



Brand Guidelines

MARCH 2022

Welcome

These brand guidelines are designed to ensure a consistent brand identity across all touchpoints. It's more than a logo. It's look, it's feel and it's positioning and the real magic happens when all three are aligned. Please reference this document to understand how to portray the Kandji brand in the best possible way.

Contents

4	Brand logo
6	Brand colors
8	Logo spacing
9	Unacceptable logo usages
10	Typography
11	Applications

Brand logo

THE WORDMARK

We build brand awareness and recall with the full mark. We opt to use full wordmark as much as possible, especially in external and customer-facing elements.



THE STACKED WORDMARK

In instances when the spacing is not conducive to a horizontal orientation, the stacked wordmark can be used as an alternative.



Brand logo

THE BEE

For internal placements, where viewers already know who we are, we can solely use the bee. The bee may also be repeated to be used in a subtle pattern as a design element.



THE BEE IN A CONTAINER

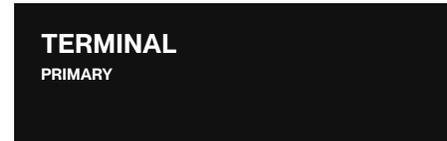
When the bee appears in a circle, rounded rectangle, square or any shape the background should be black and the bee should be white. The bee should never be black in a white container.



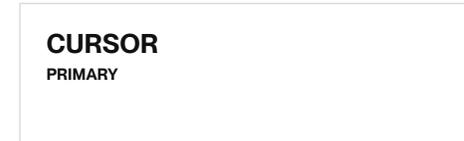
Brand colors

PRIMARY COLORS

The majority of our color scheme is black and white. Our brand accent and our secondary colors are used with less frequency than the primary colors. Our functional brand accent is reserved for select interactive elements.



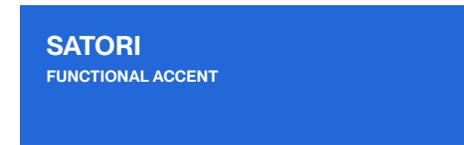
HEX	RGB
#111111	17 17 17
CMYK	PANTONE
73 67 66 83	BLACK C



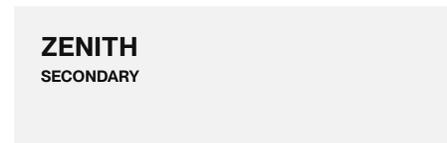
HEX	RGB
#FFFFFF	225 225 225
CMYK	
0 0 0 0	



HEX	RGB
#FFBC00	225 188 0
CMYK	PANTONE
0 28 100 0	7548C



HEX	RGB
#2268D9	34 104 217
CMYK	PANTONE
82 61 0 0	3005 C



HEX	RGB
#F2F2F2	242 242 242
CMYK	
4 2 2 0	

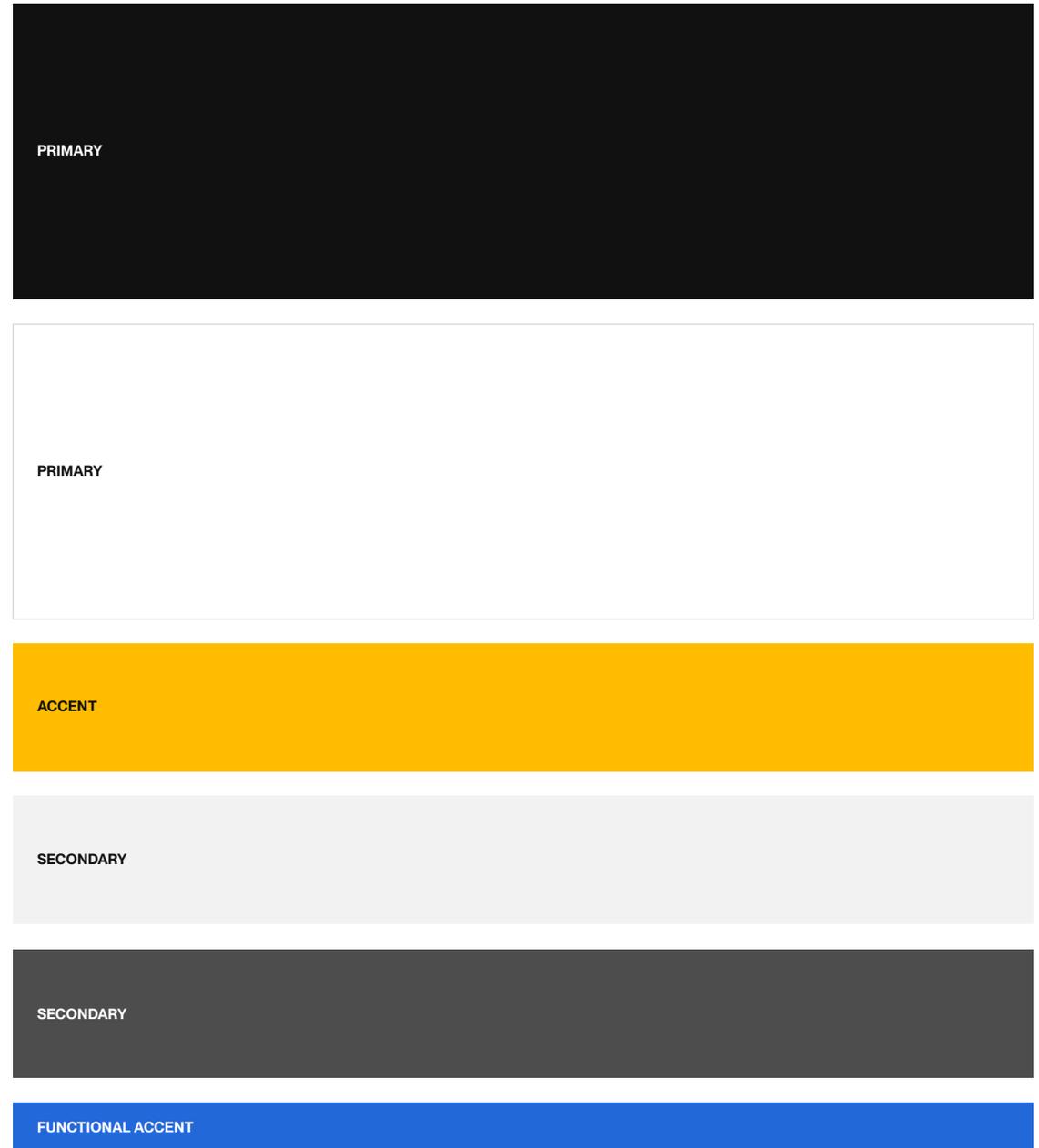


HEX	RGB
#4D4D4D	77 77 77
CMYK	PANTONE
65 58 57 37	7540C

Brand colors

COLOR RATIO

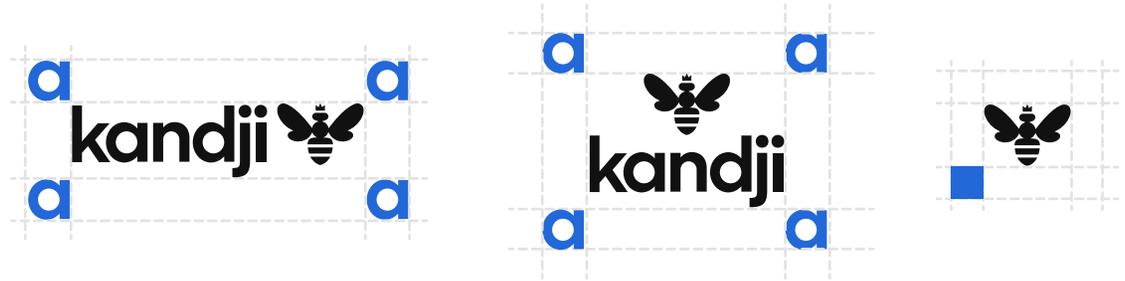
Use this weight chart to visually balance our brand colors.



Logo spacing

EXCLUSION ZONE

The logo needs a certain amount of clear space around it to allow the logo to breathe. The clear space can be calculated as the same height as the 'a'. When using the bee, the clearspace is calculated as 50% of the height of the icon.



MINIMUM SIZE

To ensure legibility of our wordmark, it should not be shown smaller than 15 pixels. For every instance, consult your vendor for specific sizing requirements outside of digital uses.

kandji ] 15px height

kandji ] 15px height

Unacceptable logo usages

THE WORDMARK

Do not color, rotate, stretch, skew or otherwise alter the Kandji logo. Always make sure that you are using the latest version of the logo and always make sure that it is legible.



✘ Logo only appears in black and white



✘ Do not resize logo elements



✘ Do not alter any part of the logo



✘ Do not use logo on backgrounds that make it illegible



✘ Allow ample contrast between the background and logo for legibility



✘ Do not add a drop shadow to the logo



✘ Do not add a stroke to the logo



✘ Do not stretch the logo and always resize it proportionally



✘ Do not rotate the logo

Typography

NEUE MONTREAL

We have chosen Neue Montreal as our brand font for its sophistication, clean lines and excellent legibility. The only exception is any Google Suite applications where custom fonts are disabled. In those instances Helvetica is an acceptable alternative.

Aa

Neue Montreal

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz**

Thin

Light

Book

Regular

Medium

SemiBold

Bold

Applications



kandji 

The Apple Device Management & Security Platform



For any additional questions, please reach out to brand@kandji.io

Thank you!