



KAIROS
VENTURES

Style Guide

Kairos Logo

Stacked Version



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Horizontal Version



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Kairos Logo Alternate Versions

Wreath without text



Single line logo text, KV omitted



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Logo text only

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Wreath only – Used as background element



Color



Kairos Blue

Web Hex: 137cc0

RGB: 19 / 124 / 192

For print use, Kairos Blue is
a custom mix color:

Ink Systems
SM Blue SFB-38343



Typefaces

Logo Typeface: Roman SD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Secondary Typeface: Sansation Regular & Bold – Letterhead, business cards, newsletter headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789.,?!

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789.,?!

Typeface: Sabon Roman & Bold – Invitations, newsletter

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789.,?!

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789.,?!

Typeface: Myriad Pro – Newsletter

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789.,?!



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