

README: Maintaining Brand Consistency

This document provides guidelines to ensure the consistent application of the Kagi brand across all platforms and materials.

Maintaining Brand Consistency

Use Approved Assets Only

Always use the official Kagi logo, symbol, and brand assets provided in the brand kit.

Do not alter, distort, or modify the logo, symbol, or any other brand elements.

Color Palette

Use the official Kagi color palette as specified in the brand guide.

Typography

Use the approved Kagi typefaces for all communications to maintain a consistent look and feel.

Mascot Doggo Usage

The Kagi mascot, Doggo, is an essential part of the brand's personality.

- Ensure Doggo is always displayed in high resolution and in its approved poses or illustrations.
- Do not alter Doggo's appearance, colors, or expressions without approval.
- Do not modify or distort the illustrations, and always use them in their original form unless otherwise approved.

Integration with Other Elements

When using Doggo or illustrations alongside the Kagi logo or symbol, ensure all elements are balanced and maintain proper spacing. Avoid overcrowding designs with too many elements, and prioritize clarity and simplicity.

Using Kagi Comics

When using Kagi Comics, please adhere to the following guidelines:

- **Credit the Artist**

- Always credit the artist, **Chaz Hutton**, in a visible and appropriate manner. Example: "Artwork by Chaz Hutton."

- **Logo Visibility**

- Ensure the **Kagi logo remains visible** and unobstructed when integrating Kagi Comics into any design or communication.

Respect the Artwork

Do not modify or alter the Kagi Comics artwork without prior approval.

Maintain the original style and intent of the comic to preserve its integrity.

By following these guidelines, you help strengthen the Kagi brand and ensure its consistent representation across all platforms.

Thank you for your cooperation!

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