



Brand Style Guide

K · A CORPORATE GROUP LLC

VERSION 1.0 · 2026

Brand Colors

Three-color primary palette — Navy as the dominant brand color, Gold as the premium accent, White as breathing room.



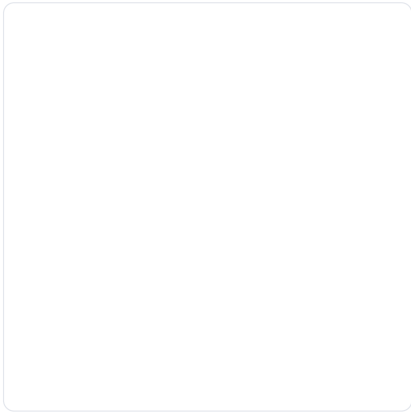
Navy

#1A2744
RGB 26 39 68
CMYK 100 90 50 50



Gold

#C9A96E
RGB 201 169 110
CMYK 22 35 65 10



White

#FFFFFF
RGB 255 255 255
CMYK 0 0 0 0

USAGE

Navy

Primary color — headlines, body text, mark background. Carries the brand.

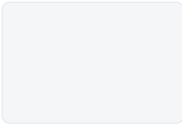
Gold

Accent — logo diamonds, ampersand, dividers, highlight states. Use sparingly.

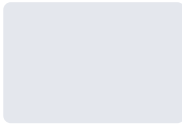
White

Breathing room — backgrounds, contrast, K&A letters on the navy mark.

SUPPORTING GRAYS



#F5F6F8



#E4E7ED



#6B7280



#4A5068

Inter

A modern sans-serif by Rasmus Andersson. Open source via Google Fonts.
Fallback stack: -apple-system, BlinkMacSystemFont, Segoe UI, sans-serif.

EXTRABOLD 800 — HEADLINES & LOGO

Aa Bb K&A

font-weight: 800 · letter-spacing: -2.5

BOLD 700 — SUB-HEADLINES & CTAs

Business advisory, reimagined.

font-weight: 700 · line-height: 1.1

SEMIBOLD 600 — UI LABELS

Market Entry · Compliance · Tax

font-weight: 600

REGULAR 400 — BODY TEXT

We advise German and US companies on cross-border transactions —
from initial strategy to operational execution.

font-weight: 400 · line-height: 1.6

MEDIUM 500 LETTER-SPACED — TAGS & LABELS

TRANSATLANTIC ADVISORY · DE ↔ US

CORPORATE GROUP LLC · DELAWARE

font-weight: 500 · letter-spacing: 2-5px · uppercase

RESPONSIVE SIZING

Element	Desktop	Mobile	Weight
Hero H1	64px	36px	800
Section H2	36px	26px	800
Body	19px	16px	400
Tag / Label	13px	11px	500

Brand Mark

Three core variants — all derived from the same crest concept.



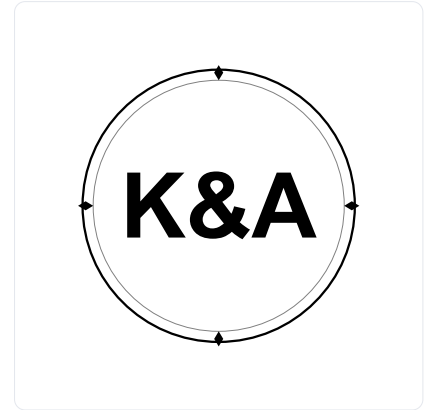
Crest · Color

Master · Web · Social · Slides



Crest · On-White

Letterhead, official correspondence



Crest · Mono

Stamp, fax, B&W print

HORIZONTAL LAYOUT



K&A Corporate Group

LLC · DELAWARE, USA

CLEAR SPACE & MINIMUM SIZES



Clear space = min. ¼ of the logo height

Digital

Min size: 32 px width

Recommended: 48 px for touch targets

Print

Min size: 12 mm width

Letterhead: 22 mm recommended

Usage Rules

✓ DO



Preserve gold accents



Respect minimum clear space



Outline variant on white paper

✗ DON'T



Brand Colors nicht ändern



Never distort or skew



Do not remove gold diamonds

ADDITIONAL RULES

✗ No drop-shadow without context

Drop-shadows only for hero/splash usage — never in print.

✗ Do not rotate or mirror the mark

The K&A letters must remain upright and legible.

✗ No custom tagline in the ring

"K · A · CORPORATE · GROUP · LLC" + "DELAWARE" are the official tagline strings. Changes via marketing only.

✗ Avoid busy image backgrounds under the mark

At least 50% solid color under the mark for clear legibility.



Questions?

LET'S TALK

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BRAND PORTAL

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All logo files, templates and updates