

kiss  
myketo

## Brand Guidelines

2021

v1.0

# Why this document exists

These guidelines are meant to articulate the Kiss My Keto brand by demonstrating its elements and their use. They are essential to anyone creating any type of branded Kiss My Keto application such as marketing, advertising and web design.

The proper use of Kiss My Keto visual elements helps elevate our brand's purpose:

**Raising the world's expectations on how easy, fun and tasty the keto lifestyle can be.**

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## 1.0 Our Identity

Two good friends who were both affected by cancer in their families got curious about the health benefits of the keto diet. Wanting to restrict sugar and carb intake to prevent / fight the disease, they soon realized that there were no products aiming to this specific market, which made keto hard to do.

They then had the idea, out of their own necessity, of spreading the word and making it easier for people like them to give the keto / low carb lifestyle a try, learning the benefits for themselves. Since then, their company is dedicated to making the Keto / Low Carb / Low Sugar lifestyle accessible and enjoyable, by offering products that are clean, functional, tasty and affordable.

In addition, in an effort to empower their customers, Kiss My Keto is passionate about providing information and education for free.

Our brand is approachable, trustworthy, empowering, creative, and premium. Our logo reflects these characteristics through its clean lines and simplicity, that catches the consumers eye in an uncomplicated way, and effectively communicates what we are about.

The logo for Kiss My Keto is displayed in a vibrant red color. It features the words "kiss" and "my" stacked vertically on the left, and "keto" to their right. The "k" in "keto" is significantly larger and overlaps with the "y" in "my". The font is a clean, rounded, sans-serif typeface.

# 2.0 Logo

How our mark was developed  
and how to use it.

## 2.1 Logos

Our brand is approachable, trustworthy, empowering, creative, and premium. Our logo reflects these characteristics through its clean lines and simplicity, that catches the consumers eye in an uncomplicated way, and effectively communicates what we are about.



kiss  
my keto

Primary logo



kiss  
my  
keto

Secondary logo

## 2.2 Logo clear space

Clear space helps maintain the integrity and prominence of logos. The Kiss My Keto logo should always be surrounded by a clear space equal to the height of “o” in “keto”. Make sure to keep any design elements outside of the logo’s prescribed clear space. Simple backgrounds and colors are exceptions to this rule.



All Kiss My Keto logo assets have been built with the correct amount of clear space. Always use approved logo files to ensure the integrity of the logo.

## 2.3 Logo assets

The Kiss My Keto logo is available in the following colors and file formats. Whenever possible, the Kiss My Keto's Subtle Black logo should be used.



**HorizontalRed: H\_Red**

Only use this version when the Negative isn't possible.



**HorizontalNegative: H\_Negative**

\*This version should be used for web and print whenever possible.



**HorizontalWhite: H\_White**

\*This is the application for packaging. The background color vary, and the logo is applied in white.

## 2.4 Do nots

**DO NOT** use the incorrect logo color for the background.

Ensure appropriate contrast with the background the logo sits on.



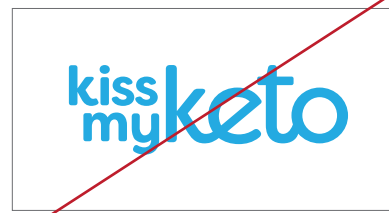
**DO NOT** lock up the logo with text.

The logo should not be locked with other text, department names or taglines.



**DO NOT** use an incorrect color or gradient.

The logo should only appear in KMK's Orange or white. Never use secondary colors or gradient.



**DO NOT** skew or warp.

The logo should always appear as it is built in the logo files. Do not skew it, place it on an angle or otherwise distort it.





# 3.0 Color

Our color palette and its application.

### 3.1 Primary colors

Kiss My Keto’s primary colors are KMK Red and KMK Brown.

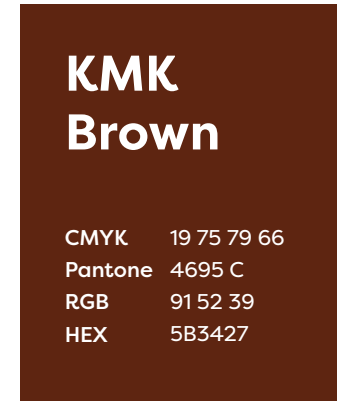
The choice of these two colors as the base for our branding consists in creating a primary scheme that communicates food and vibrancy together.

KMK Red is the main color for web and for any print, except packaging. For packaging, we are working with white logo applied to colored background (secondary colors).

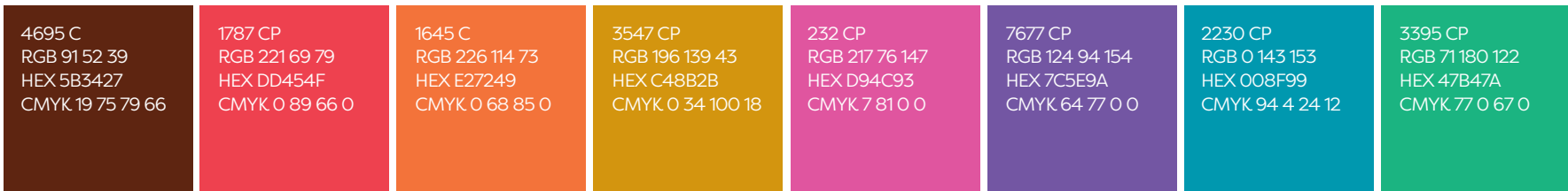
For text, KMK Brown should always be used.



Paint applications to be determined.



Paint applications to be determined.



## 3.2 Primary colors application

Kiss My Keto primary colors will be applied to packaging, website, social media platforms, and all promotional graphics (web and print), combined with our secondary colors and background colors.

For logo application, use primary colors as background with white logo over it. Use KMK Red (positive or negative) whenever possible for logo on print.



4695 C RGB 91 52 39 HEX 5B3427 CMYK 19 75 79 66	1787 CP RGB 221 69 79 HEX DD454F CMYK 0 89 66 0	1645 C RGB 226 114 73 HEX E27249 CMYK 0 68 85 0	3547 CP RGB 196 139 43 HEX C48B2B CMYK 0 34 100 18	232 CP RGB 217 76 147 HEX D94C93 CMYK 7 81 0 0	7677 CP RGB 124 94 154 HEX 7C5E9A CMYK 64 77 0 0	2230 CP RGB 0 143 153 HEX 008F99 CMYK 94 4 24 12	3395 CP RGB 71 180 122 HEX 47B47A CMYK 77 0 67 0
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### 3.3 Complete color palette

#### Primary Colors

4695 C RGB 91 52 39 HEX 5B3427 CMYK 19 75 79 66	1787 CP RGB 221 69 79 HEX DD454F CMYK 0 89 66 0	1645 C RGB 226 114 73 HEX E27249 CMYK 0 68 85 0	3547 CP RGB 196 139 43 HEX C48B2B CMYK 0 34 100 18	232 CP RGB 217 76 147 HEX D94C93 CMYK 7 81 0 0	7677 CP RGB 124 94 154 HEX 7C5E9A CMYK 64 77 0 0	2230 CP RGB 0 143 153 HEX 008F99 CMYK 94 4 24 12	3395 CP RGB 71 180 122 HEX 47B47A CMYK 77 0 67 0
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#### Secondary Colors

4056 CP RGB 134 81 72 HEX 865148 CMYK 20 66 55 35	2346 CP RGB 223 97 98 HEX DF6162 CMYK 0 75 48 0	2344 CP RGB 228 133 106 HEX E4856A CMYK 0 59 49 0	4008 CP RGB 325 165 37 HEX EBA525 CMYK 0 31 97 0	231 CP RGB 225 123 172 HEX E17BAC CMYK 5 61 0 0	2101 CP RGB 137 124 181 HEX 897CB5 CMYK 54 56 0 0	2227 CP RGB 105 194 198 HEX 69C2C6 CMYK 60 0 16 0	2412 CP RGB 126 195 143 HEX 7EC38F CMYK 56 0 56 0
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## 3.4 Background colors for promotional materials

Kiss My Keto background colors should be used for all graphics backgrounds in promotional materials, in order to create the “monochromatic” style that is Kiss My Keto’s brand signature. Each product packaging uses one of the primary or secondary colors of our palette. The background color should match the color of the product packaging.

Primary Colors	<p>7596 C RGB 92 61 49 HEX 5C3D31 CMYK 30 67 70 59</p> 	<p>1787 CP RGB 221 69 79 HEX DD454F CMYK 0 89 66 0</p> 	<p>1645 C RGB 226 114 73 HEX E27249 CMYK 0 68 85 0</p> 	<p>3547 CP RGB 196 139 43 HEX C48B2B CMYK 0 34 100 18</p> 	<p>7677 CP RGB 124 94 154 HEX 7C5E9A CMYK 64 77 0 0</p> 	<p>232 CP RGB 217 76 147 HEX D94C93 CMYK 7 81 0 0</p> 	<p>3395 CP RGB 71 180 122 HEX 47B47A CMYK 77 0 67 0</p> 	<p>2230 CP RGB 0 143 153 HEX 008F99 CMYK 94 4 24 12</p> 
	Background Color	<ul style="list-style-type: none"> <li>- Keto Chocolate Variety Box</li> <li>- Muffin Double Chocolate</li> <li>- Collagen Chocolate</li> <li>- Creamer Chocolate</li> </ul>	<ul style="list-style-type: none"> <li>- Baking Mix Snickerdoodle Cookie</li> <li>- Bone Broth Spicy Beef</li> <li>- Bone Broth w/ Noodles Spicy Beef</li> <li>- Keto Chocolate Toasted Hazelnuts</li> <li>- Creamer Unflavored</li> <li>- MCT Oil C8</li> <li>- MCT Oil Softgels</li> <li>- Ketone Testing products</li> </ul>	<ul style="list-style-type: none"> <li>- Bone Broth w/ Noodles Variety Pack</li> <li>- Keto Chocolate Roasted Almonds</li> <li>- MCT Oil C8 + C10</li> </ul>	<ul style="list-style-type: none"> <li>- Keto Bar Chocolate Peanut Butter</li> <li>- Bone Broth Salt &amp; Pepper</li> <li>- Bone Broth w/ Noodles Salt &amp; Pepper</li> <li>- Keto Bread Golden Wheat</li> <li>- Keto Chocolate Pumpkin Seeds</li> <li>- Granola Peanut Butter &amp; Chocolate</li> </ul>	<ul style="list-style-type: none"> <li>- Baking Mix Shortbread Cookie</li> <li>- Electrolytes Capsules</li> <li>- Ketones Mixed Berry</li> <li>- Electrolyte Powder</li> </ul>	<ul style="list-style-type: none"> <li>- Baking Mix Brownie</li> <li>- Keto Brownie</li> <li>- Keto Chocolate Original Dark</li> <li>- Burn + Caffeine Capsules</li> <li>- Collagen Birth. Cake</li> <li>- Creamer Birth. Cake</li> </ul>	<ul style="list-style-type: none"> <li>- Bone Broth Thai Chicken</li> <li>- Bone Broth w/ Noodles Thai Chicken</li> <li>- Ketones Capsules</li> <li>- Ketones Lemon Lime</li> </ul>
Secondary Colors	<p>4056 CP RGB 134 81 72 HEX 865148 CMYK 20 66 55 35</p> 	<p>2346 CP RGB 223 97 98 HEX DF6162 CMYK 0 75 48 0</p> 	<p>2344 CP RGB 228 133 106 HEX E4856A CMYK 0 59 49 0</p> 	<p>4008 CP RGB 325 165 37 HEX EBA525 CMYK 0 31 97 0</p> 	<p>2101 CP RGB 137 124 181 HEX 897CB5 CMYK 54 56 0 0</p> 	<p>231 CP RGB 225 123 172 HEX E17BAC CMYK 5 61 0 0</p> 	<p>2412 CP RGB 126 195 143 HEX 7EC38F CMYK 56 0 56 0</p> 	<p>2227 CP RGB 105 194 198 HEX 69C2C6 CMYK 60 0 16 0</p> 
	Background Color	<ul style="list-style-type: none"> <li>- Keto Bread Dark Wheat</li> </ul>	<ul style="list-style-type: none"> <li>- Keto Bar Salted Caramel</li> <li>- Keto Bread Cinnamon Raisin</li> <li>- Granola Salted Caramel</li> </ul>	<ul style="list-style-type: none"> <li>- Keto Bar Maple Donut</li> <li>- Granola Coconut, Almond &amp; Pecan</li> </ul>	<ul style="list-style-type: none"> <li>- Gummies Fruity</li> <li>- Muffin Banana Nut</li> </ul>	<ul style="list-style-type: none"> <li>- Keto Cookies Butter</li> <li>- Keto Noodles</li> </ul>	<ul style="list-style-type: none"> <li>- Keto Bar Birthday Cake</li> <li>- Granola Strawberry Vanilla</li> <li>- Gummies Fish Friends</li> </ul>	<ul style="list-style-type: none"> <li>- Keto Bar Chocolate Coconut</li> <li>- Keto Bread Seeded Wheat</li> </ul>

### 3.5 Examples of color application for promotional materials



# 4.0 Font

Our font and its application.

## 4.1 Font

Kiss My Keto's official font is Filson Pro family.

We use:

- Filson Pro Bold for titles,
- Filson Pro Regular for bodies,
- Filson Pro Heavy of Black for highlights on promotional graphics.

Filson Pro Bold

Filson Pro Regular

Filson Pro Heavy/Black

**Titles**

**Bodies**

**Highlights/Highlights**



# 5.0 Contact

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[gab@kissmyketo.com](mailto:gab@kissmyketo.com)