KAA

KATHRYN ANG
ASSOCIATES

Website brand guideline - April 2020

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LOGO

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FONTS

STRENGTHS

Uncompromised quality standards

Understanding clients' needs

At KAA, we have hands-on business(es) experience. This allows us to understand clients' needs better and define top-talent selection criteria faster.
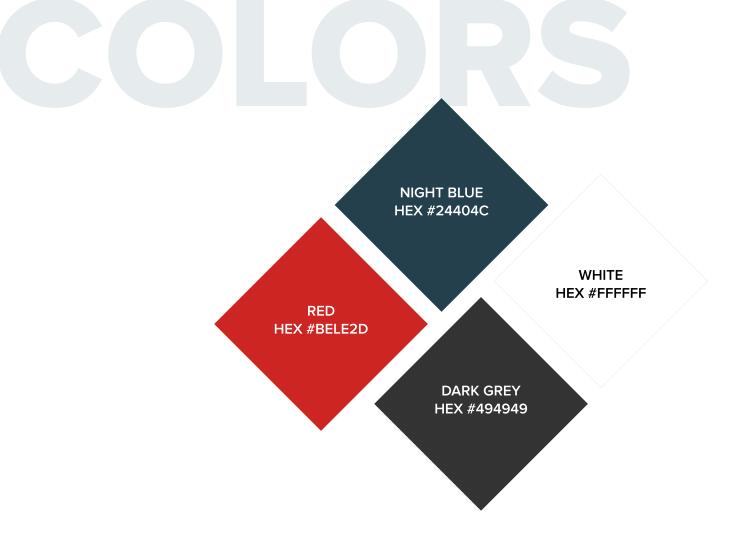
Who we are

Lato, Normal
Size: 15px
Weight: 400

Crimson Text, Normal
Size: 50px
Weight: 400

Crimson Text, Normal
Size: 30px
Weight: 500

Roboto Condensed, Normal
Size: 18px
Weight: 100 (Normal), 400 (Bold)

Roboto Condensed, Normal
Size: 18px
Weight: 100 (Normal), 400 (Bold)

COLORS

NIGHT BLUE
HEX #24404C

RED
HEX #BELE2D

WHITE
HEX #FFFFFF

DARK GREY
HEX #494949

PICTURES