

Logos



Primary logo

For light backgrounds.

k16-logo-navy.svg | k16-logo-navy.png



Reversed logo

For dark backgrounds.

k16-logo-white.svg | k16-logo-white.png

Usage rules

- Maintain clear space around the logo equal to the height of the K16 wordmark.
- Do not recolor, outline, stretch, rotate, or add drop shadows to the logo.
- Use the reversed (white) logo only on dark backgrounds with sufficient contrast.
- Minimum reproduction width: 120 px on screen, 1 inch (25 mm) in print.

Brand colors

Navy is the primary brand color. Yellow is reserved for accents and calls to action. K16 Blue is used for links and interactive elements.



K16 Navy (Primary)

HEX #0A1E42
RGB 10 30 66
CMYK 85 54 0 74



K16 Yellow (Accent)

HEX #F7C948
RGB 247 201 72
CMYK 0 19 71 3



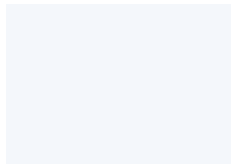
Light Blue (Supporting)

HEX #2EA3F2
RGB 46 163 242
CMYK 81 33 0 5



K16 Blue (Interactive)

HEX #0072BC
RGB 0 114 188
CMYK 100 39 0 26



Mist (Background)

HEX #F4F7FB
RGB 244 247 251
CMYK 3 2 0 2

Typography

Montserrat is the K16 typeface for headings. Roboto is used for body text across documents, emails, and presentations.

AaBbCcDdEeFfGg 0123456789

Montserrat SemiBold — headings

AaBbCcDdEeFfGgHhIiJj 0123456789

Roboto Regular — body text

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