

KAKTUS

# Kaktus Brandbook

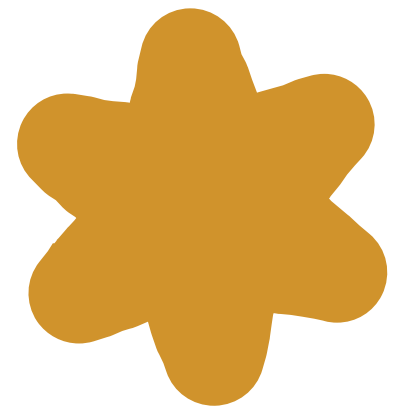
A complete guidelines of Kaktus

PAGE 1

# Logotype



Green logo  
on white background



Ochre logo  
on white background



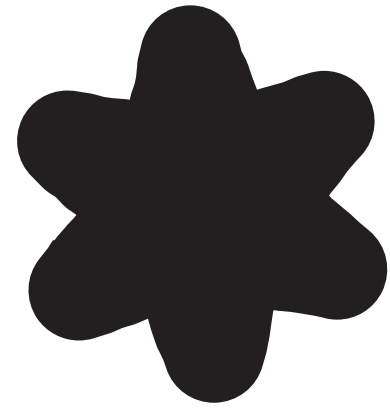
White logo  
on green background



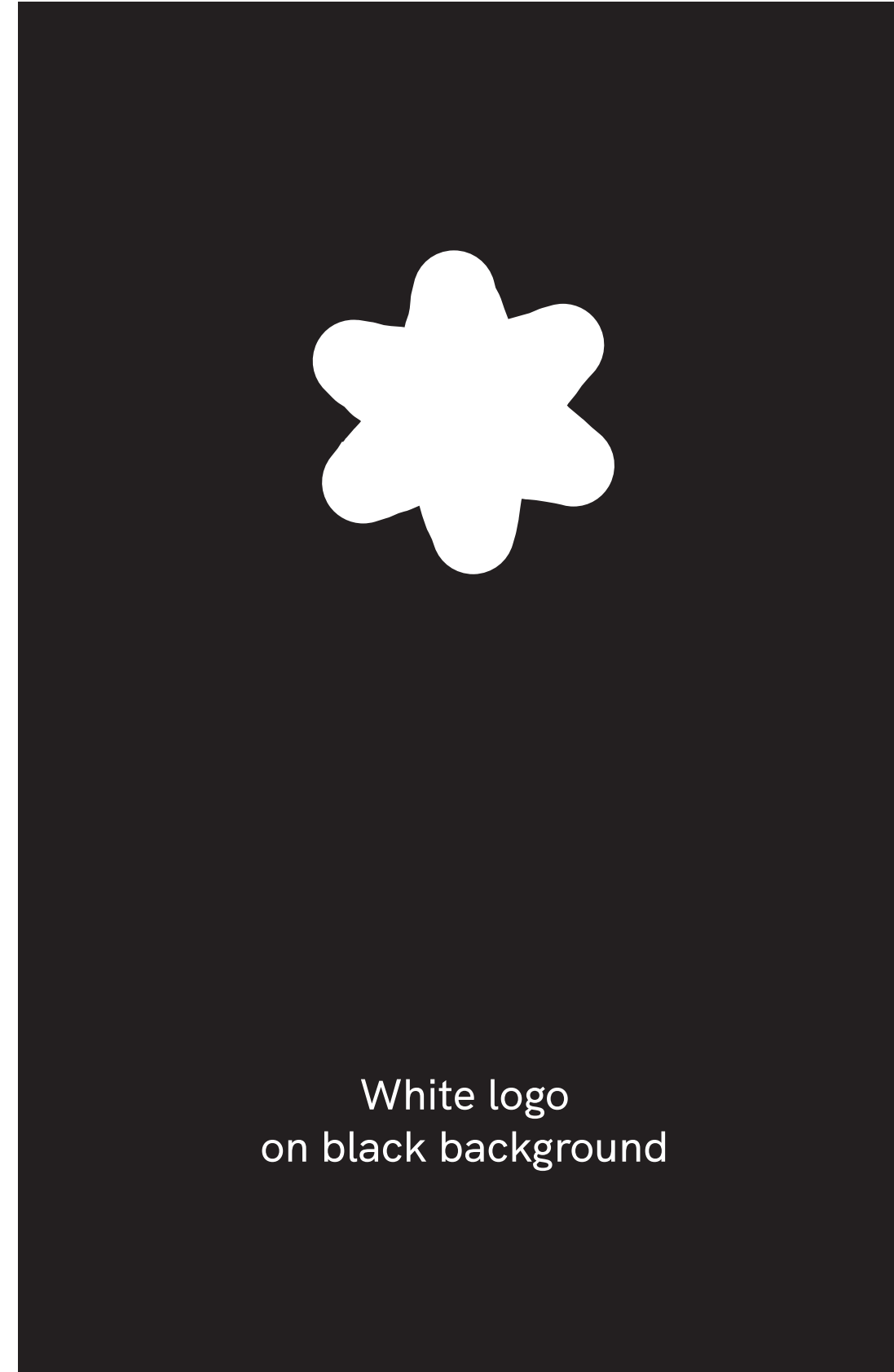
White logo  
on ochre background

**KAKTUS**

# Logotype



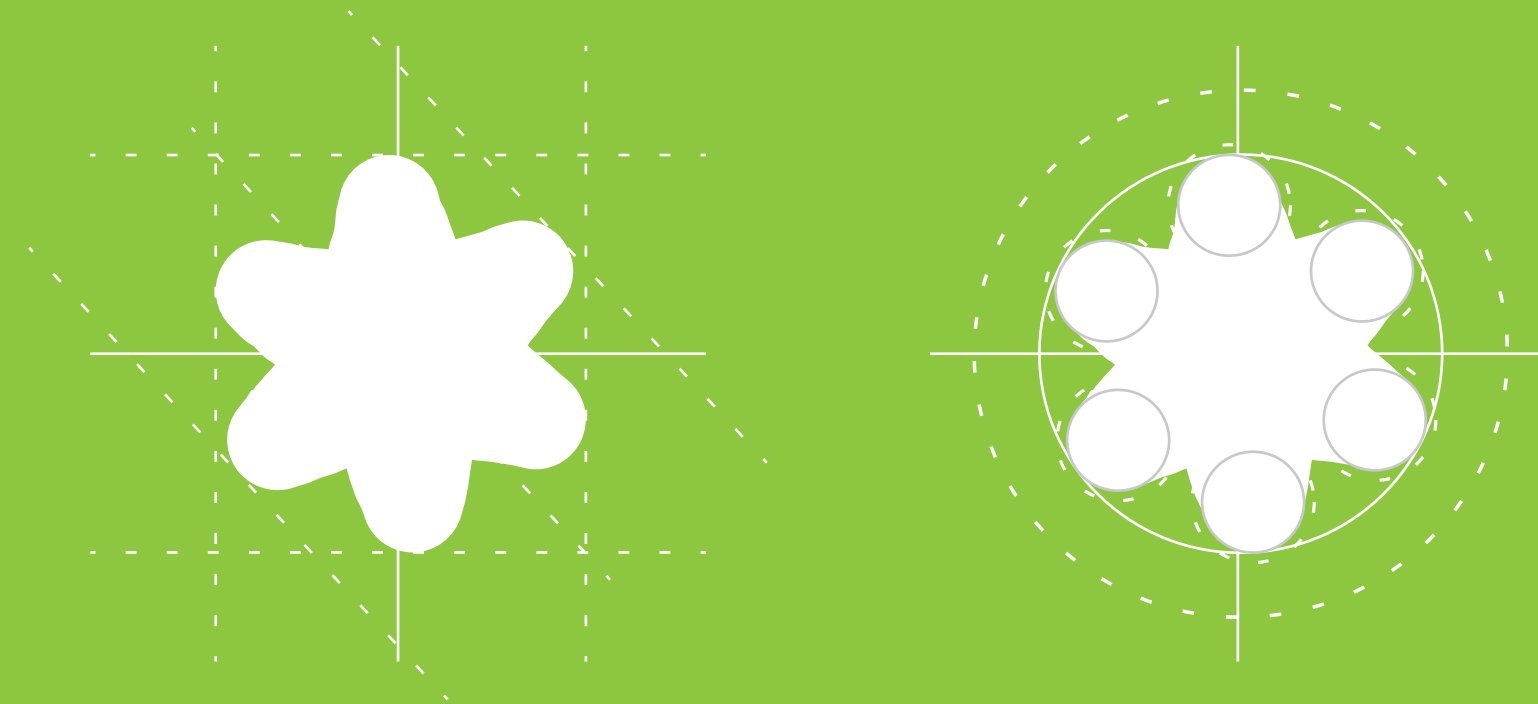
Black logo  
on white background



White logo  
on black background

**KAKTUS**

## Logotype

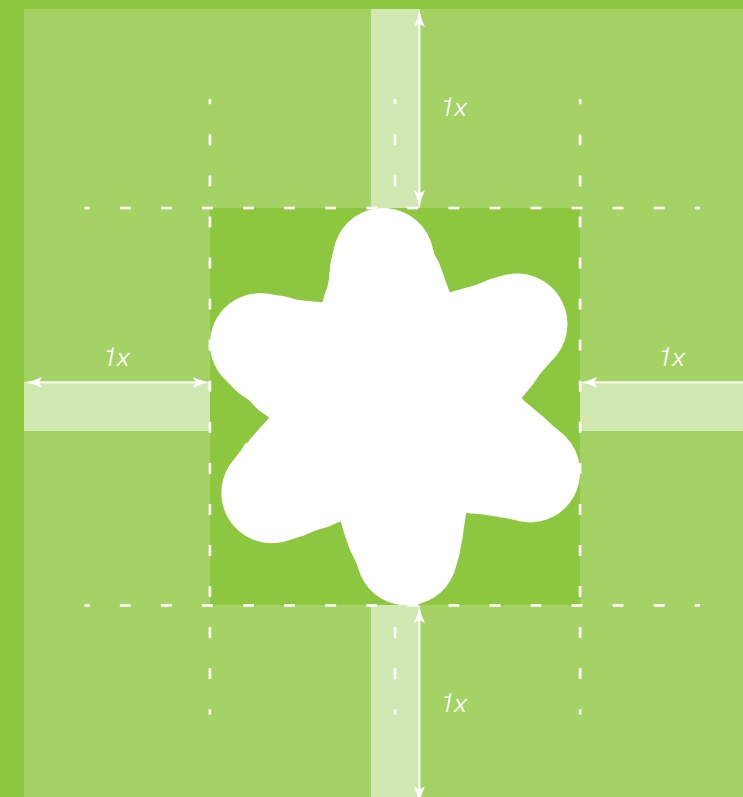


The organic look is achieved through rough & wobbly edges.  
The logo is slightly tilted to the left.

**KAKTUS**



# Logotype



 H: 25px (web)

 H: 9mm (print)

**KAKTUS**

Graphic sign

**KAKTUS**

Green graphic sign  
on white background

**KAKTUS**

Ochre graphic sign  
on white background

**KAKTUS**

White logo  
on green background

**KAKTUS**

White logo  
on ochre background

**KAKTUS**

Graphic sign

**KAKTUS**

Black graphic sign  
on white background

**KAKTUS**

White graphic sign  
on black background

**KAKTUS**

Graphic sign

**KAKTUS**

**KAKTUS**

## Graphic sign

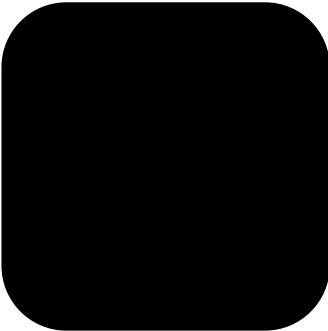
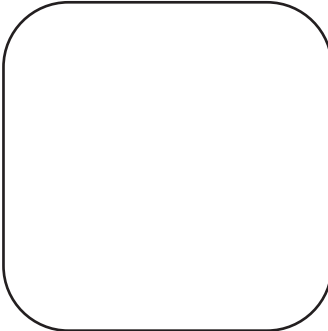

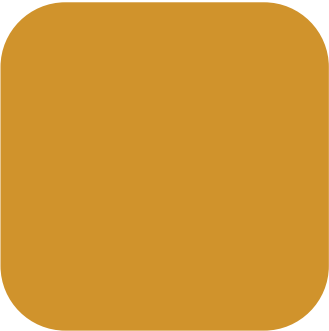
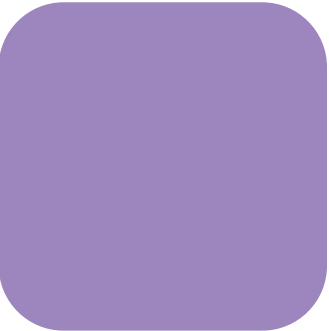
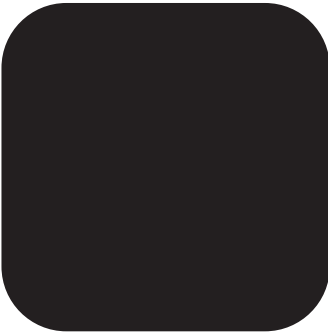
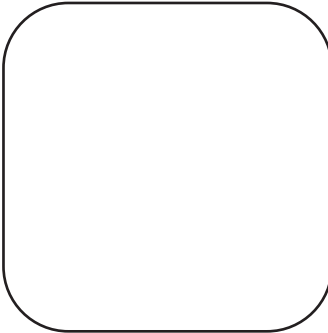

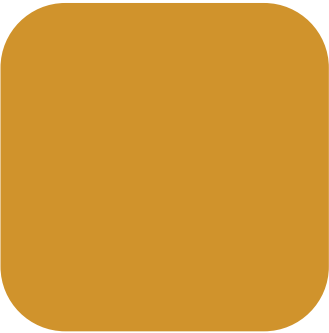
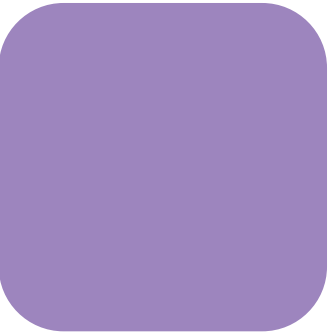

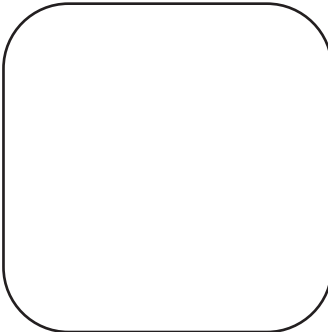

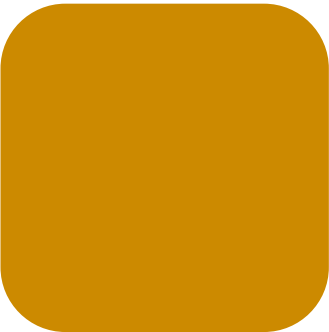
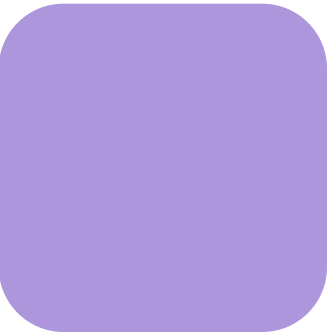


**KAKTUS** H: 24px (web)

**KAKTUS** H: 9mm (print)

**KAKTUS**

# Colors

|                 |  |  | Primary Color   | Secondary Color   | Extra Color  |
|-----------------|--|--|---|---|--|
| RGB (web)       |  Hex: #000000<br>R: 0<br>G: 0<br>B: 0 |  Hex: #FFFFFF<br>R: 255<br>G: 255<br>B: 255 |  Hex: #8DC63F<br>R: 141<br>G: 198<br>B: 63 |  Hex: #D0932C<br>R: 208<br>G: 147<br>B: 44 |  Hex: #9D85BE<br>R: 157<br>G: 133<br>B: 190 |
| CMYK (print)    |  C: 0<br>M: 0<br>Y: 0<br>K: 100       |  C: 0<br>M: 0<br>Y: 0<br>K: 0               |  C: 50<br>M: 0<br>Y: 100<br>K: 0           |  C: 20<br>M: 45<br>Y: 100<br>K: 0          |  C: 40<br>M: 50<br>Y: 0<br>K: 0             |
| Pantone (print) |  Pantone Black C                    |  White                                    |  Pantone 376 C<br>Pantone 376 U          |  Pantone 131 C<br>Pantone 131 U          |  Pantone 2645 C<br>Pantone 2645 U         |

# Typography

## HK Grotesk

### Primary Typeface

Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Rr Ss Tt Uu Ww Xx Yy Zz  
0123456789

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Rr Ss Tt Uu Ww Xx Yy Zz  
0123456789

Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Rr Ss Tt Uu Ww Xx Yy Zz  
0123456789

Semi Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Rr Ss Tt Uu Ww Xx Yy Zz  
0123456789

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Rr Ss Tt Uu Ww Xx Yy Zz  
0123456789

Extra Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Rr Ss Tt Uu Ww Xx Yy Zz  
0123456789

Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Rr Ss Tt Uu Ww Xx Yy Zz  
0123456789

# Typography

## Miklan Sans

Headings / Graphic sign

Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Rr Ss Tt Uu Ww Xx Yy Zz  
0123456789

## *Miklan Script*

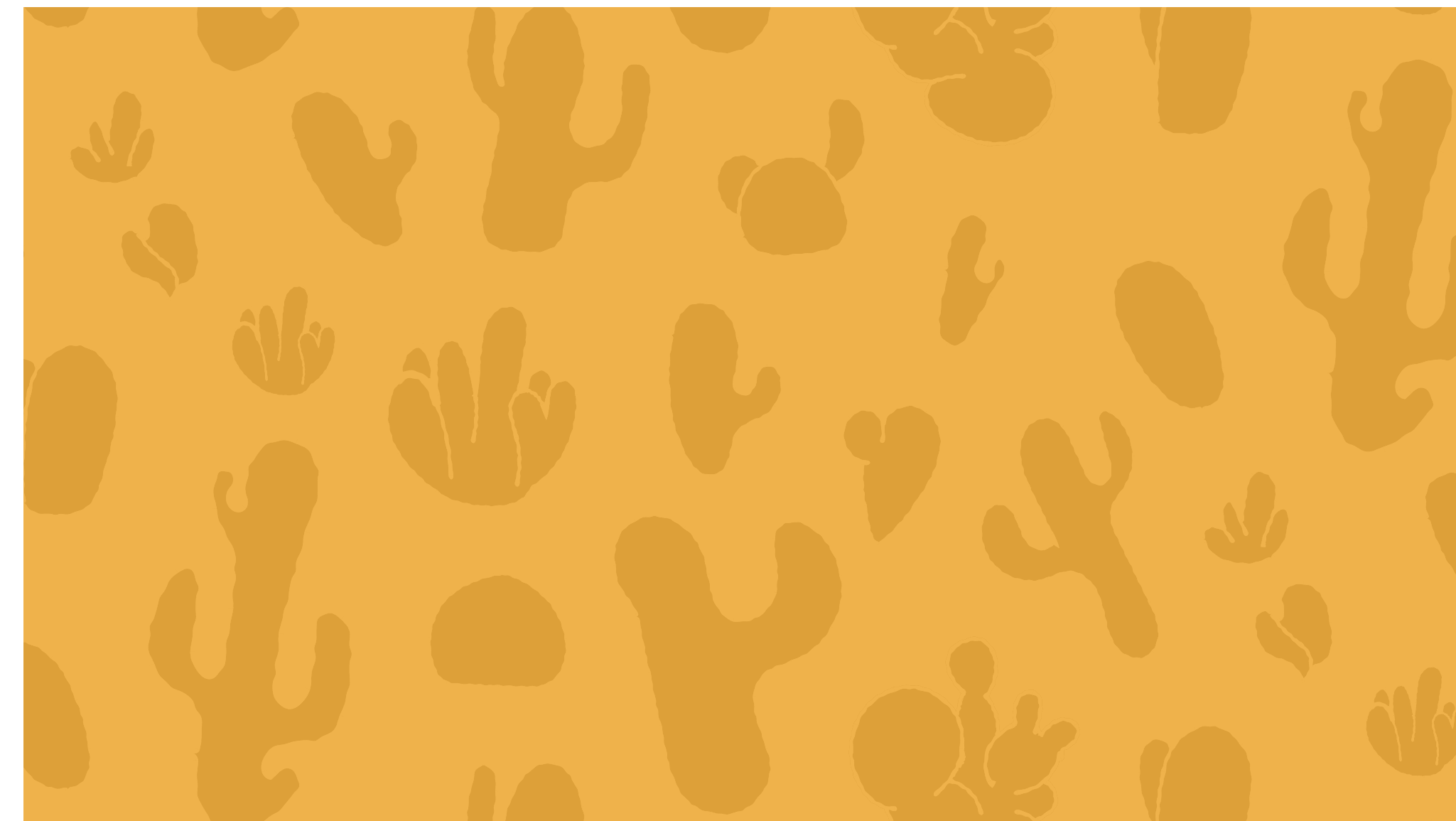
Packaging, promotional materials

*Script*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Rr Ss Tt Uu Ww Xx Yy Zz  
0123456789*



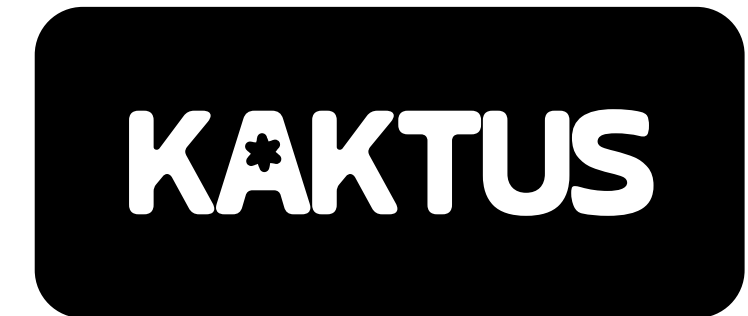
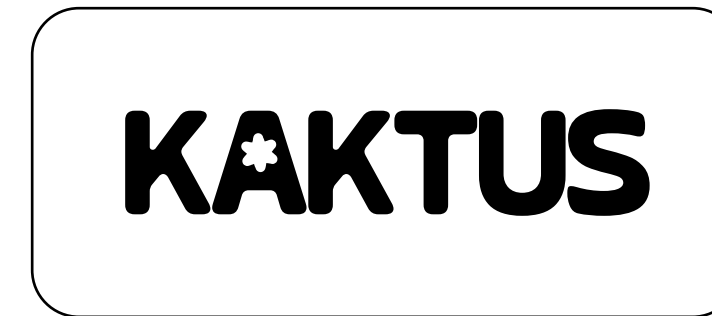
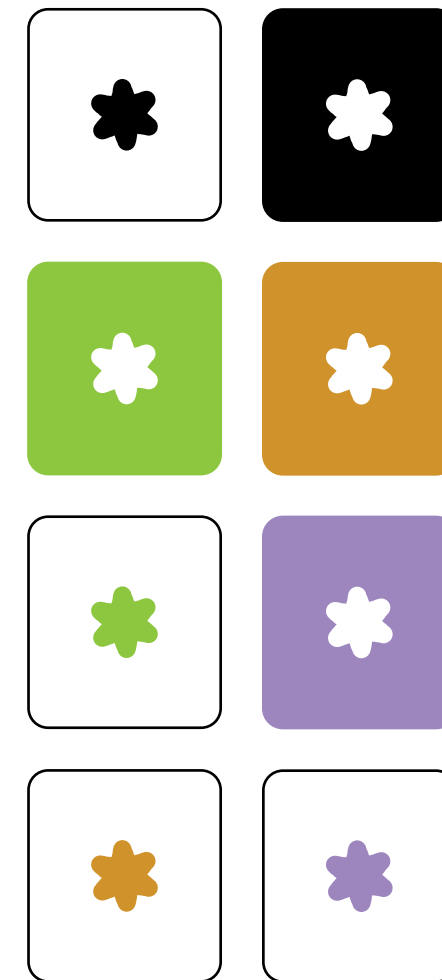
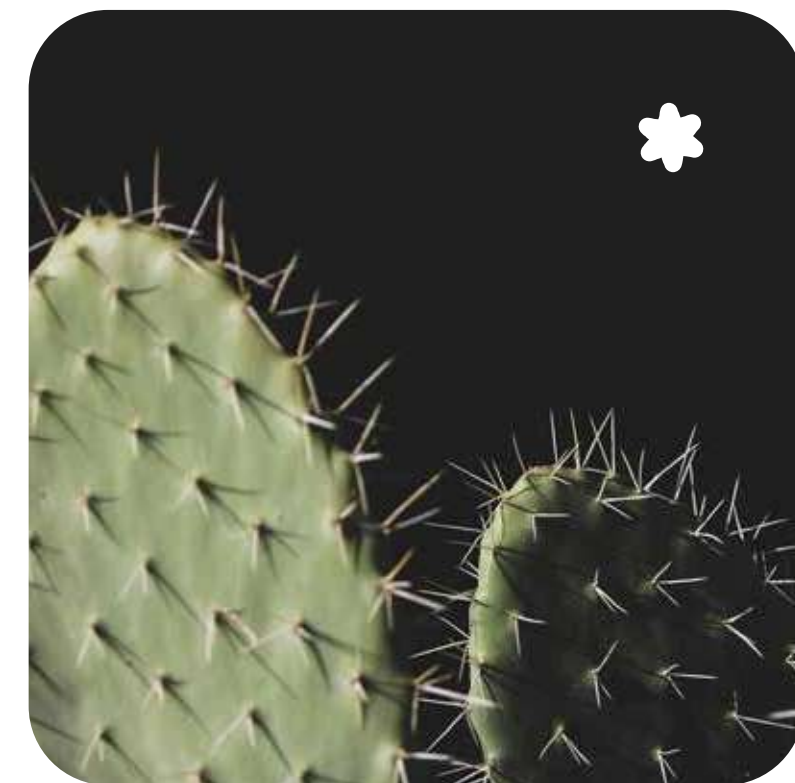
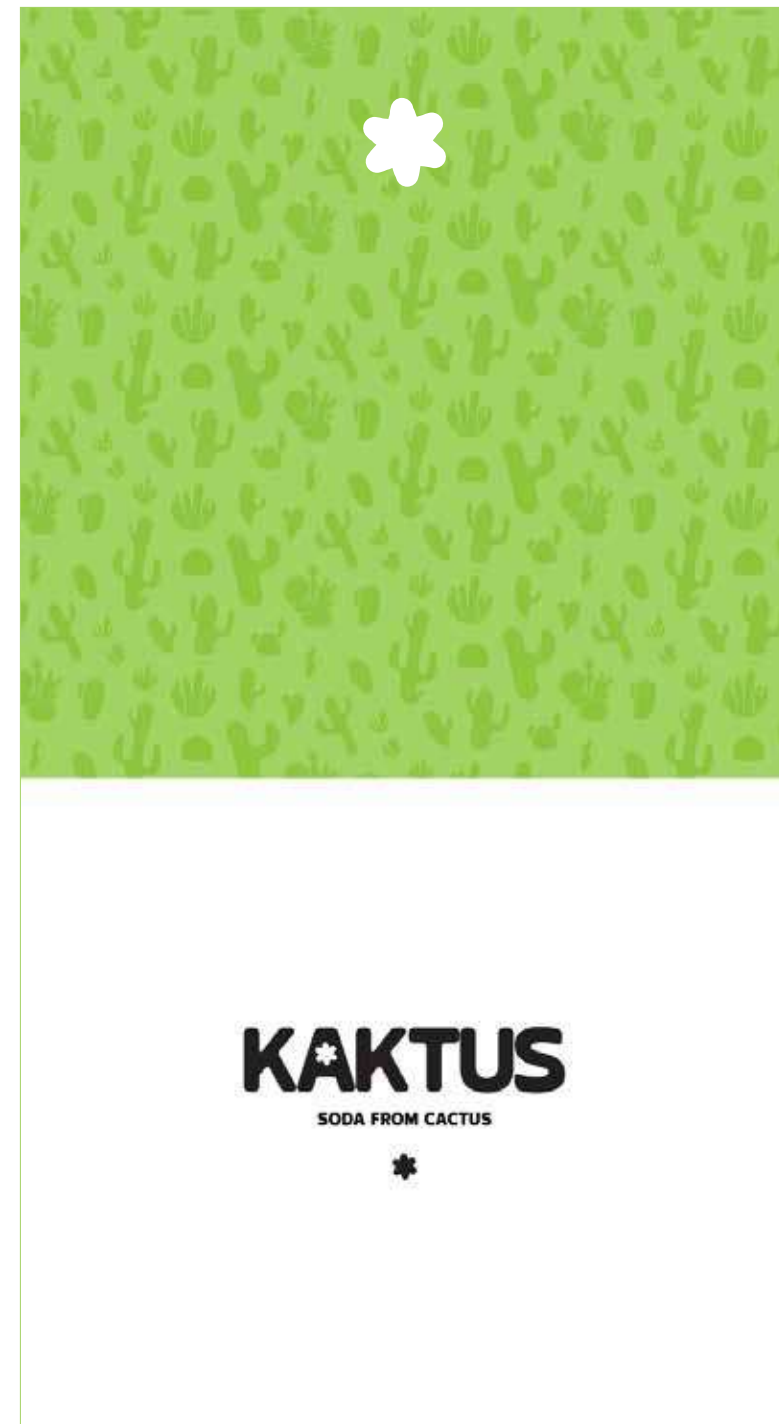
Brand Pattern



**KAKTUS**



Correct logo application



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**KAKTUS**

**Thank you!**