



Style Guide

Keepar

Why the Guidelines

Whenever and whoever produces any **Keepar** branded item, they must ensure that they have consulted these guidelines. These are what maintain a consistency of presentation in all aspects of communication. Every piece of communication that has anything to do with the brand must adhere to the stipulated guidelines concerning that item whether it's a business card, signage, display, brochure, advertisement in any medium; everything must adhere rigidly to these guidelines.

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Keepar

Keepar

Basic Style Guide

APP Logo



Colour



Black

Additional Marketing Collateral Logos

Keepar

Colour

Keepar

Black

Colours



CMYK

C 18

M 60

Y 0

K 0

C 46

M 0

Y 23

K 0

C 58

M 29

Y 0

K 0

RGB

R 203

G 126

B 181

R 134

G 208

B 204

R 106

G 157

B 211

Index

cd7eb5

84cfcb

6a9dd4

Typeface use

Keepar

Arial Rounded Bold