

The Kent identity.



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

A complete logo family.



Primary lockup



Open spiral K



Parenthesis wordmark



Parenthesis K

Primary colours, with one supporting accent.

Night

#060C18

White

#FFFFFF

Highlight blue

#B2D2FF



Burgundy #70263D is supplementary.

Typography for every format.

Inter Tight

Regular 400 for copy

Medium 500 for titles

Semibold 600 for labels

Body copy: 18 px or larger.

Labels: 16 px or larger.

Captions: 14 px or larger.

Soft edges and translucent fills.

White / 8%

Keep text and logos
fully opaque.

Blue / 12%

Keep text and logos
fully opaque.

White / 16%

Keep text and logos
fully opaque.

Soft corners. Transparent fills. No blur, glass highlights or distortion.

Consistent logo geometry.



Use the supplied masters for every placement. Keep the K, loop, spacing and proportions intact.

kentwealth.io