KEEP

BRAND GUIDELINES

Version 2.0

Updated 24 Jan, 2019

KEEP

Minimum Size

The height of KEEP logo should never be smaller than 28px in digital or 10mm in print.
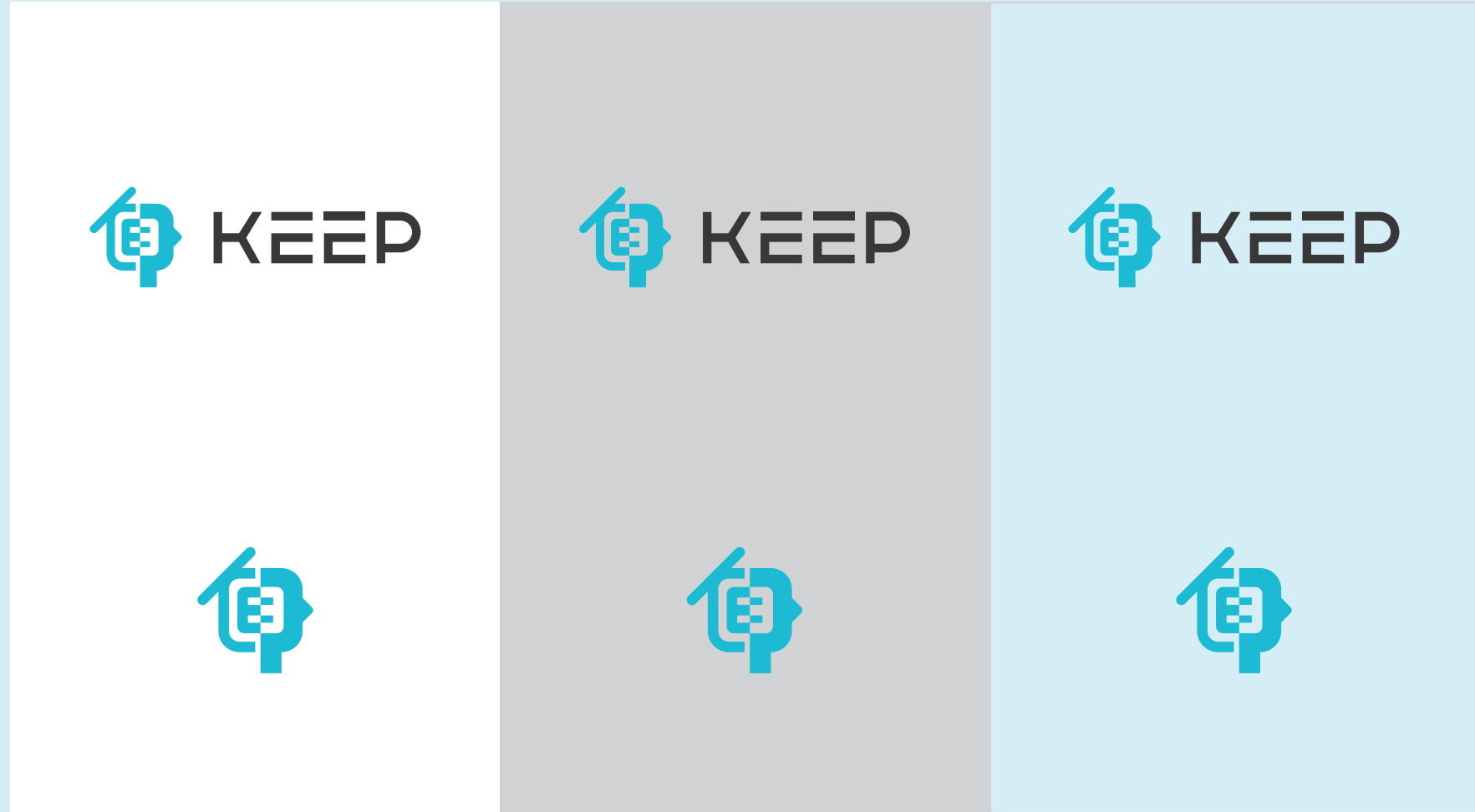
Clear space

0.5 X

0.5 X

X

0.5 X

0.5 X

KEEP

Usage on backgrounds

The KEEP full-color logo is our primary logo colorway, and it should ONLY be used on a white or light colored background.

One-color use

If you are using the KEEP logo on dark colored backgrounds or print projects that can only use one or two spot colors, use either the black or white monochrome logo.

The KEEP black logo should be used on light colored backgrounds. The white logo should be used on dark colored backgrounds.

Misuse

It is important that the appearance of the logo remains consistent.

Orientation, color and composition of the logo should remain as indicated in this document — there are no exceptions.

Do not apply a gradient to the logo.

Do not re-create using any other typeface.

Do not rotate any part of the logo.

Do not outline the logo.

Do not change the logo color.

Do not use the logotype without the logomark.

Do not distort or warp the logo in any way.

Do not use the logo in a sentence.

Welcome to KEEP

Do not use drop shadows or any other effects.
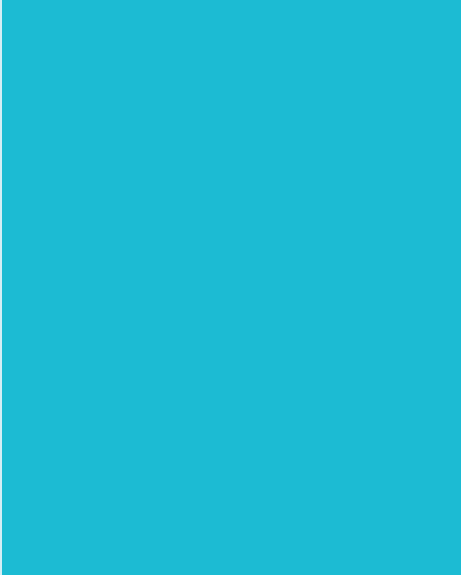
Do not use the logo on busy backgrounds.

Colors

KEEP Blue

RGB   0   187   211

CMYK   70   2   16   0

HEX   #00bbd3

KEEP Dark Grey

RGB   60   60   60

CMYK   0   0   0   92

HEX   #3c3c3c

General info

By using the KEEP logo you agree to follow these guidelines as well as our Terms of Service and all our rules and policies. KEEP reserves the right to cancel, modify, or change the permission in these guidelines at any time at its sole discretion.

If you are having trouble with anything in this guide or you are missing brand elements from the brand package, please contact the KEEP team at info@keep.edu.hk.