



# Karl August

Branding - Logotype - 3rd Instance

BRANDING

3RD INSTANCE

LOGOTYPE

01

Karl  
August

White

Black

Option 1A

The logo for Option 1A on a white background. It features a stylized 'KA' monogram on the left, where the 'K' and 'A' are formed by thick black lines. To the right of the monogram, the words 'KARL' and 'AUGUST' are stacked vertically in a bold, uppercase, sans-serif font.The logo for Option 1A on a black background. The stylized 'KA' monogram and the stacked text 'KARL' and 'AUGUST' are rendered in white.

Option 1B

The logo for Option 1B on a white background. It features a stylized 'KA' monogram on the left, where the 'K' and 'A' are formed by thick black lines. To the right of the monogram, the words 'KARL' and 'AUGUST' are stacked vertically in a bold, uppercase, sans-serif font.The logo for Option 1B on a black background. The stylized 'KA' monogram and the stacked text 'KARL' and 'AUGUST' are rendered in white.

BRANDING  
3RD INSTANCE

LOGOTYPE

02

Karl  
August

White

Black

Option 2A



KARL  
AUGUST



KARL  
AUGUST



# Logotype

Branding & Identity

Design guide for web applications and commercial stationery

01  
Typography

# Fonts

## TITLES

*Open Sans SemiBold*

a b c d e f g h i j k l m n  
ñ o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ! \$ % &  
? [ ] ( ) .

## PARAGRAPH

*Open Sans Regular*

a b c d e f g h i j k l m n ñ  
o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ! \$ % &  
? [ ] ( ) .

## LOGO

*Roboto Medium*

**KARL  
AUGUST**

02  
Palettes

# Colours

## COLOURS

