Brand
Guidelines

This document communicates the brand identity of KashmEasy . If you opt to use trademarks, logos,designs ,and/or other brand features, keep it according to the brand guidelines.
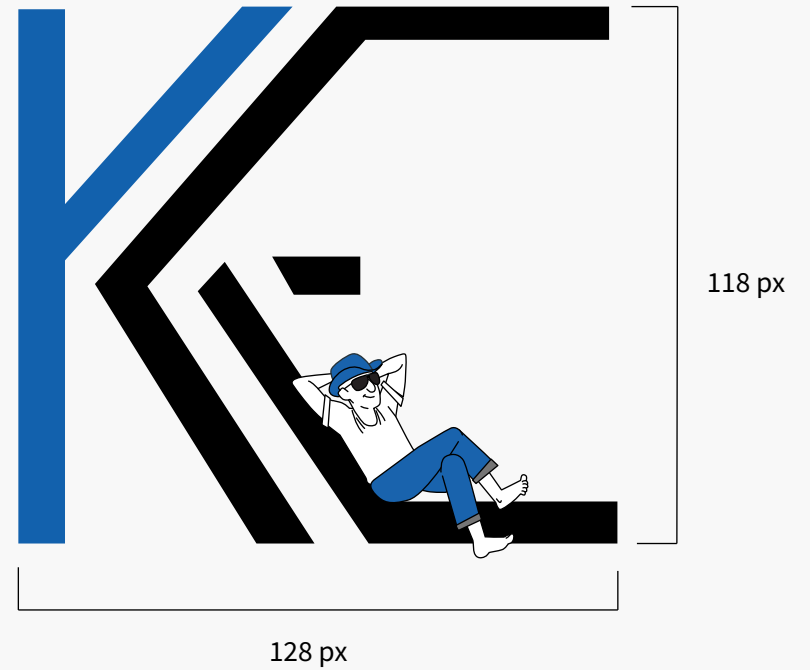
Logo

The KashmEasy Logo

"K & E intertwined elegantly in our logo symbolize our dedication to simplifying lives in Kashmir through innovative software solutions. With an avatar leisurely resting on the lower line of 'E' ,we aim to bring ease and comfort to the people of Kashmir through our technology."
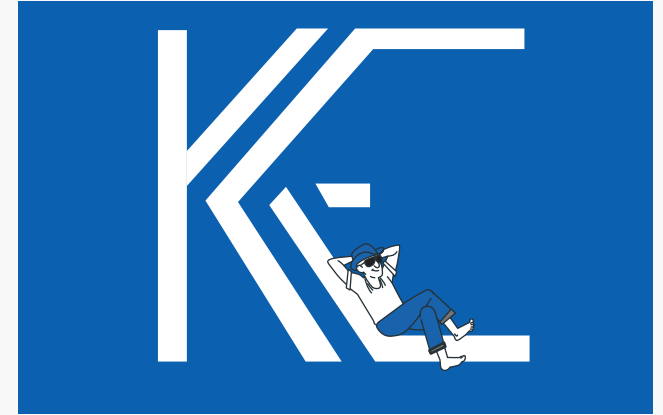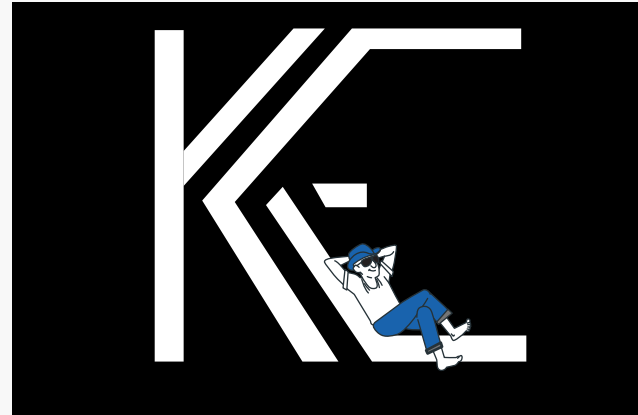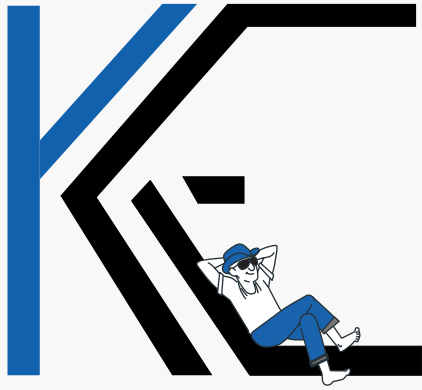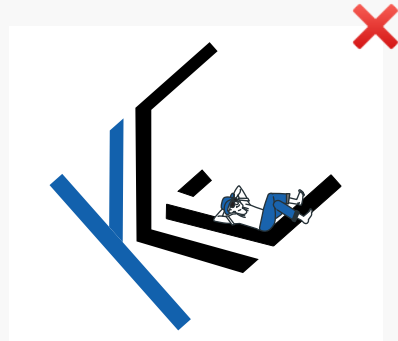
Logo Consutruction

118 px

128 px

Minimum Size

The KashmEasy logo should never be smaller than 128px in width and 118px in height or 28mm in print.
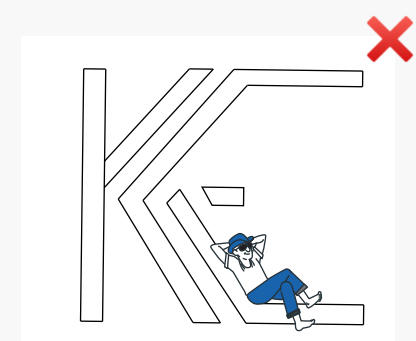
Reversed &
Single Color

Do not stretch the logo.
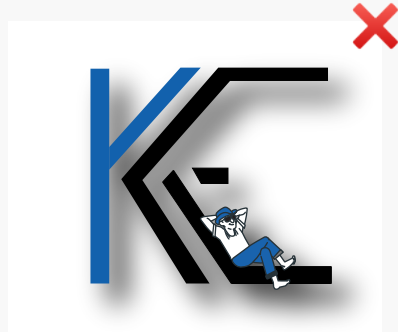

Do not rotate the logo.
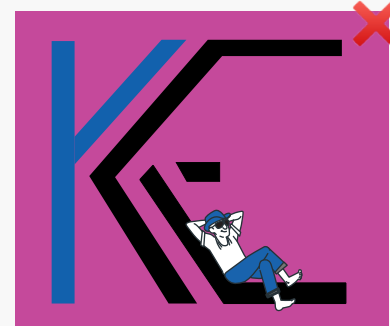

Do not use gradient.

Do not outline the logo.

Do not use with busy background

Do not use drop shadow.

Do not change the order of the lockup

Dont's

It is important that the appearance of the logo remains consistent . The logo should not be misinterpreted , modified ,or added to . No attempt should be made to alter the logo in any way. It's orientation , color and composition should remain as indicated in this document - there are no exceptions.

Secondary
Lockup
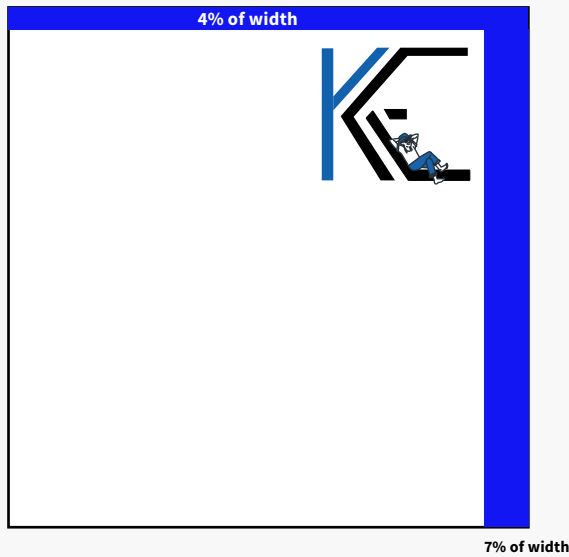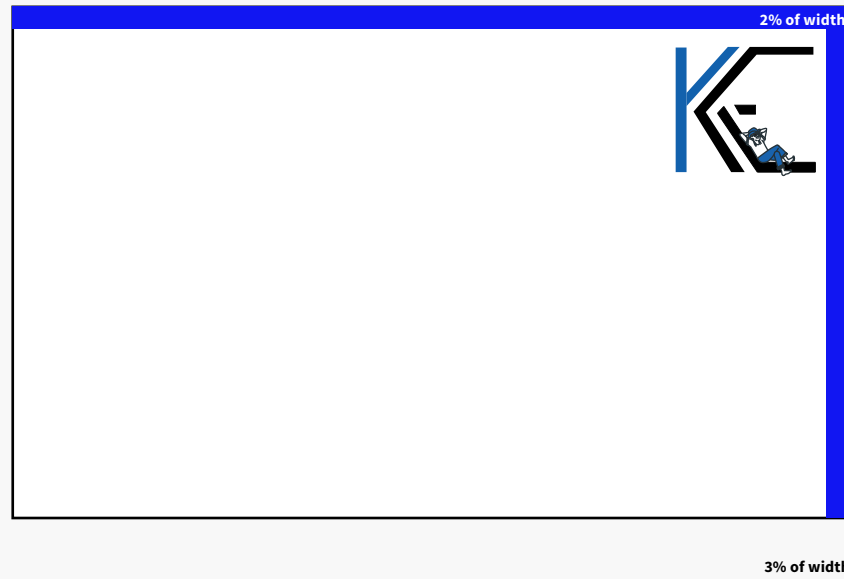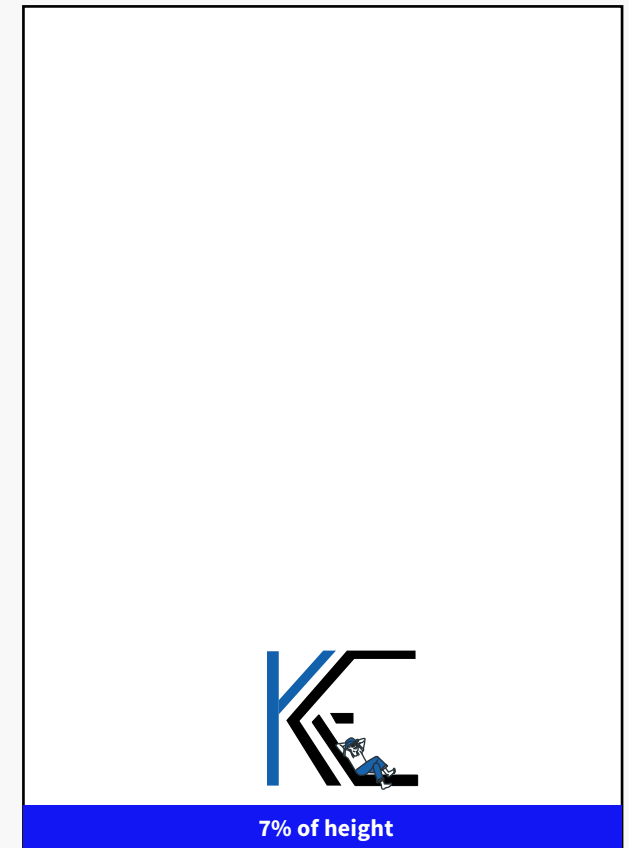
~ Alternative Version of logo.

Placement

1:1   Instagram,facebook

4% of width

7% of width

16:9   Instagram,facebook, YouTube

2% of width

3% of width

9:1 Instagram,Snapchat stories.

7% of height
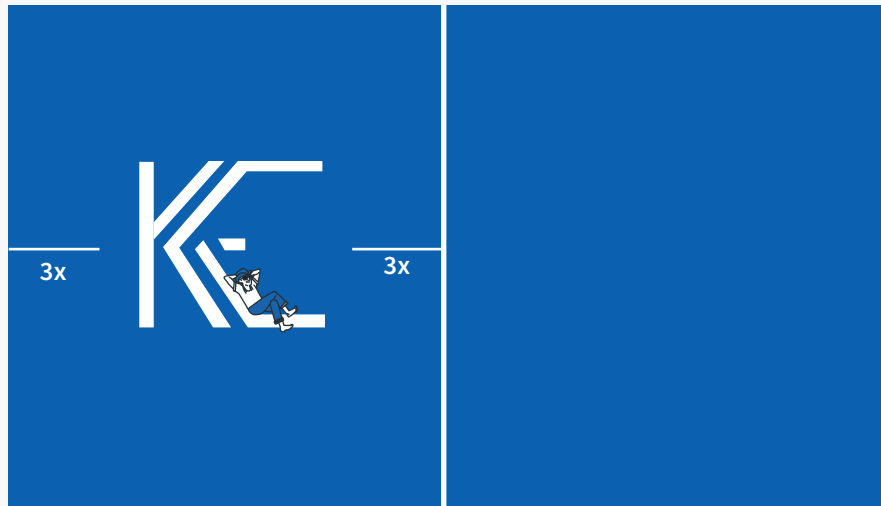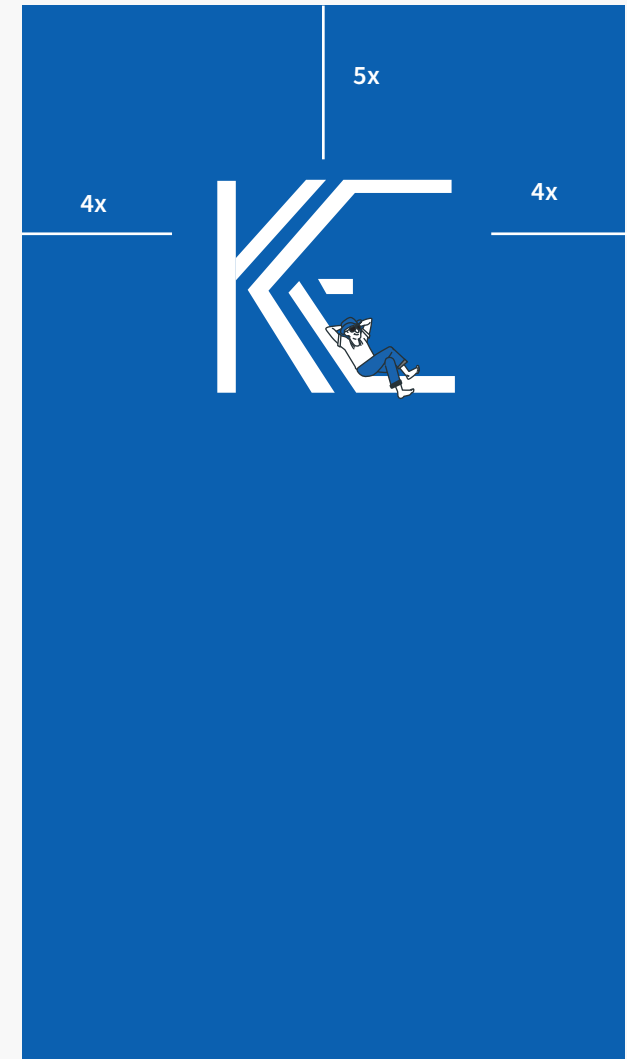
Social Media
Placement

Landscape

50% of hoarding   50% of hoarding

Potrait

Generic Hoardings
Placement

In Landscape: divide the board in 2 halves and place the logo in the center of one half, keep atleast 3x spacing.

In Potrait: put logo in center of board while keeping atleast 5X of spacing from top and 4X spacing from the left and right

Typeface

Rubik

Our Main Type Face is Rubik paired with *Kuahsan Script*

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				

0 1 2 3 4 5 6 7 8

Light

Regular

Medium

Semibold

Bold

ExtraBold

Black

IBM plex sans

Our Secondary Type Face is IBM plex sans paired with Arimo.

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				

0 1 2 3 4 5 6 7 8

Color

The Black

rgba(0,0,0)

#000000
cmyk(0,0,0,100)

The Kash Blue

rgba(11,96,176)

#0b60b0
cmyk(92,65.53,0,0)

Measy Grey

rgba(248,248,248)

#f8f8
cmyk(0,0,0,3)

Just white

rgba(255,255,255)
#ffffff
cmyk(0,0,0,0)

Tagline

We Bring *What You Think*

Channel log

Brand Guidelines v1.0- 10-02-2024

First Version of branding guidelines.