

Kaknäs Invest

Brand manual ——— Values
Logotype
Colors
Type

Values In words

ENGLISH

Explorative

Uniqueness

Transparent

Modern

Safe

Humble

Inclusive

SWEDISH

Utforskande

Branschunik

Transparent

Modern

Trygg

Ödmjuk

Inkluderande

Logotype

Primary logo

Icon

Usage

S



INW

Logotype

Primary logo

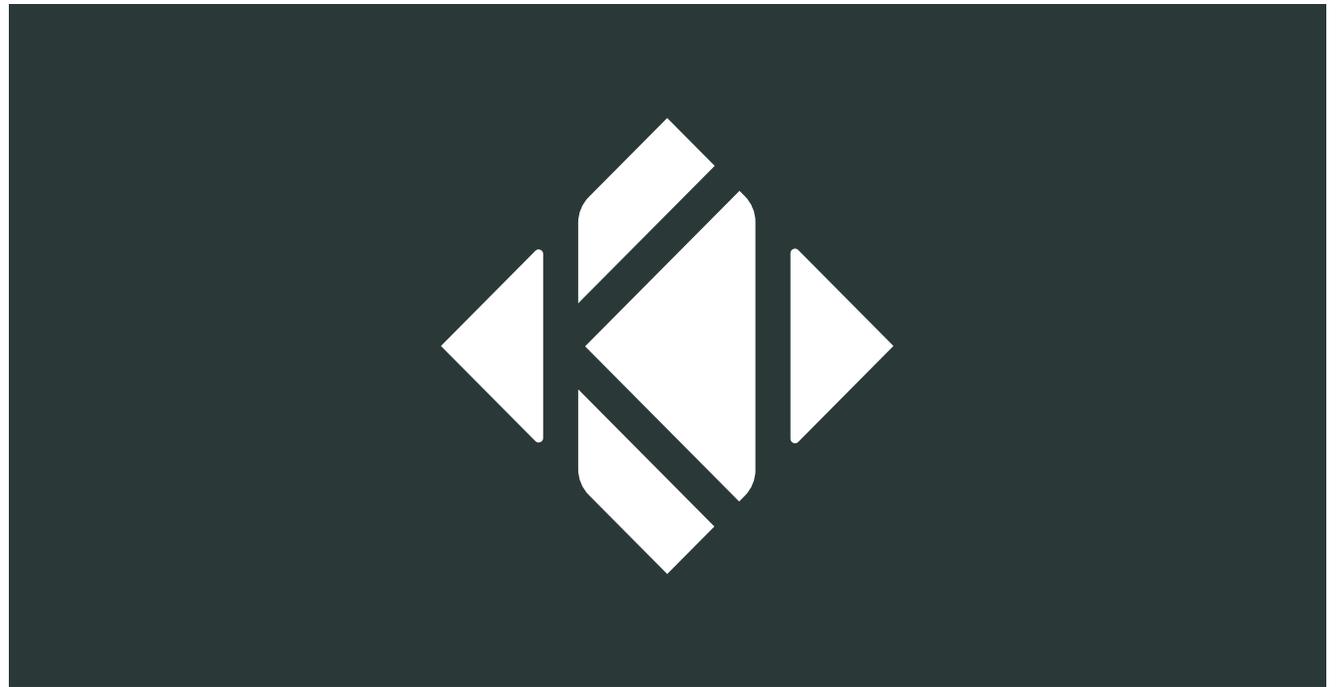
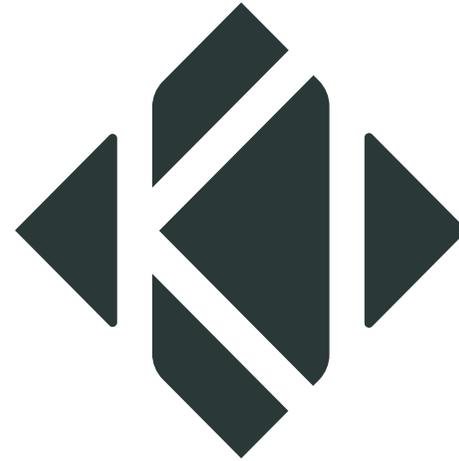
Use either white or Sober Green depending on legibility. If, for some reason, the Sober Green version doesn't work then use the black version.

KAKNÄS  INVEST

KAKNÄS  INVEST

Logotype Icon

Use either white or Sober Green depending on legibility. If, for some reason, the Sober Green version doesn't work then use the black version.



Logotype Usage

If possible, center horizontally

KAKNÄS  INVEST

Sober Green is the most prominent of the four colors. When in doubt, use Sober Green. Optimist Yellow is for details and subtle highlights.

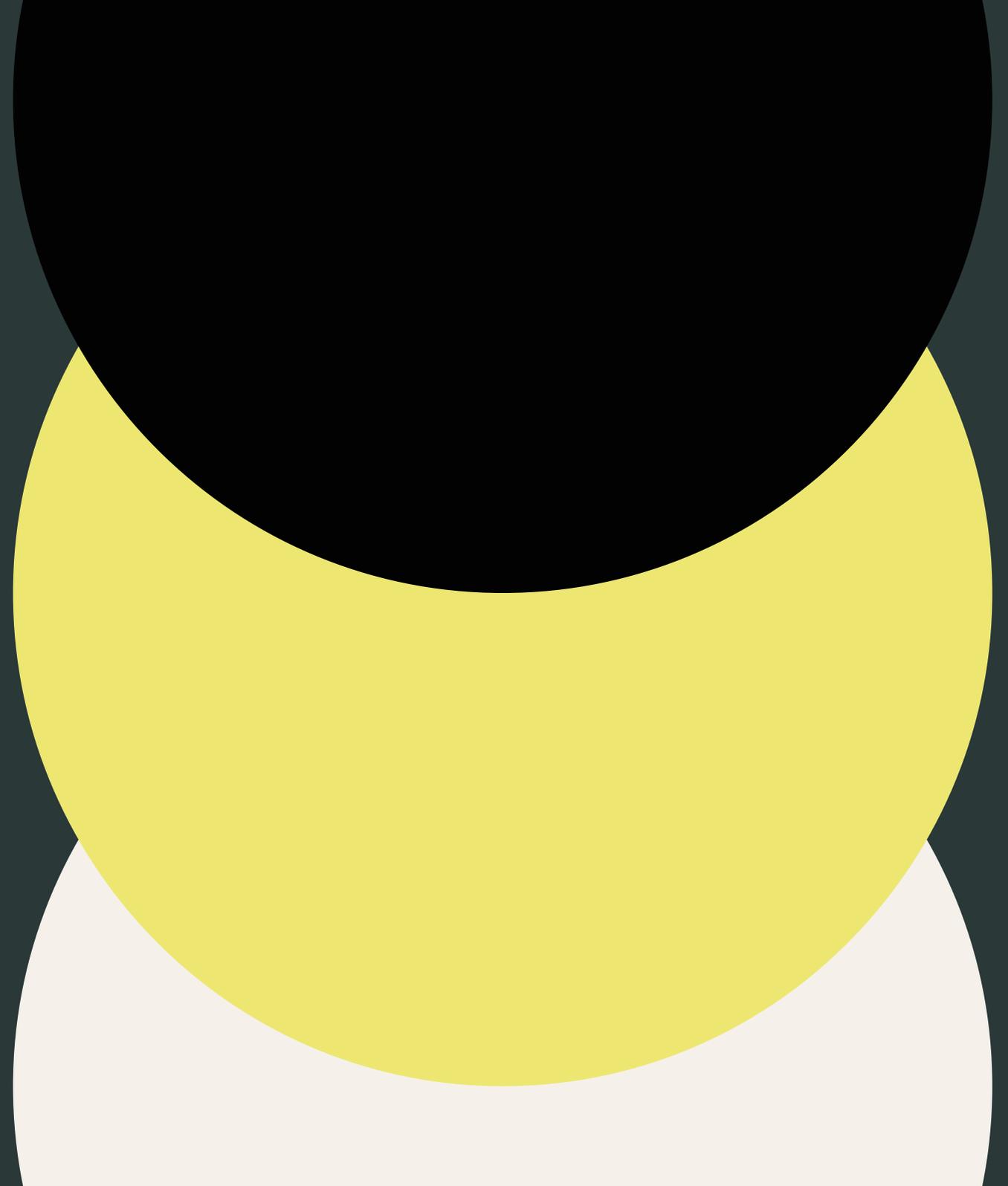
RGB and Hex is for screen.

CMYK and Pantone is for print.

Colors

Specs

Usage



Colors

Sober Green is the most prominent of the four colors. When in doubt, use Sober Green. Optimist Yellow is for details and subtle highlights.

RGB and Hex is for screen.

CMYK and Pantone is for print.

SOBER GREEN

RGB 42 56 56
Hex 2A3838
CMYK –
Pantone –

BLACK

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

GREIGE

RGB 245 242 235
Hex F5F2EB
CMYK –
Pantone –

OPTIMIST YELLOW

RGB 238 231 113
Hex EEE771
CMYK –
Pantone –

Type

New Kansas

TT Commons

AaBbCc

AaB

Type Heading

New Kansas is meant for titles and headlines.

This typeface symbolize the human side of the brand.

Typeface: New Kansas
Weight: Medium
Foundry: Newlyn

We believe in people
and their ideas

AaBbCcDdEeFfGgHhIiJj
MmNnOoPpQqRrSsTtUuV
0123456789!/?#€\$¥£©—

Type Body

TT Commons is meant for body text and smaller titles.

This typeface symbolize the sharp side of the brand.

Typeface: TT Commons

Weight(s): Normal, Demibold

Foundry: TypeType

ABOUT KAKNÄS INVEST

This is normally the place to brag how great and unique we are. Let's be honest – we're not. Using the glossary of all financial lingo out there, we're not even sure how to define ourselves.

We even failed to come up with an international, pronounceable name. And we don't even have a clear view of which business verticals to be in. You could say we are **everywhere and nowhere**. Does any of this make sense? Probably not. But at least we know a few things. Some very important things.

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTt
0123456789!/?#€\$¥£฿©-

KAKNÄS  INVEST