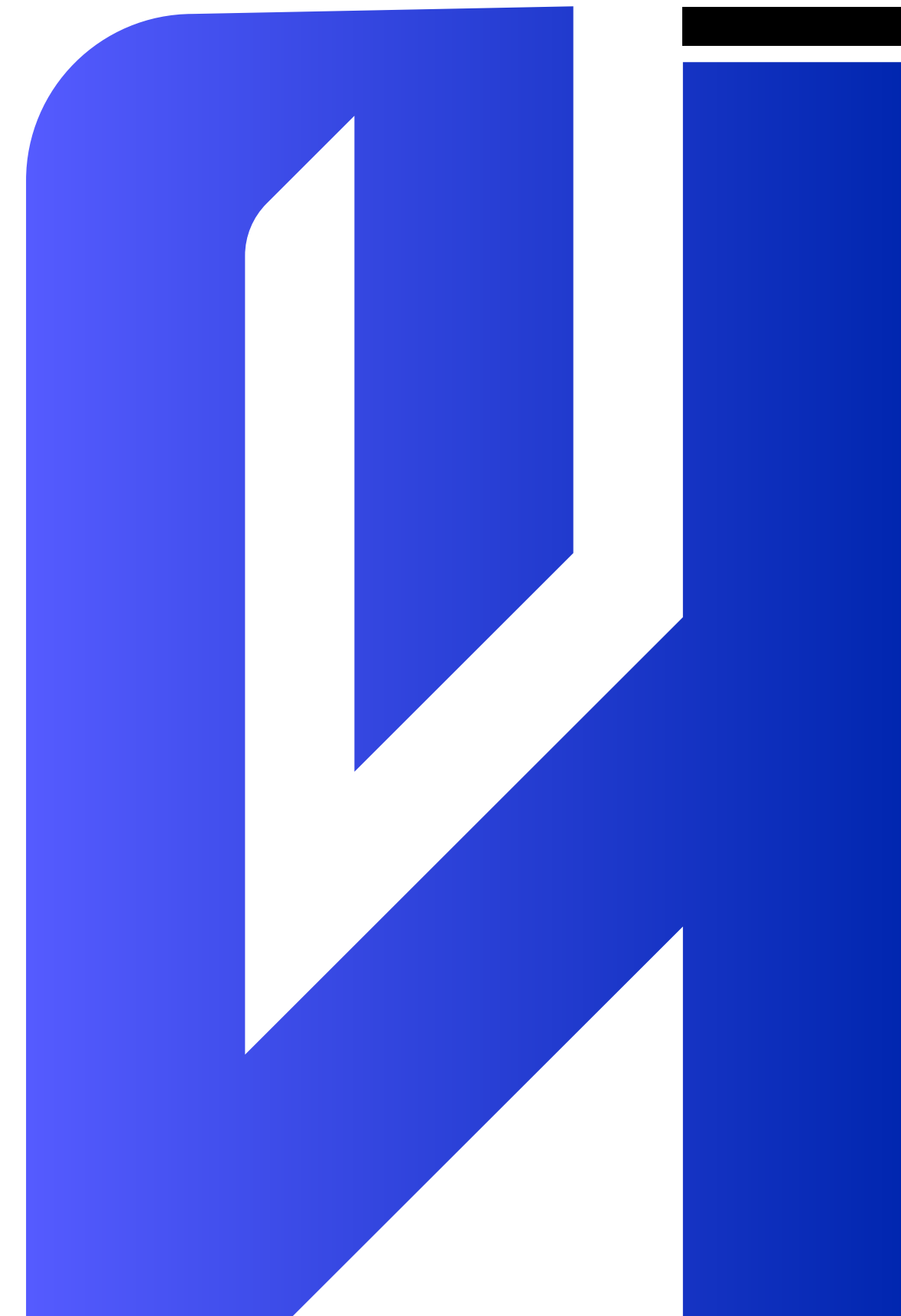
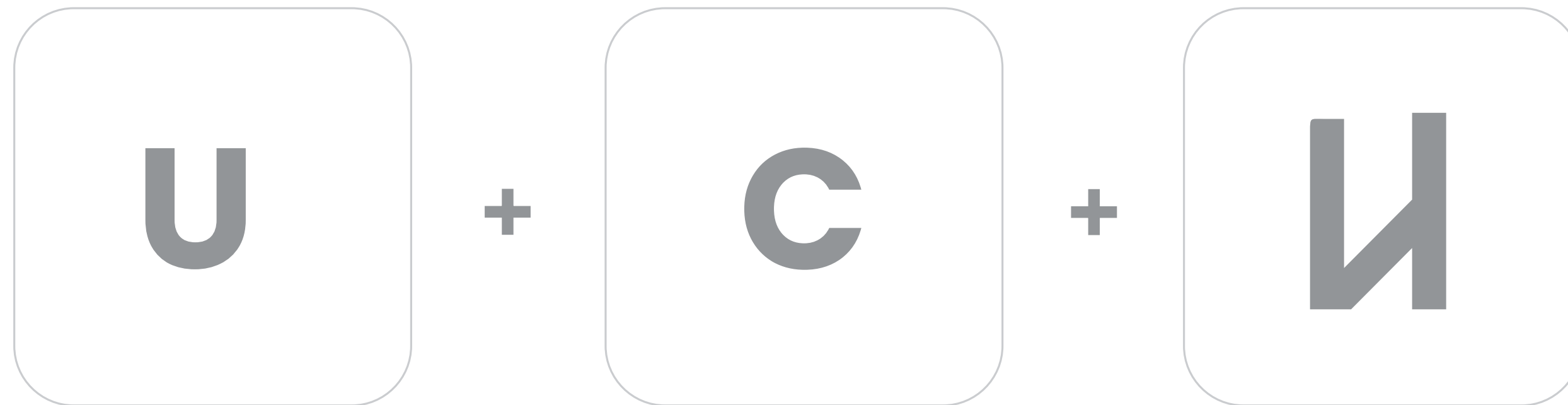


URBAN

C R A F T

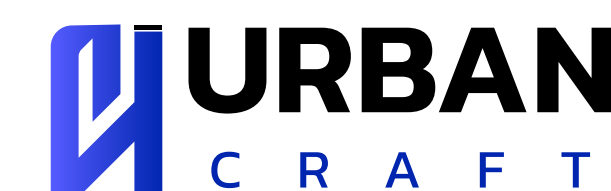
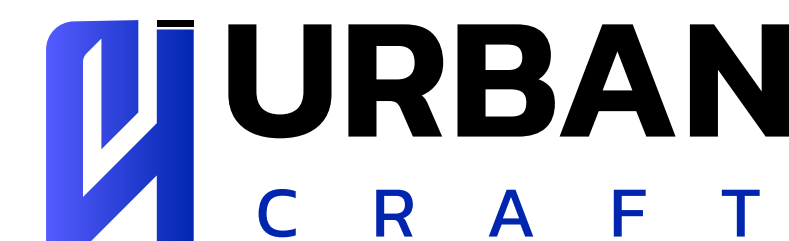
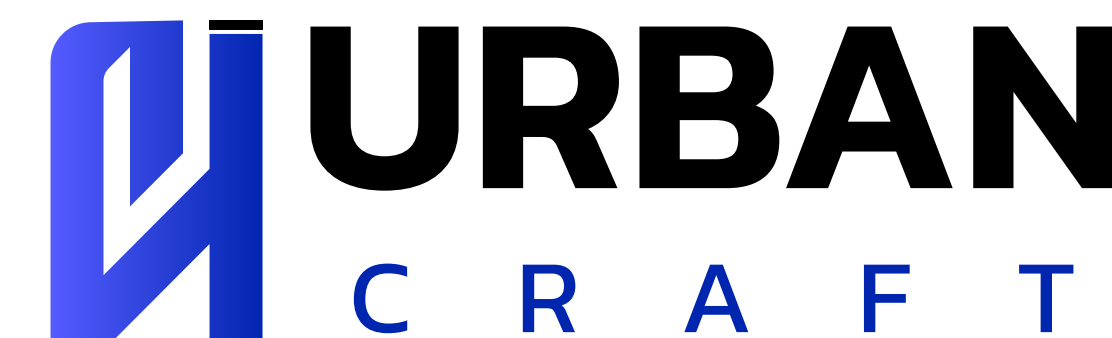
Logo Meaning

The new urban craft logo is formed from a combination of the letter u as the initials of urban, and c as the initials of craft and a buildings



Minimum size

32 px is the minimum height size of urban craft logo



32 px minimum size

Don't



Don't change the logo colour



Don't stretch the logo



Don't give the shadow to the logo



Don't rotate and spin logo



Use this logo for white background

Color palette

Primary Colors

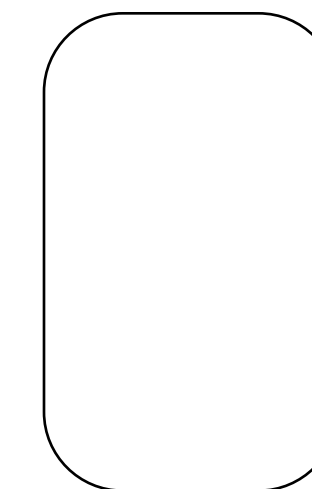


#0026AF

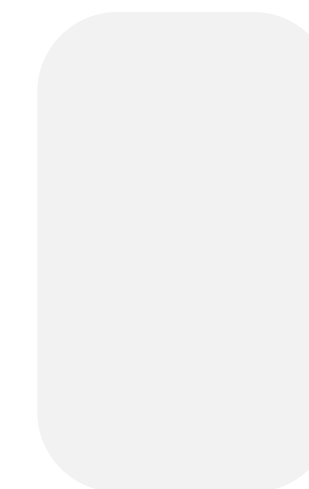


#55BFF

Secondary Colors



#FFFFFF



#F2F2F2

Neutral Colors



#191715



#43474B



#929598



#CACCCF





kanit

is our official font

This type face is a sans serif font that works best when clarity is required, for instance, in tables, for number and small body text

Reguler

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()<>?/

Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()<>?/

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()<>?/

Typography usage

Bold

Header

Semi Bold

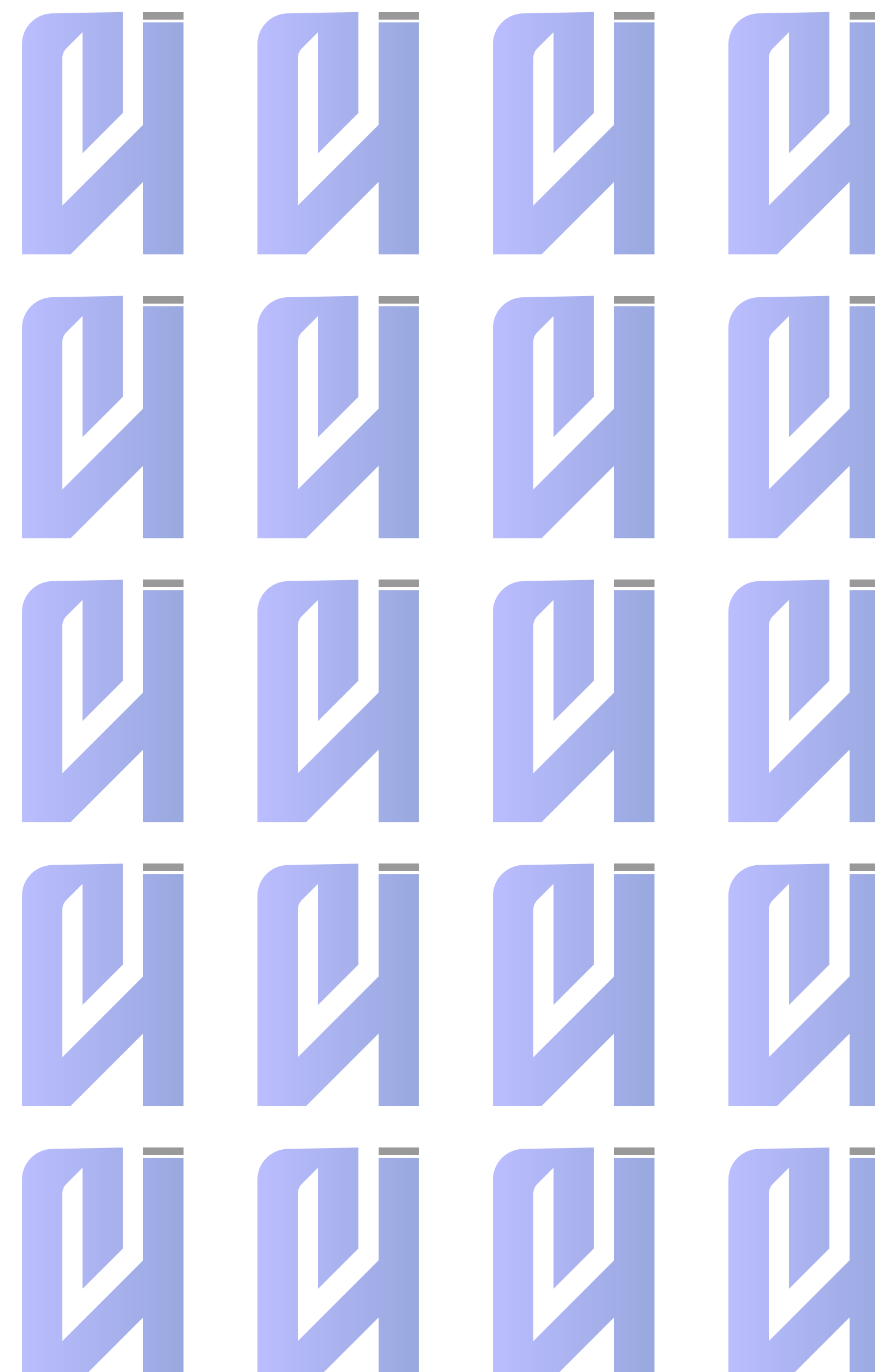
Sub header

Reguler

Body

UI Pattern

use pattern for with 40% opacity

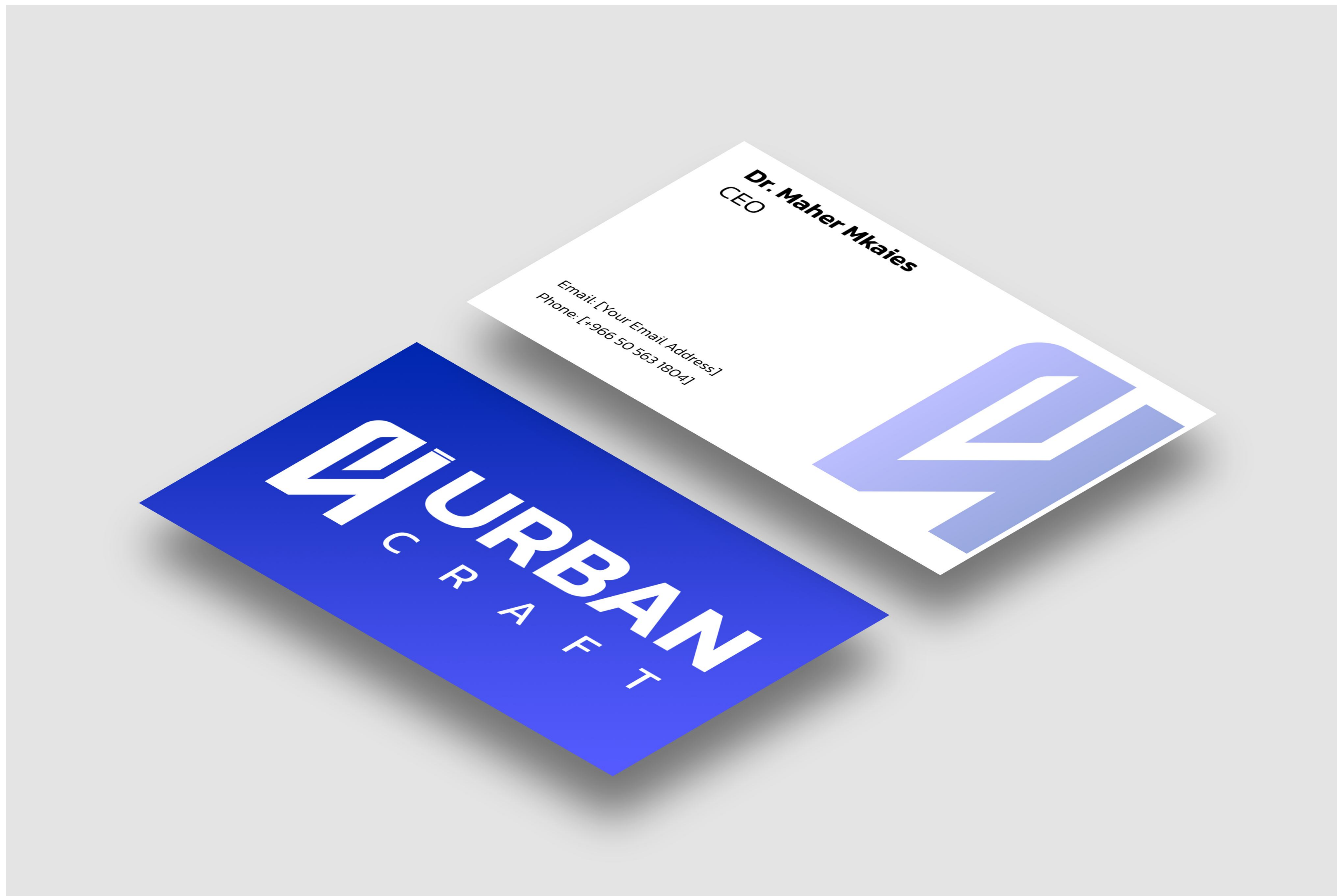


Applications

how the brand will look in the “real world”









Thank you

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