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# Brand Guidelines

# Logo

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# Logo

The Kustomer logo is fixed artwork and is the primary element of our company's identity. Because it spells out the name of our company, we use it in situations that require the brand to be reflected in an official capacity or to initially establish brand identity.



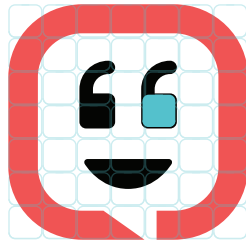
# Logomark

The Kustomer logomark helps the brand encompass a greater creative range and generates another visual identity for the company. **The logomark should only be used in cases where a company icon or avatar is required.** In all other cases, use the full logo.



# Logo Construction

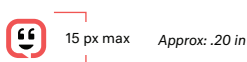
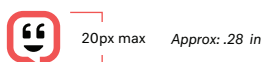
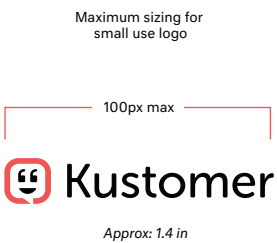
The use of a grid system, especially for a design that might often render at extreme sizes can help create something that has visual harmony, an organized aesthetic and purposeful design.



# Logo Sizing

The Kustomer logo should always be surrounded by a minimum area of space. A margin of clear space equivalent to the width of the letter 's' in Kustomer is drawn around the logo to create the invisible boundary of the area of isolation. These areas of separation are at minimum and should be increased wherever possible.

There are no predetermined maximum sizes for the logo; however, scale and proportion should be determined by the available space, aesthetics and function and use practical design intuition.



## Background Usage

The Kustomer logo is an integral part of the brand and should be used thoughtfully and consistently. Most often, the logo will be presented in the Kustomer black, but it can also be adapted for use in white when presenting itself over Kustomer blue or an image.

The white logo is ideal for use over images and colored backgrounds. When placing over photography, ensure contrast by placing over dark areas or areas where negative space is allotted.

**\* Note: The Logomark must always have a white background unless it is presented over the Kustomer coral color (please avoid this lockup as much as possible). This is the only acceptable time that the logomark will be completely knocked out.**



# Logo Misuse

A few rules are necessary for maintaining the integrity of the Kustomer brand. Don't compromise the overall look of the logo by rotating, skewing or distorting in any way; this includes adding unnecessary text decorations such as drop shadows and outlines. When using the Kustomer logo, rules should be adhered to at all times.

**\*\*Do not use these logo styles.**

Do not crop the logo



Do not distort the logo



Do not change the transparency of the logo



Do not use drop shadows or any other effects



Do not change the color of the logotype



Do not re-create using any other typeface



Do not use different colors for the logo



Do not outline logotype



Do not change the size or orientation of the logotype



Do not rotate any part of the logo





# Logo Co-Branding

The Kustomer logo can exist with a partner's logo. The logo remains in the traditional colors or in white when presenting itself over an image or darker background color **(Remember: the logomark must always have a white background).**

The Kustomer logo and partner logo should be separated by a vertical line that is the height size of the Logomark. The width of the 's' from Kustomer should separate the two logos. The partner logo should be the height of the word Kustomer.



# Colors

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# Colors

The colors in our palette are key indications of the Kustomer brand. Consistent use of color both reinforces the cohesiveness of the brand and helps communicate the identity.

The colors reinforce the reliability of our product. They enhance the user experience, from the way customers engage with our product to the connections we forge through our content. Additionally, the tone of each color can be adjusted to create more depth within design elements and touch points.

<b>Blue</b>	<b>#0A3355</b>
RGB	10, 51, 85
CMYK	88, 40, 0, 67
PMS	541C
	#2D506D
	#506D85
	#738A9D
	#96A7B6
	#B9C4CE
	#DCE1E6

<b>Charcoal</b>	<b>#222222</b>
RGB	34, 34, 34,
CMYK	0, 0, 0, 87
PMS	11C
	#414141
	#616161
	#808080
	#A0A0A0
	#BFBFBF
	#DFDFDF

<b>Teal</b>	<b>#17A3B2</b>
RGB	86, 193, 204
CMYK	58, 5, 0, 20
PMS	310C
	#38B0BD
	#59BDCD
	#7ACAD3
	#9BD7DE
	#BCE4E9
	#DDF1F4

<b>Gray</b>	<b>#E3E3E3</b>
RGB	227, 227, 227,
CMYK	0, 0, 0, 10
PMS	1C
	#E7E7E7
	#EBEBEB
	#EFEFEF
	#F3F3F3
	#F7F7F7
	#FBFBFB

<b>Coral</b>	<b>#FF5551</b>
RGB	255, 85, 81
CMYK	0, 67, 68, 0
PMS	178C
	#FF6D69
	#FF8582
	#FF9D9B
	#FFB6B4
	#FFCECD
	#FFE6E6

# Typography

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# Headlines

Kustomer headlines and caption copy are set in the MuseoSans typeface. Font weight is dependant on the copy position. This typeface mimics the typeface in the logo to keep consistency and brand awareness. H1 is often in #0a33455 color.

Caption copy  
MuseoSans 500

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*?() {} [] | \ / < > , . ; :

H1  
MuseoSans 900

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*?() {} [] | \ / < > , . ; :

H2  
MuseoSans 700

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*?() {} [] | \ / < > , . ; :

# Paragraph Text

Kustomer body text is set in the NeutralStd typeface. NeutralStd is a typeface that is designed with ease and clarity within paragraph settings and is easily legible across all languages. Font weight is dependant on the copy position and is always in #222222 color.

Paragraph copy  
NeutralStd Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*?() {} [] | \ / < > , . ; :

Paragraph copy highlight  
NeutralStd Medium

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*?() {} [] | \ / < > , . ; :

# Hierarchy & Weights

Typographic hierarchy is another form of visual hierarchy. It presents lettering so that the most important words are displayed with the most impact, allowing users to scan text for key information. Typographic hierarchy also creates contrast between elements.

The Kustomer font hierarchy is based off a major third scale. To the right is an ideal font stack using Museo for caption copy, headlines and larger pull quote text and Neutral for paragraph text.

**Caption**  
Neutral Std - Weight: Regular -  
Size : 12pt - Case: All Caps

**H1**  
Museo Sans - Weight: 900 -  
Size : 48pt - Case: Sentence Case

**H2**  
Museo Sans - Weight: 900 -  
Size : 40pt - Case: Sentence Case

**H3**  
Museo Sans - Weight: 700 -  
Size : 30pt - Case: Sentence Case

**H4**  
Museo Sans - Weight: 700 -  
Size : 24pt - Case: Sentence Case

**H5**  
Neutral Std - Weight: Regular -  
Size : 20pt - Case: Sentence Case

**Paragraph Copy**  
Neutral Std - Weight: Regular -  
Size : 16pt - Leading : 24pt -  
Case: Sentence Case

**Quote mark**  
Comes from logomark eyes  
Color dependant on creative

**Pull quote**  
MuseoSans - Weight: 300 -  
Case: Sentence Case

**Attribution**  
Nautral Std,  
Weight: Medium/Regular

CX NEWS

# Trending Topics

## Everything CX Leaders Need

by: Kustomer

by: Kustomer

### What are the most common customer metrics?

Customer service leaders have a lot of metrics to track and interpret, with **customer satisfaction** data as some of the most important — and often underutilized.

“

Kustomer makes personalized, efficient and effortless customer service a reality.

**Mr. Kustomer**  
Co-Worker of Kustomer

# Buttons

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# Buttons

## Design

**Corners:** 3px rounded

**Font:** NeutralStd Bold

**Case:** Title Case

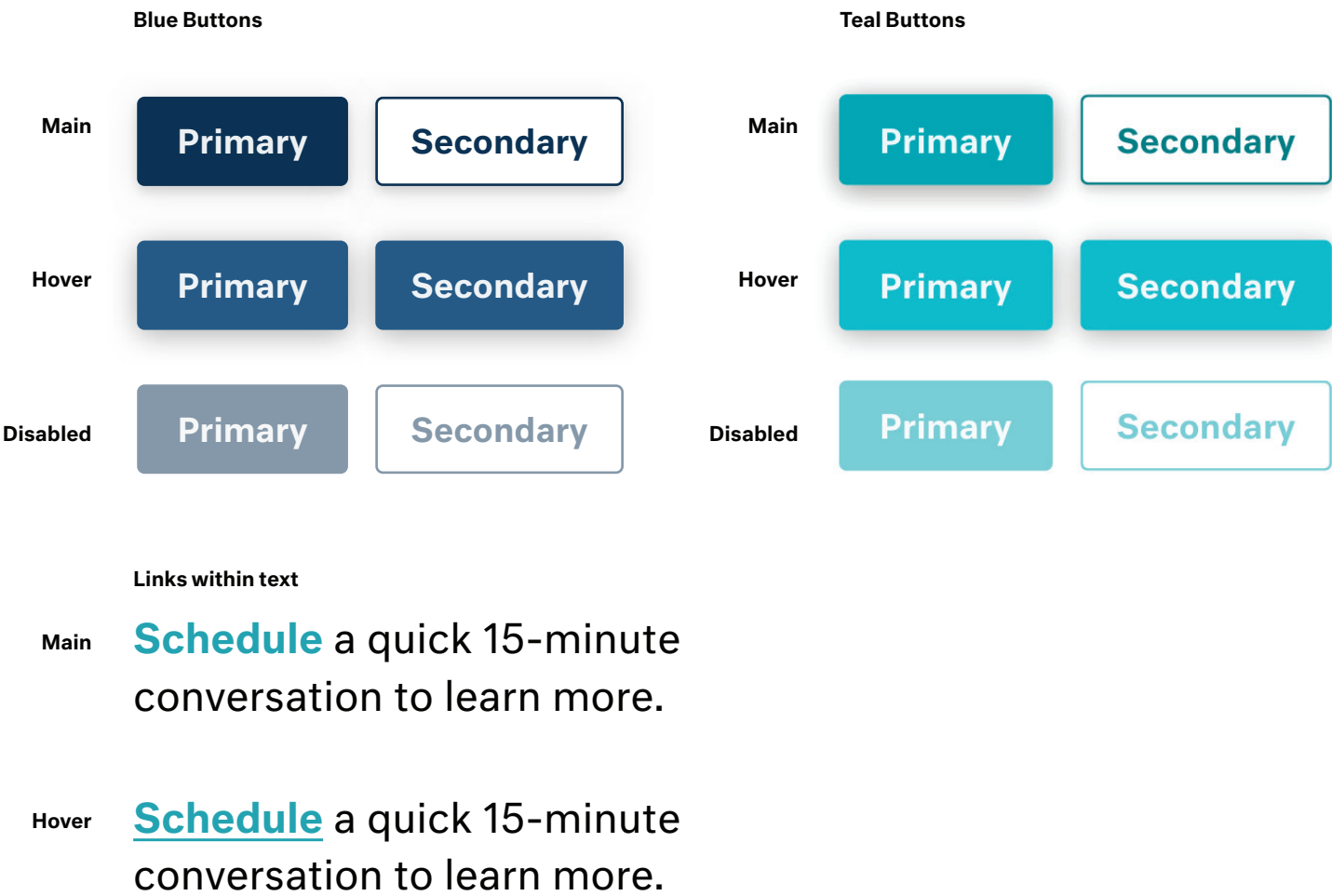
**Drop shadow:**  
Color #000000, alpha 10, Y 2, blur 12

## Colors

**Blue button colors:**  
Main: #0A3355  
Hover: #0E4B7D  
Disabled: #0A3355 at 50%

**Teal button colors:**  
Main: #17A3B2  
Hover: #19B5C6  
Disabled: #17A3B2at 50%

**Links within text colors:**  
Main: #17A3B2  
Hover: #17A3B2 & underlined



# Photography

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# Photography

Our photography is meant to reflect the diverse backgrounds of today's customer, and inspire and reflect our customers and partners. It is important because it supports our brand, messaging and style across all our visual platforms and is an extension of our logo, fonts, colors and designs.

## Composition:

Use of negative space in the image moves the eye quickly to the main focus. Space around the subject allows for the placement of additional design elements such as typography.



## Interaction:

Subjects are 'caught in the moment' - conveying a positive emotional impact. Unaware of the camera - highlighting Kustomer bringing people together.



## Lighting & Color:

Lighting appears realistic and without harsh highlights, shadows or colors. Wardrobe and location support simple and vibrant use of color on people.



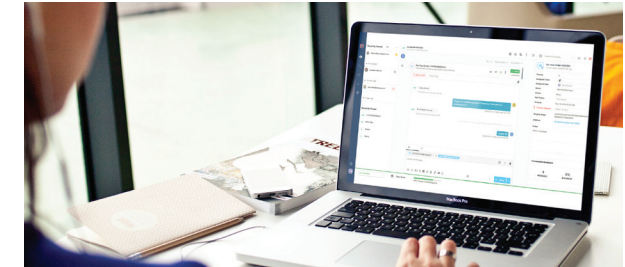
## Location:

Capture the global presence and localized nature with simple, eye-catching locations. Dependant on the advertisement, locations may/may not need to be identifiable (i.e. specific events could show identifiable locations), and seem familiar to people.



## Product:

Product should be seen light and airy. It can be shown on a computer or standalone. Subjects using the product make it seem effortless.



## Casting:

Subjects are diverse, expressive and have outgoing personalities. Dress, hair and makeup should all feel authentic to the subject.

