

Kanto Style Guide.

PRIMARY LOGO ON WHITE OR NA | COLOURS: 3E, GD

PRIMARY LOGO ON BLACK | COLOUR: NA, W

ICON | COLOUR: K, 3E, NA, GD



LOGO + ICON | COLOUR: K/3E OR GD

LOGO + ICON ON BLACK | COLOUR: K/NA OR W

TWO-TONE ICON | COLOUR: 3E/K



LOGO SPACING AND SIZING

ICON SPACING



CANADA DESIGN LOGO

INCORRECT LOGO USAGE

INCORRECT ICON USAGE

Our Canadian design lockup features a simplified Maple Leaf.

Both the bilingual and english-only variants can be presented with GD, W, NA, IC and 3E.

Canadian Design
Design Canadien

Canadian Design

Canadian Design

Do not alter, invert, change color, or skew proportions of the logo.

Make sure there is enough contrast and the background you place

TYPE

TYPE STYLES

Our font package is simple and scalable. Poppins is an open-license Google font used by leading tech brands.

Poppins

ITF Open

Large Type Style.

Poppins Regular, -30 Tracking | 26/31 pt

SMALL HEADER STYLE

Body Style. Lorem ipsum amet consectetur adipiscing elit aenean

POPPINS REGULAR, +5 Tracking | 6/7pt
Poppins Regular, +5 Tracking | 10/12pt

PRODUCT NAMES

LOGO LOCKUPS

Product names are in Kallisto Medium with +25 tracking. In body copy, use Proper noun capitalization (e.g., Ren, Tuk) and all caps for abbreviations (e.g., SE6, ST28).

REN

KANTO SUB-8

REN
Powered Sound System

KANTO
LIVING

KANTO
AUDIO

KANTO
MOUNTS

CORE COLOURS

COLOUR 3E

Hex 232E1D
RGB 34 46 27
CMYK 73 55 80 68
Pantone 19-5918 TPG

COLOUR NA

Hex FCF6EB
RGB 249 246 236
CMYK 1 2 7 0
Pantone 11-4300 TPG

COLOUR K

Hex 75C044
RGB 103 204 6
CMYK 59 0 99 0
Pantone 15-0545 TPG

COLOUR W

Hex FFFFFF
RGB 255 255 255
CMYK 0 0 0 0
Pantone 11-0601 TPG

COLOUR GD

Hex 000000
RGB 0 0 0
CMYK 0 0 0 100
Pantone Black