Katch
go

brand
guidelines

emblem

concept behind logo was to represent the smart & futuristic travel.

Dual arrow to represent the way in to everywhere like bus, taxi, hotel, restaurant, metro etc. it also represents letter k.

1 : 1

our logo

The horizontal logo is the primary logo and should be used in most instances. The katch logo is for large-scale use.

Avoid using at small sizes, as it can become illegible.

Always use the logo files provided. Do not re-create.

our logo (for small use)

There is a specific logo for small sizes

and should be used when the logo is rendered at a size between 50px wide and 90px wide.

The small logo mark should be used at a size between 15px tall and 20px tall.

Only the horizontal logos are appropriate for small use. Do not use the katch logo for small use.

Maximum Sizing for Small Use Logo

90px wide max, approx

(or approx 1.25 inches)

20px height max, approx

(or approx0.28 inches)

Minimum Sizing for Small Use Logo

90px wide max, approx

(or approx 0.7 inches)

15px height max, approx

(or approx 0.2 inches)

usage on backgrounds

The full-color logos should be used only on white, black, or aubergine colored backgrounds.

Avoid using full-color logos on photographs unless the logo sits on a black or white area of the image.

one-color use

The one-color logo should be used only on photographs and color backgrounds within the Slack color palette.

The one-color logo should only be used in black and white colorways.

If using an aubergine background, we strongly prefer to use the full-color logo. However, if design limitations **conflict with this, then the logo sould** appear in white on aubergine.

logo misuse

Do not crop the logo

Do not change the transparency of the logo

do not use different colors

Do not change the size or position of the octothorpe and logotype.

Do not rotate any part of the logo

Do not distort the logo

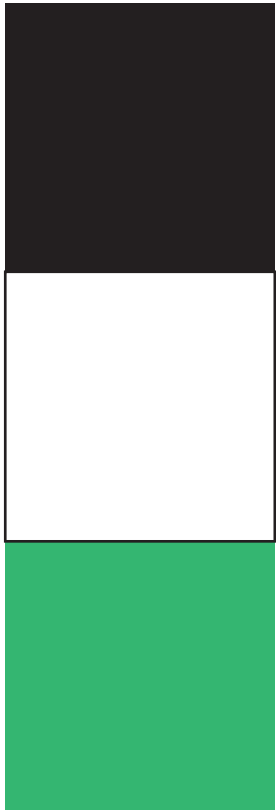Do not use drop shadows *or any other effects*

Do not re-create using any other typeface

Do not outline logotype

core colors

black

white

green
c 73 m 0 y 76 k 0
r 58 g 183 b 113
#3AB771

typeface

Gotham family

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Katch
go

thank
you