

The Kent identity.



Night, white and highlight blue form the primary scheme. Burgundy supports it.

The primary logo.



kent

Use the open spiral K on its own or with the Kent wordmark. Every instance uses the same vector geometry.

A complete logo family.

kent

The wordmark and stacked lockup support the primary horizontal signature. Keep each supplied lockup intact.



kent

Parentheses remain part of Kent.

(kent) **(k)**

The parenthesis wordmark and K are supporting variants for editorial covers, stationery and compact signatures. They do not replace the primary @-style K.

Leave room around the mark.



Keep clear space of one quarter of the symbol height on every side. Use the supplied lockup spacing. Minimum symbol size: 32 px.
Minimum horizontal lockup: 144 px.

At favicon sizes, use the supplied icon files. Do not simplify or redraw the K.

The primary palette stays primary.

Night

#060C18

White

#FFFFFF

Highlight blue

#B2D2FF



Burgundy #70263D is supplementary. Keep it subordinate to the primary palette.

Match the colour to the surface.



On Night: highlight blue or white.



On white: Night. Burgundy is an optional supporting accent.

Type that is meant to be read.

Inter Tight

Regular 400 / copy

Medium 500 / titles

Semibold 600 / labels

Body 18 to 20 px. Labels and buttons at least 16 px. Necessary captions at least 14 px. Reflow the layout before shrinking text.

The logo retains the existing Figtree lettering as outlines.

Soft edges and translucent fills.

White / 8%

Blue / 12%

White / 16%

Use transparent fills with fully opaque type and identifying logos. Keep borders quiet. No blur, liquid highlights, distortion or glass effects.

Soft edges, consistent spacing.

Panel corners / 20 px

Control / 14 px

Use a 4 px spacing grid. Panel padding is 24 to 32 px. Controls are at least 48 px high. Keep repeated objects aligned.

Use 240 ms for state changes and 400 ms for entrances. Respect reduced-motion preferences.

Keep the logo consistent.



Use the vector masters. Scale uniformly. Keep the loop, letter, stroke, spacing and proportions together. Never type a replacement or generate a new version of the mark.

The identifying logo stays solid. An enlarged symbol crop may appear at low opacity as decoration, using the same unaltered geometry.

Finished applications.



The kit includes SVG, PDF, EPS and transparent PNG logos, app icons, social artwork, letterheads, a brand card, a presentation, font files and colour tokens.