KROCK.

BRAND GUIDELINES

Contents

LOGO

KROCK.

Logo

The Krock logo is available in two forms: full and short.

The full logo is the primary version and should be used in most situations.

KROCK.

K.

Clear space

The logos require space around them to maintain clarity and impact.

This space prevents other graphic elements from interfering with the logo's integrity.

he clear space around the horizontal logo should be equivalent to 50% of the height of the letter "K."

Similarly, the clear space around the short version should also be equivalent to 50% of the height of the letter "K."


50%   100%

KROCK.

50%   100%

K.
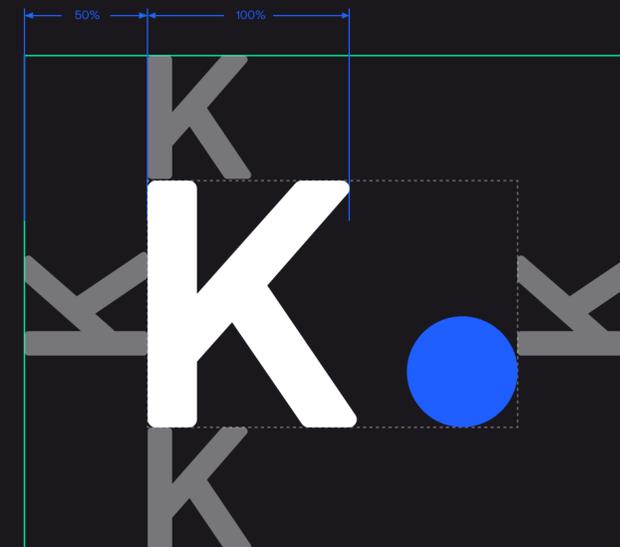
Color and Logo

To ensure brand consistency across all touchpoints, the logo can be used in the following color combinations.

Black and White Logo

If the full-color logo cannot be used or for decorative purposes, the logo is available in black and white.

KROCK.   KROCK.

Incorect Use

KROCK.

Don't use outside brand colors.

KROCK.

Don't strech or manipulate the logo

KROCK.

Don't outline the logo

KROCK.

Don't resize or move the dot.

KROCK.

Don't type out "krock" in other fonts

KROCK.

Don't crop logo from the photo

COLORS

Brand Colors

Backgroung colors
Dark shades are primarily used for backgrounds.

HEX #1A171C

RGB 26 23 28

CMYK 7 18 0 89

HEX #333338

RGB 51 51 56

CMYK 9 9 0 78

HEX #45454A

RGB 69 69 74

CMYK 7 7 0 71

Basic Colors for Krock's Branded Graphics

HEX #1F5EFF

RGB 31 94 255

CMYK 88 63 0 0

#FFCF01

255 207 1

0 17 99 0

116 C

#FF8135

255 129 53

0 61 86 0

165 C

#FFCF01

255 207 1

0 17 99 0

116 C

Main Gradients
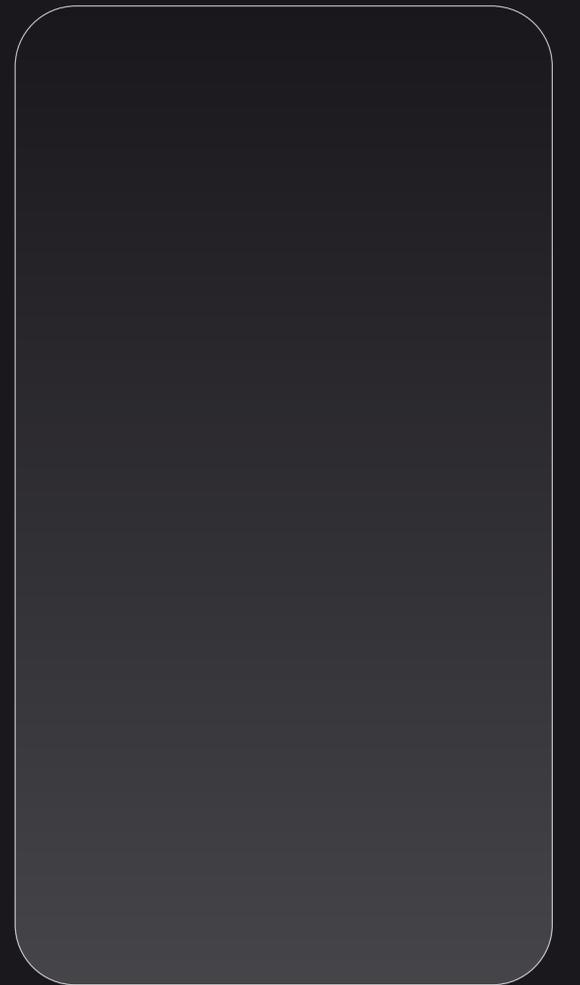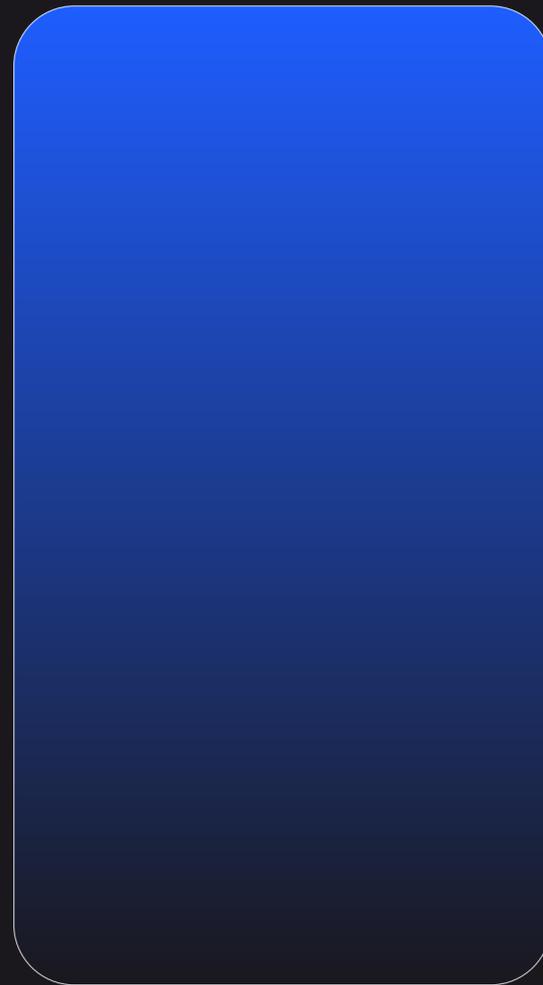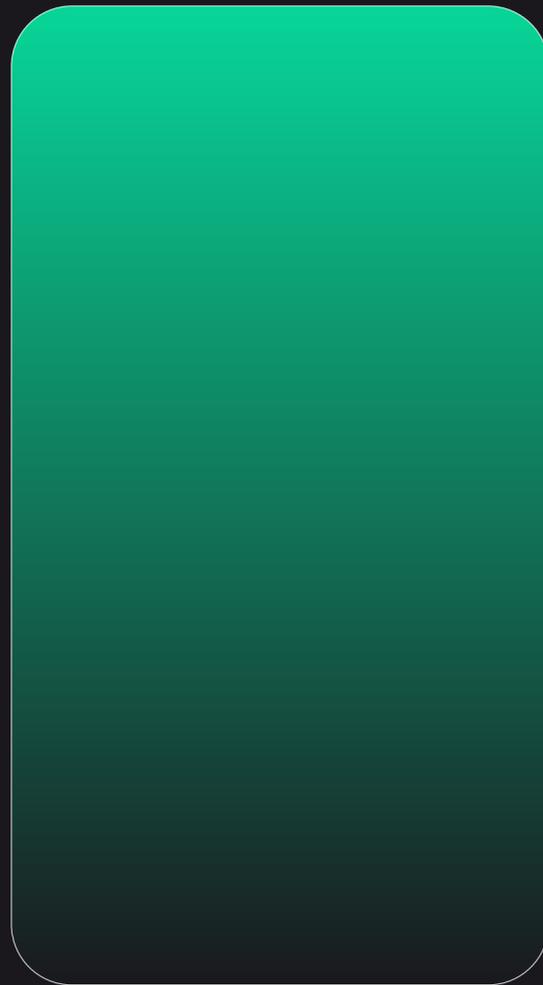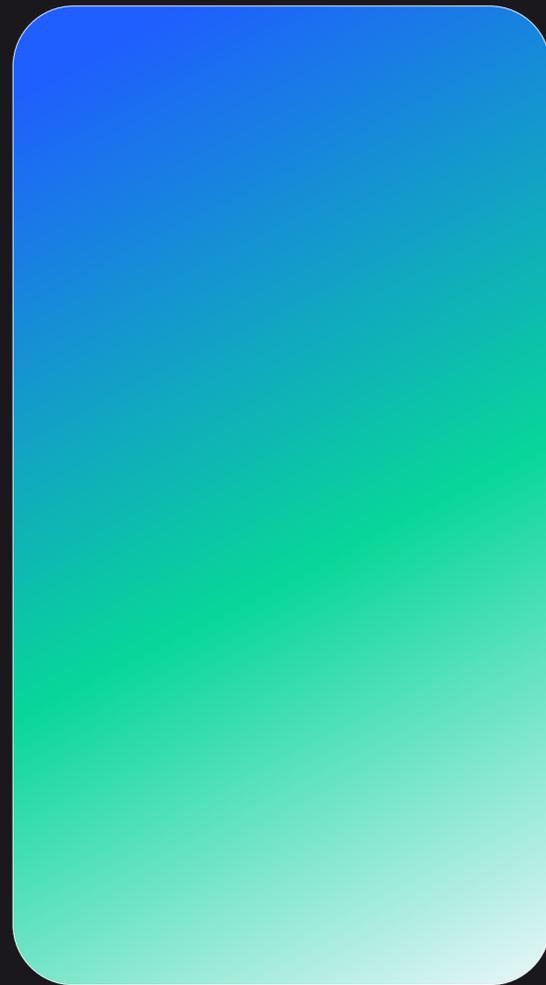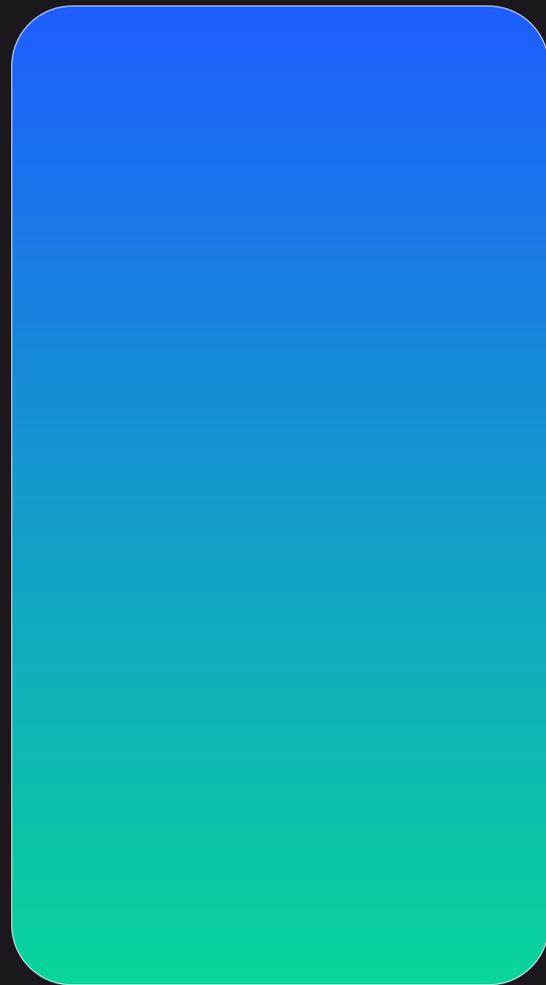
TYPOGRAPHY

Main Font

Aa
Regular

Aa
Bold

Work Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Font

Aa Light

Aa Regular

Aa Semibold

Public Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BRAND
ELEMENTS

Frames

Frames are an integral part of Krock's brand identity. They can be used in interface design, social media, advertisements, and more.

Dots

Dots are also a key element of Krock's brand identity. They can be utilized in interface design, social media, advertisements, and more.

→ **Stella K.**

Bong Joon-ho's direction and the stellar cast deliver a gripping story about class disparity, making it a must-watch film.

→ **Natalie B.**

it combines a gripping story, remarkable performances, and profound themes about love and survival, making it a standout film.

→ **Jayson D.**

Bong Joon-ho's direction and the stellar cast deliver a gripping story about class disparity, making it a must-watch film.

→ **Christipher N.**

Direction, combined with stunning visuals and a stellar cast, creates an unforgettable cinematic experience.
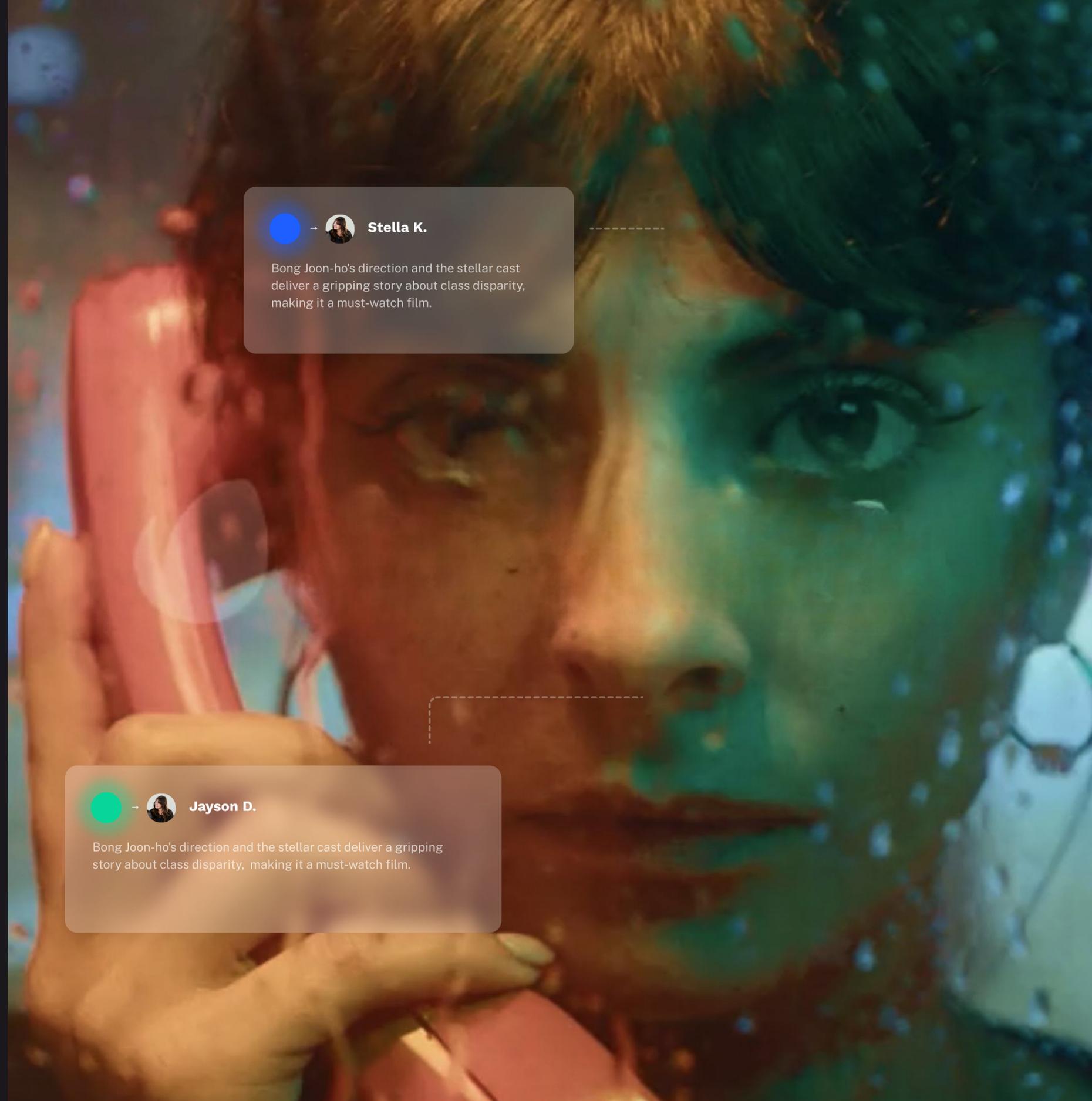
Textures

Krock's backgrounds can feature film or lens-style textures. Here are some examples:
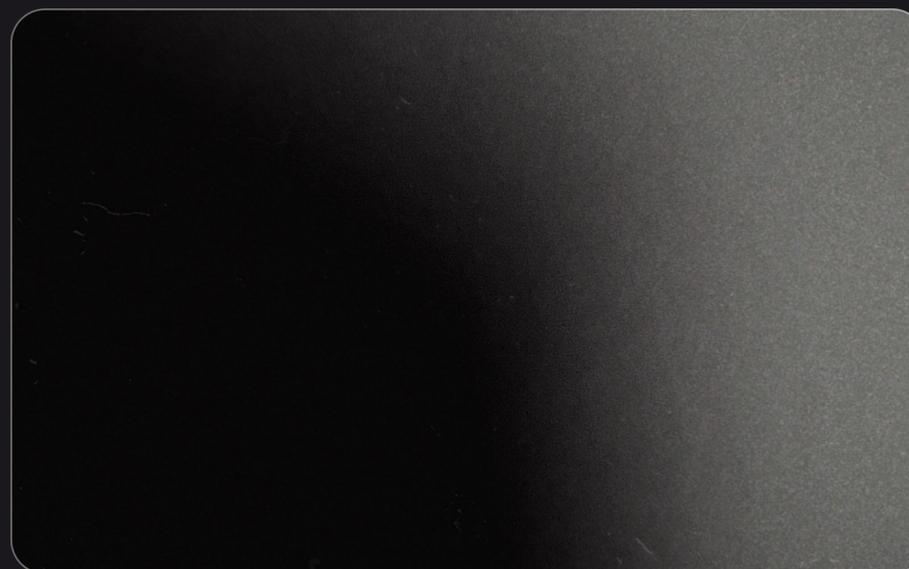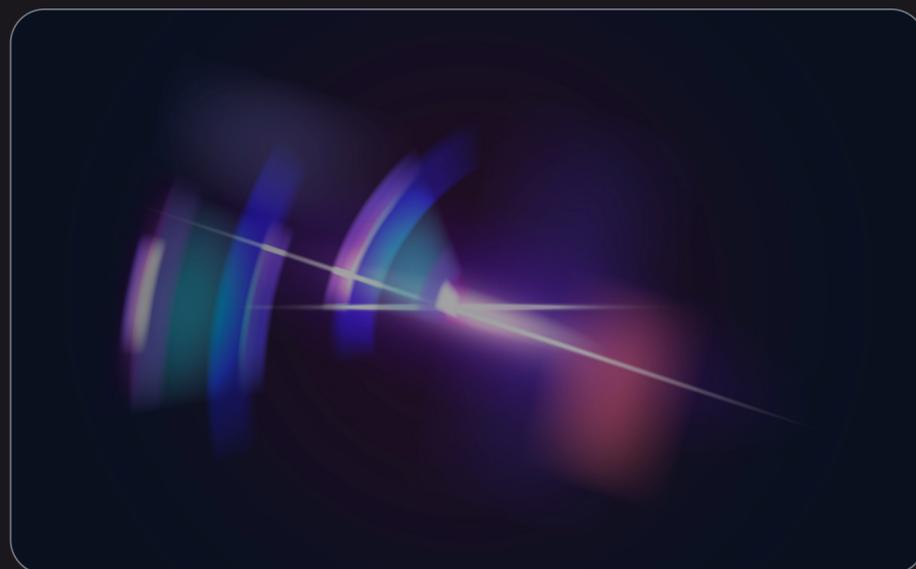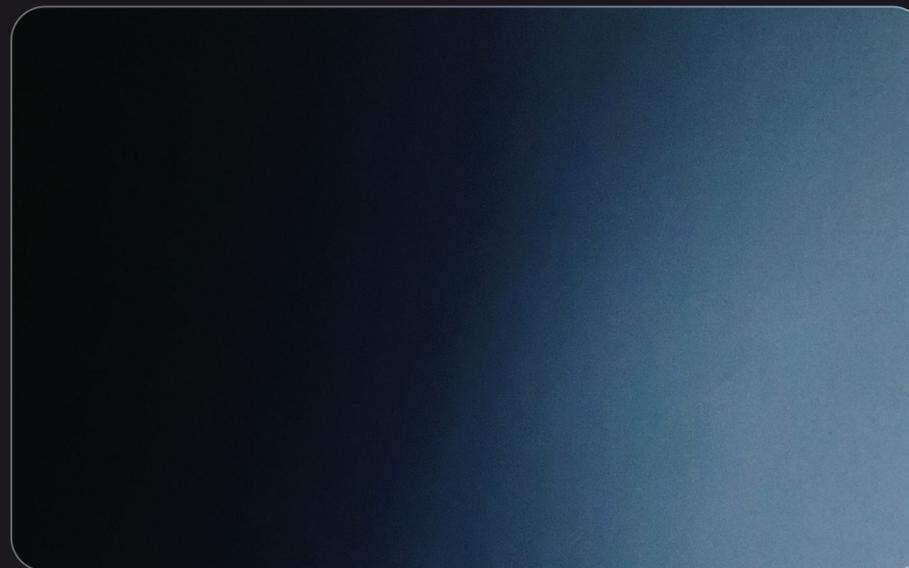
Photos

Krock's photography style is modern, dynamic, and cinematic. Here are some examples:

SOCIAL MEDIA

Social Media

Krock's brand identity must be represent in every social media.

For avatar we use our short version of logo.

All templates you can find here

9:41

instagram_krock 🔴7

1,487
Posts

898
Followers

1,310
Following

KROCK
Keeps project energy high

krock.io

| Follow | Message | Email | ⌄ |

KEEPS PROJECT ENERGY HIGH

TOP 10
TOOLS FOR VIDEOMAKERS

KROCK.
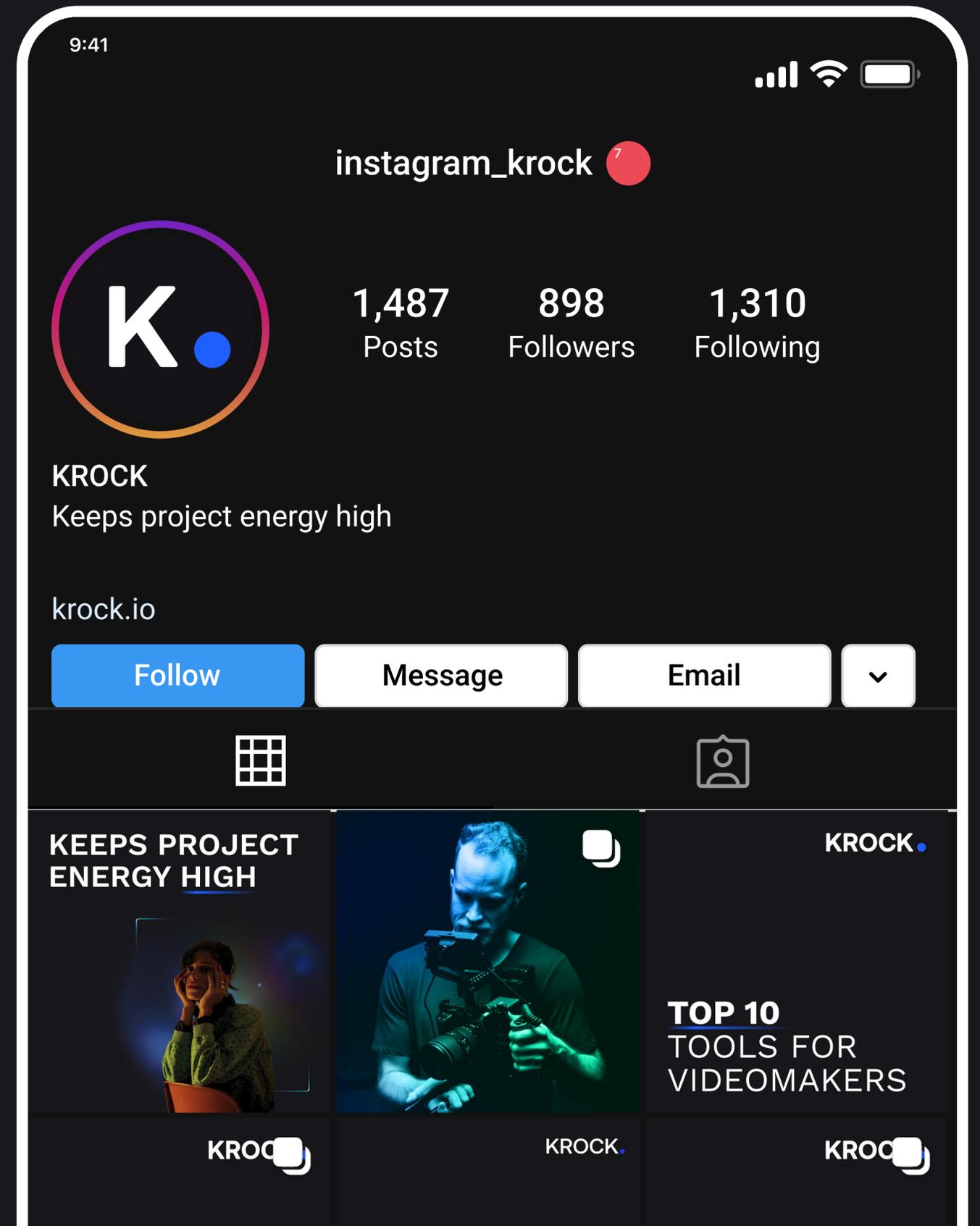
KROC

KROCK.

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Social Media

For social media we use big bold headlines, the size depends from social media and length of sentence, but overall headline must be no more then 3 lines.

Dont put text on grey grid.

KROCK.

TOP 10
TOOLS FOR
VIDEOMAKERS

**KEEPS PROJECT
ENERGY HIGH**