



Studio Karun

Brand ID Guideline

2024


Welcome to Karun Studio, where creativity knows no bounds.

At Karun Studio, we are dedicated to crafting design solutions that are as unique as they are effective. This document serves as your guide to our brand identity, providing you with insights into our core design elements, including our logo, typography, and color palette.

Through the following pages, we'll walk you through our design principles and offer guidelines for consistent implementation across various media, materials, and applications.

While we advocate for a consistent brand identity, we also understand that there may be occasions where customization is needed to meet your specific needs. If you require assistance in applying our brand identity beyond these guidelines, please don't hesitate to reach out to us at info@studiokarun.com.

We're here to support your creative journey.



We Use Design To Transform The
Way People Think, Live, and Feel.

Logo

Black Logo - White Background

Large Size Usage

karun.

Medium Size Usage

karun.

Small Size Usage

karun.

White Logo - Black Background

Large Size Usage

karun.

Medium Size Usage

karun.

Small Size Usage

karun.

White Logo - Turquoise Background

Large Size Usage

karun.

Medium Size Usage

karun.

Small Size Usage

karun.

Logo Usage

At Studio Karun, it is imperative to uphold the integrity of our design by utilizing the Karun logo accurately and consistently. We strongly encourage you to familiarize yourself with the proper usage guidelines provided herein.

Proper Usage: To maintain the fidelity of our brand identity, please observe the following principles when working with the Karun logo:

- **Background:** Logos should be placed on backgrounds that are uncluttered, clean, and free from excessive graphical elements.
- **Image Composition:** The arrangement of the logo within an image should prioritize logo visibility and complement its placement seamlessly.
- **Non-Modification:** The Karun logo must not be subjected to misinterpretation, modification, or any form of addition. It is paramount that no alterations are attempted.
- **Preservation of Attributes:** The logo's orientation, color scheme, and composition must remain consistent with the specifications outlined in this document.

Each component of our logo has been meticulously crafted to convey our brand essence accurately. To aid in understanding, provided below are examples illustrating incorrect logo usage:



Do not use shadows on the logo.



Do not use gradient on the logo.



Do not add strokes on the logo.



Do not use the logo without the mark.



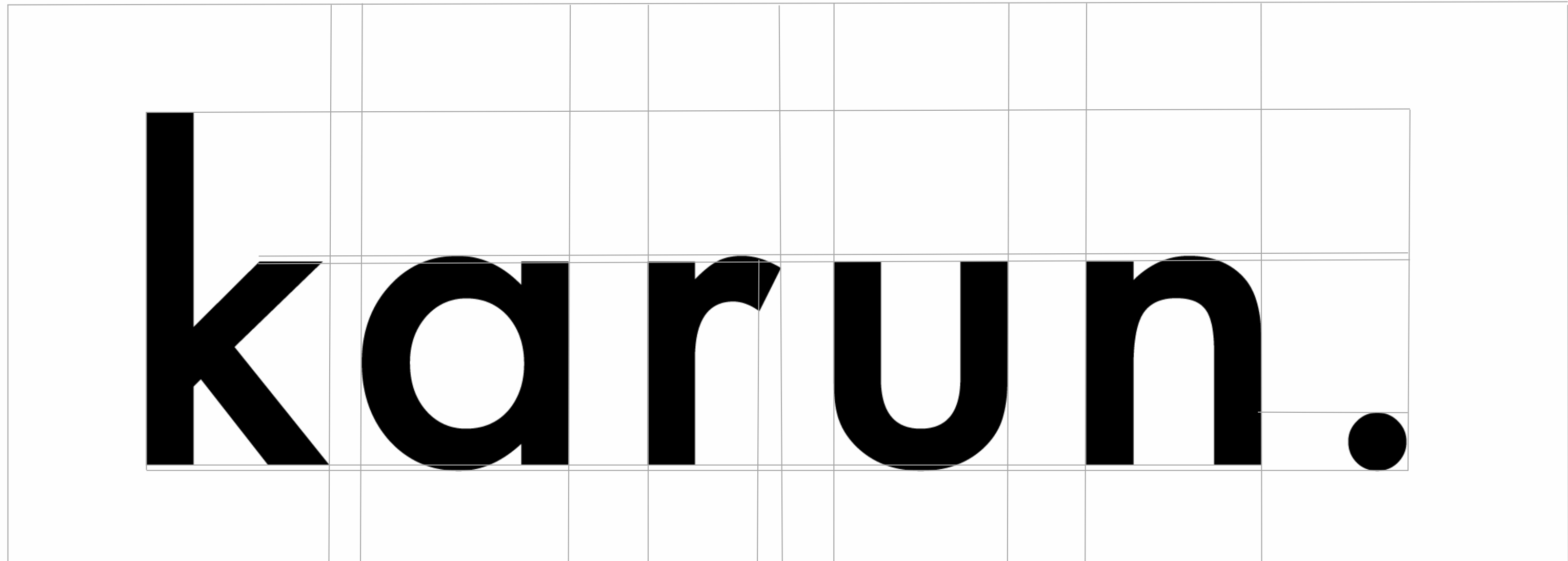
Do not use any other colors besides white or black



Do not layer over busy backgrounds.

Construction of the Logo

When using the logo, these dimensions should be preserved and the dimensions should not be changed.



Color

#fefefe

RGB

R 254 G 254 B 254

CMYK

C 0 M 0 Y 0 K 0

#6fd1cf

RGB

R 111 G 209 B 207

CMYK

C 38 M 0 Y 1 K 18

#000000

RGB

R 0 G 0 B 0

CMYK

C 0 M 0 Y 0 K 100

Typography

Montserrat

Montserrat's clean and modern design aligns perfectly with our brand's aesthetic, conveying a sense of simplicity and sophistication. Its excellent readability ensures that our messages are easily understood across various platforms, from digital to print. Furthermore, Montserrat's versatility allows us to adapt our branding seamlessly to different applications while maintaining a cohesive visual identity.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Futura

Futura's timeless and geometric design aligns perfectly with our brand's modern and innovative identity, reflecting our commitment to forward-thinking and progress. Its clean, sans-serif style enhances readability and lends a contemporary edge to our communications, making it ideal for both digital and print applications. Additionally, Futura's versatility allows us to maintain a consistent and distinctive brand image across different platforms and materials.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv

Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

■ Typography and Logo Usage

karun.

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Typography Usage

studiokarun.com **karun.**

Studio Karun Inc. Collaborator Form

Personal Information

Full Name : _____

Last	First	Middle
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Address : _____



Street Address	Apt/Unit#
City/ State	Zipcode

E-mail : _____ Phone : _____

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