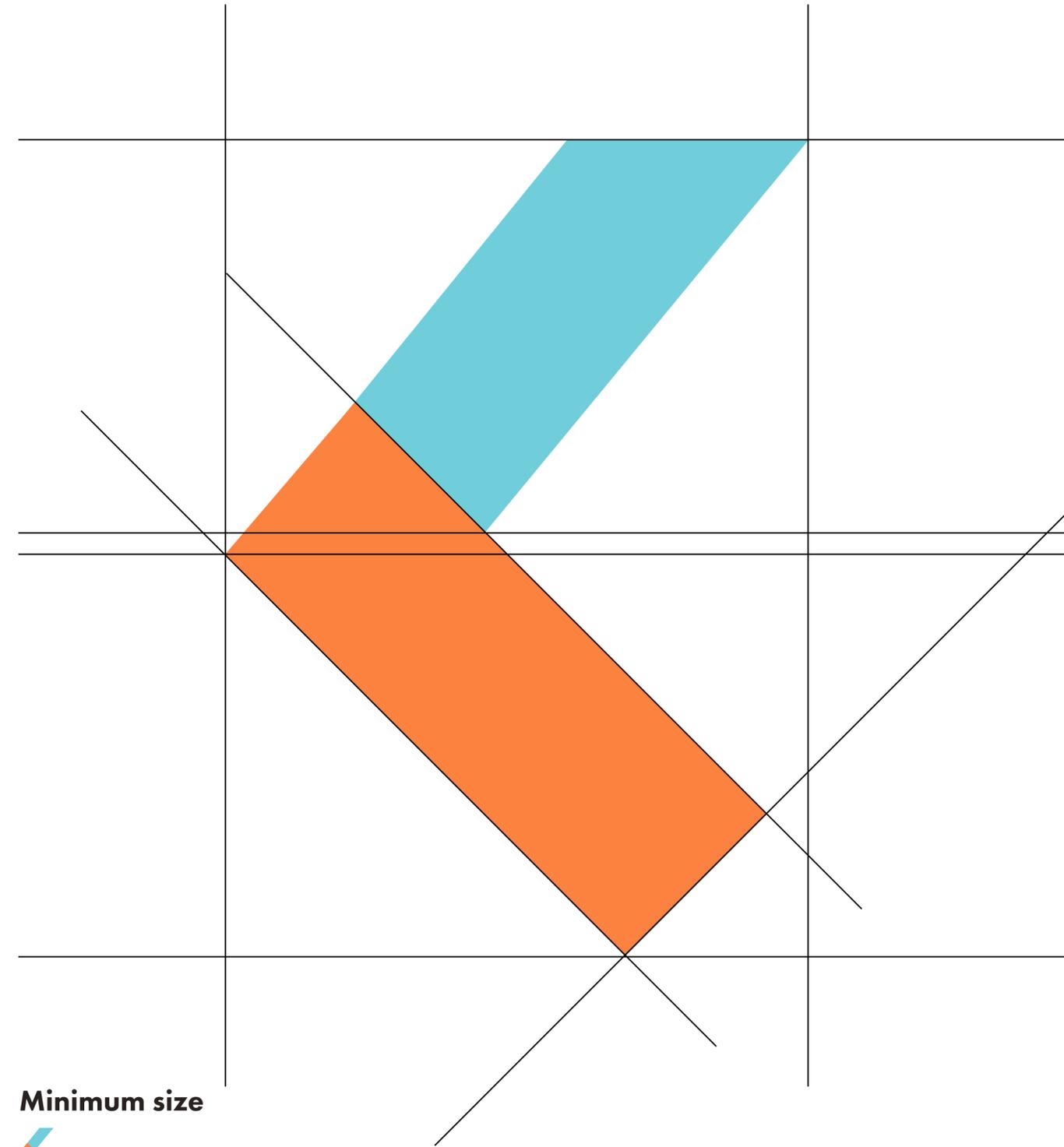# KAYAKLAND

Brand Guidelines

Complete Visual Identity
Overview

Logo mark

The logo mark should only be used in its original colors (see "Colors" section for more info) or, when used over certain backgrounds or photography, in its grayscale form (see "Grayscale" section for more info).

When using the logo mark within mockups, shadows and reflections should be used to suggest the logo mark is housed in that environment.

The mark should never be used in a single color.

Minimum size

Digital: 25px

Logotype

The Kayak Land wordmark is fixed artwork. It may not be altered or recreated in any way. The wordmark is the primary element of our company identity. Because it spells out the name of our company, we use it in situations that require the brand to show up in an official capacity or to initally establish brand identity.

KAYAKLAND

Mark+type

The Kayak Land wordmark should always be surrounded by a minimum area of space.
A margin of clear space equivalent to the height of the "K" is drawn around the logo to create the invisible boundary of the area of isolation.

The spacing between the Kayak Land mark and the Kayak Land typography is equivalent to the width of the letter "D".

Minimum size

Digital: 150px

Typography

The **Futura PT** type family is the official Kayak Land typeface, while the **Georgia** type family is the secondary typeface.

Style:
Manipulating the font in any way is prohibited. Stretching, condensing, outlining and drop shadow must never be used.

Alignment:
Type should be set flush left for most uses, but flush right and justified type are also allowed.

Color:
Headline type should be set in Burnt Orange (see "Colors" section for more information). In some instances, it can also be set in white or black.

Futura PT - Heavy
Used for headings and Call To Action buttons.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*(,.:"?)

Georgia - Regular/Bold/Italic
Used for body text.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&*(,.:"?)

Colors

Color is a powerful means of identification. Consistent use of our primary colors will help build visibility and recognition for the Kayak Land brand and will set us apart from our competitors.

The primary colors consist of **Burnt Orange** and **Spray Blue**, these can be used interchangeably, although **Burnt Orange** should be used as the primary headline and call to action color whenever possible.

Spray Blue #70CDDA	R - 112 G - 205 B - 218	L - 77,053 a - -26,708 b - -15,992	C - 54% M - 0% Y - 15% K - 0%

Burnt Orange #FD823E	R - 253 G - 130 B - 62	L - 68,13 a - 43,984 b - 56,56	C - 0% M - 61% Y - 82% K - 0%

Proper Brand
Application

Logo use

When using the entire Kayak Land mark and typeface combination, avoid any stretching, deformation or changes to color layouts. Furthermore, the Kayak Land typeface should never be used on its own without the accompanying mark. On the other hand, if it should prove to be a better fit, the Kayak Land mark can be used on its own.

‹ KAYAKLAND ✓

KAYAKLAND ✗

**‹ KAYAKLAND** ✗

‹ KAYAKLAND ✗

‹ KAYAKLAND ✗

Mark use

The logo mark should be respected at all times, in all places. Please do not stretch, condense, augment or distort its form. Always use logo in its vertical form, do not rotate or change to accomodate image.

Do not apply any drop shadow, bevel, glow or similar effects to the mark at any time.

Finally, do not alter the opacity or use a gradient color scheme; always utilize the primary flat colors.
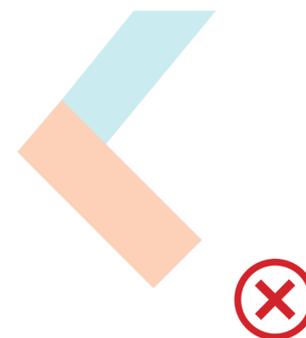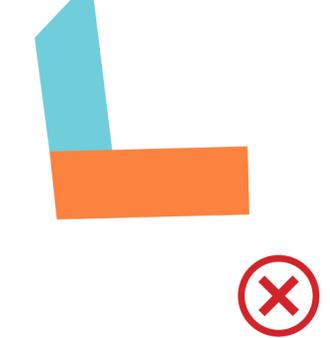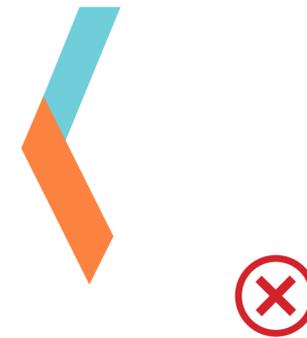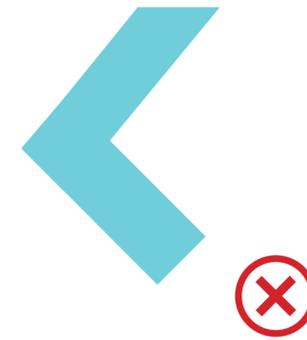
Grayscale use

In some situations, grayscale colors may be used. These colors allow us to create variation in accents and elements used in branding. These colors should be used for copy text primarily.

This color palette can also be used as an alternative to the original colors of the Kayak Land logo as defined in the example provided.

Silver #BCBCBC	R - 56 G - 56 B - 56	L - 76 a - -1 b - 0	C - 27% M - 21% Y - 22% K - 0%

Charcoal #4D4D4D	R - 77 G - 77 B - 77	L - 30 a - 0 b - 0	C - 70% M - 70% Y - 70% K - 70%

Website design
and standards

Typography

When designing for responsive screen sizes, it's important to utilize variable font sizes. Therefore, these sizes should be taken as optimal starting guidelines for display elements, but in the event of unwated line breaks in limited space, these can be altered (within reason).

h1 Headings - 40px

h2 Headings - 30px

p Paragraphs - 15px

Call To Action

The primary call to action buttons on webpages should utilize the following styles.

In some circumstances, the CTA buttons can be streched horizontally to fit 100% of a parent element, although no wider than **450px**.

Hoverable desktop elements should have a slight animation wherein the buttons are moved upwards by **10px**. These animations should not appear on mobile views, due to accesibility issues.

Static

Learn More

Add to Cart

Hover

Learn More

Add to Cart
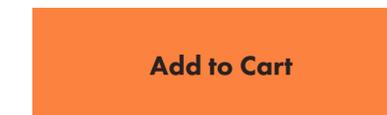
General CTA

Shopping CTA

Typeface: **Futura (Heavy)**
Font size: **16px**
Padding: **20px 20px 20px 20px**
Recommended width: **200px**
Colors: **Burnt Orange, Charcoal**

Product Photography

Product images utilized on the Kayak Land website should abide by the following style schemes.

Highlighting individual products for digital and print materials can be done with white backgrounds or utilizing Burnt Orange or Spray Blue background colors.

If the products are to be shown within locations and various situations, it is important to highlight identifiable details or display the product in its entirety when possible.

Never present products on flat colors other than the official brand colors, nor with low contrast between product and background.