



CD-Manual, 1-Pager

VERSION OCTOBER 2026

LOGO

Owl and word mark

The **lockup** (owl and word mark) is the standard form. Use the **figurative mark** (the owl) for profile pictures, favicons and small areas when the name already appears nearby. Use the **word mark** only as an exception, for example in very flat formats or when the owl sits directly next to it.



Orange on white (standard)



White on orange



White on dark, photos



Black: one-colour print only

SPACE

Clear space and minimum size



Clear space = 1 X, where X is the width of the "I" in the word mark. Keep this space free on all sides: no text, edges or other logos. The same applies to the figurative mark.

	Print	Screen
Lockup	25 mm wide	120 px wide
Figurative	8 mm high	24 px high

COLOR



KAEMI-Orange

RGB	234 108 18	HEX	#EA6C12
CMYK	0 / 69 / 98 / 0	HKS	8

FONT

The house font for all digital and print applications is **Lato** (Regular and Bold).
fonts.google.com/specimen/Lato



PLEASE DON'T

- ✗ Distort the logo
- ✗ Rotate it
- ✗ Change its colors
- ✗ Add shadows or effects
- ✗ Rearrange owl and type
- ✗ Place it on low-contrast backgrounds

Please always write **KAEMI** in capital letters in texts, portals and similar (**Kaemi** is not correct).

Logo kit: SVG for web, presentations and agencies • PNG for Office, e-mail signatures and social media • profile pictures • favicons • print PDFs in CMYK or 100 % K.

Download: www.kaemi.website/corporate-design

Questions, or missing marketing or info material? Please contact us at media@kaemi.io

