



# kagi

Small Brand Guide

# Logo variants

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Discover our collection of logo variants, each crafted to maintain brand integrity across our channels and products.



## Main Logo Construction

The main logotype is the primary visual representation of the Kagi brand. Ensure minimum required clear space of 24px

A white rounded rectangle with a thin grey border. The word "kagi" is centered in a bold, black, sans-serif font.

**kagi**

Positive

A dark navy rounded rectangle. The word "kagi" is centered in a bold, white, sans-serif font.

**kagi**

Negative

A bright orange rounded rectangle. The word "kagi" is centered in a bold, dark navy, sans-serif font.

**kagi**

Color

## Main Symbol



The main **Kagi symbol** is a graphic element that visually represents the brand in a simple and recognizable way. It is used in situations where there is limited space or when the full main logotype cannot be applied. It serves as a visual shorthand for the **Kagi brand** and, when applied on a **yellow background**, is closely associated with the **Kagi brand** and its main product, **Kagi Search**.

## Product Application



Kagi Assistant



Kagi Translate

## Discord Community



The symbol is designed to maintain brand recognition and is often used for icons, app buttons, social media avatars, or other compact applications

# Brand colors

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## Main colors:

Graphite  
#18181A

Kagi White  
#FFFFFF

Kagi Yellow  
#FFB319

Kagi Purple  
#4739AC

## Supporting colors:

Kagi Green  
#74BD44

Kagi Blue  
#78E7FF

# Typography

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ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

stuvwxyz0123456789.,? !@#\$%^&\*()\_ -+= " |

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

stuvwxyz0123456789.,? !@#\$%^&\*()\_ -+= " |

Aa

Aa

**Lufga:** Our main brand font, used for headings and titles to create a distinctive, impactful look that captures the essence of our identity.

**Arial/Helvetica:** Our supportive typefaces, used for body copy and supplementary text to ensure clarity, readability, and a modern, balanced aesthetic.

# Doggo illustrations

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Enjoy our playful doggo illustrations, which add a warm, engaging, and friendly touch to your creative projects while staying true to our brand personality.

