



# Krew Music Brand Guidelines

May 2023 | version 1.0

# Logo and Symbol

Use our black logo wordmark on white version whenever possible. Our wordmark is a very recognizable and highly visible brand asset.

Our symbol is a K made from a continuous line with and a dash on its right. The continuous line is like an audio plug which is forming the letter. It's the reduced form of our wordmark. Use only when the wordmark is too small to achieve maximum impact.



**Our Wordmark Logo**



**Our Symbol**

# Logo on Solid Backgrounds

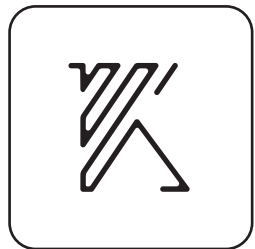
These are examples of the Archello wordmark used on solid backgrounds. Please use our black logo wordmark on white version of the logo whenever possible.



**Our Black Wordmark Logo**



**Our White Wordmark Logo**



**Our Black Symbol**

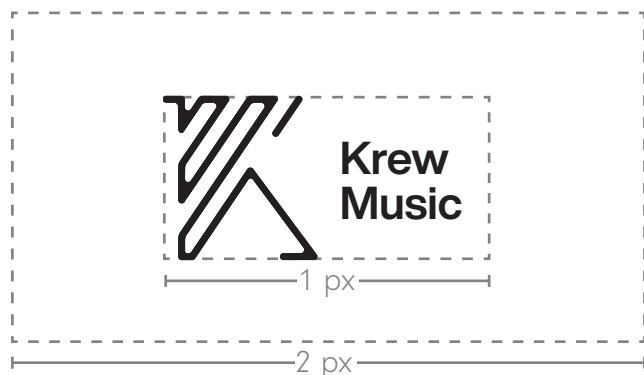


**Our White Symbol**

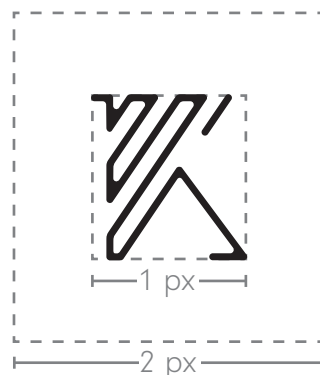
# Clear Space and Minimum Height

When you're using our wordmark logo or symbol with other graphic elements, make sure you give it enough clear space to ensure visual impact. The empty space around the logo wordmark or symbol should be at least 150% of the height of the wordmark logo or symbol.

To ensure the wordmark logo and symbol maintain their visual impact, always maintain their set proportions and never make the wordmark smaller than 18 pixels height for web and 5 mm for print. Never make the symbol smaller than 24x24 pixels for web or 10x10 for print.



**Minimum Clear Space  
Wordmark Logo**



**Minimum Clear Space  
Symbol**

## **Minimum height**

of 18 px for digital  
of 5 mm for print



## **Minimum dimensions**

of 24x24 px for digital  
of 5x5 mm for print



# Symbol Logo on Images

## On Dark Images



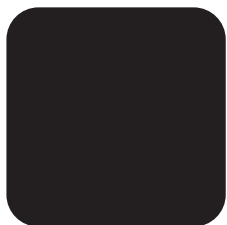
These are examples of the Krew Music symbol used on images. Use the black symbol logos whenever possible. To maintain maximum impact and legibility of the symbol logos, don't use busy image.

## On Light Images

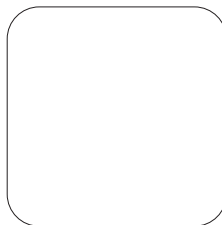


# Color Palette

## Secondary Colors



**Deep Black**  
#000000



**Snow White**  
#FFFFFF

# Typography

Use in Titles and Body Text

Aa

Helvetica

**Bold**

Regular

Light

# Branding Elements

