KUTOUT

# Brand Book

Usage guidelines

Usage guidelines

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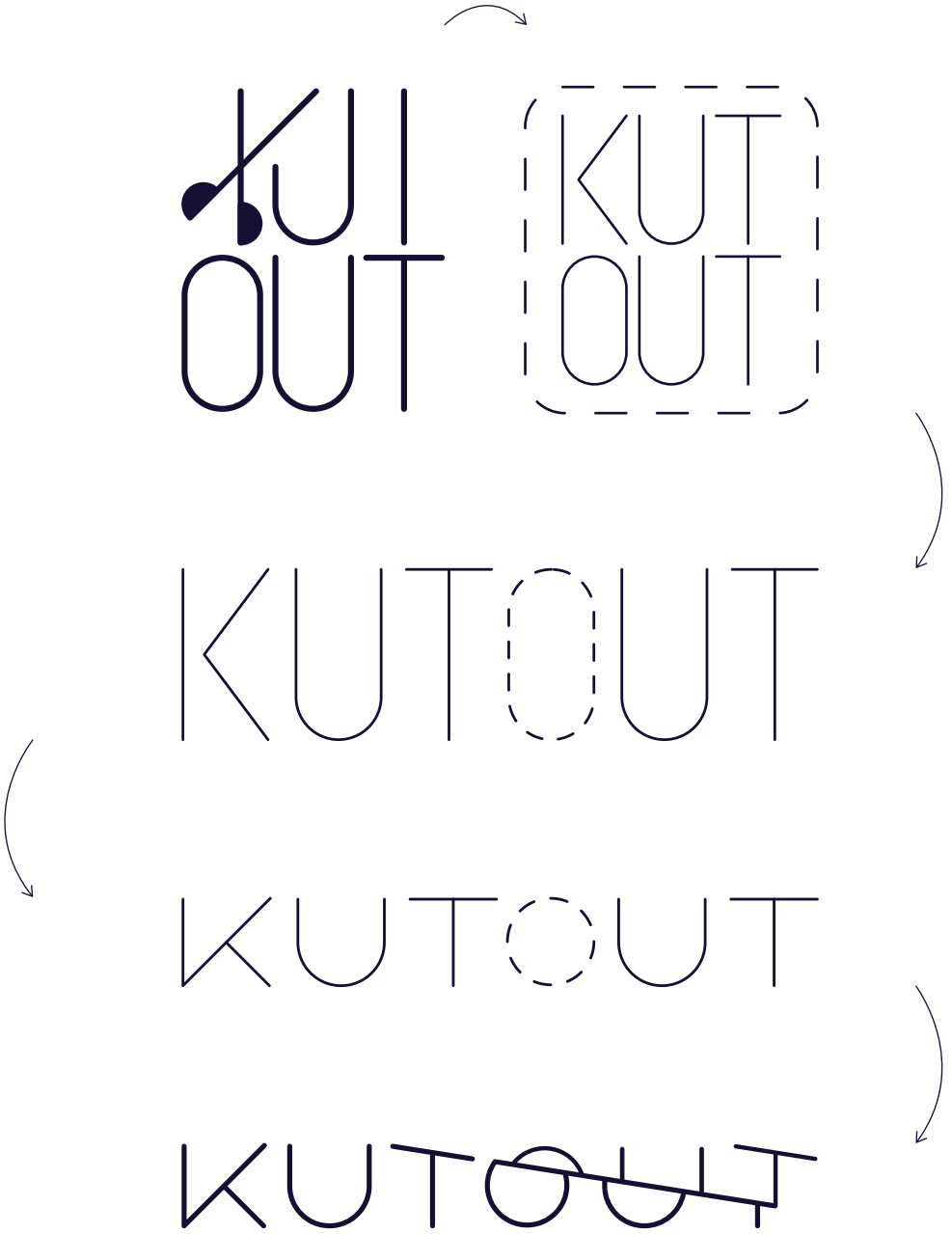
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Usage guidelines

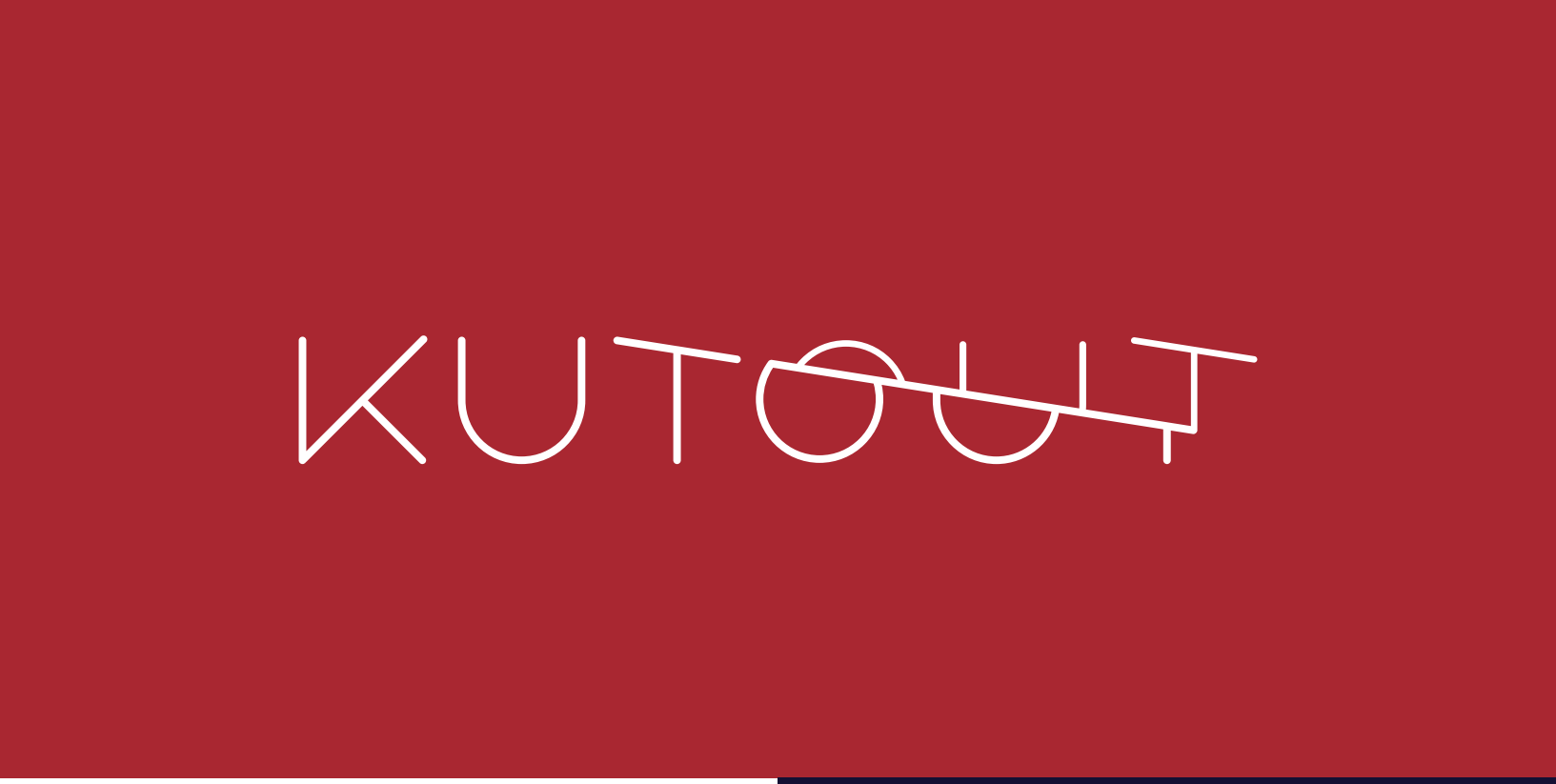
# Logo development

First step in designing KUTOUT's logo was bringing in something to remind where the company has started out. The act of cutting out elements, making a paper collage made KUTOUT successful and their name known in the world of animation. Now the logo reflects that, but also moves forward to modern future, flat and minimalistic style.

Usage guidelines

# Logo versions

White logo on red background should be used whenever possible, as it's the most characteristic of all versions. On white backgrounds a red logo should be used. When it's really neccessary, dark purple background with white logo is also acceptable.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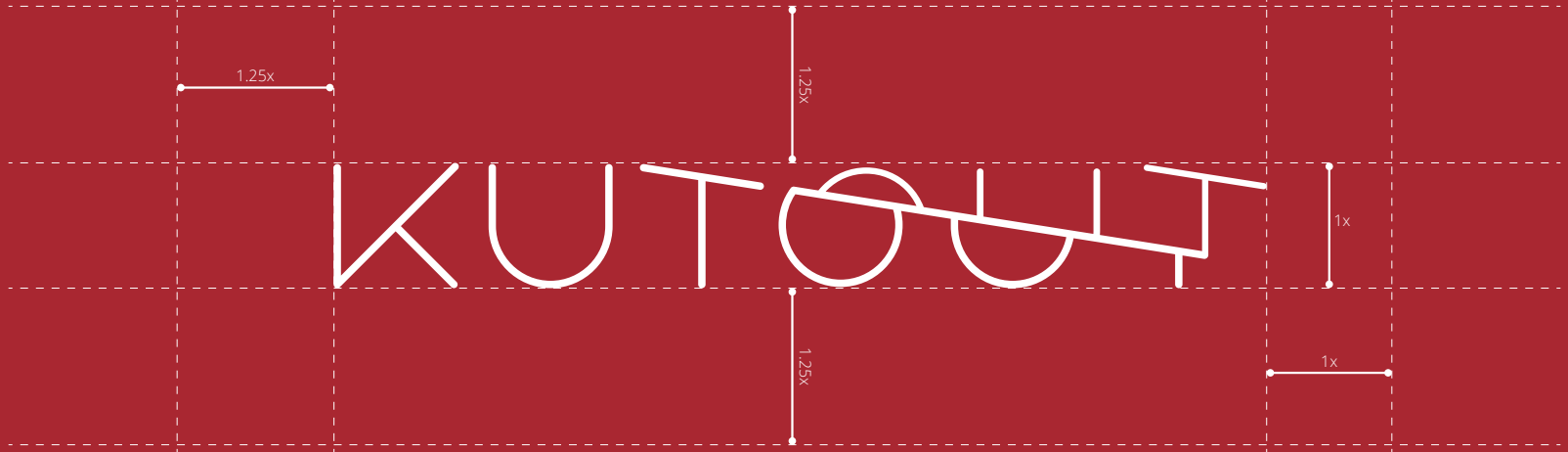
Monochromatic editions of logo make use of pure white and pure black. Use when neccessary, but colour versions are prefferable.


1.25x
1.25x
KUTOUT
1x
1.25x
1x

Usage guidelines

# Safe space

1x corresponds to logo's height. Safe space should be kept at 1.25x at all sides with execption of right side. It should be kept at 1x, to optically correct for more negative space compared to left side.

Usage guidelines

# Characteristic elements

Our brand communicates very clearly it's main values: simplicity and proffessionalism. You can use these elements to represent us in every situation and application.

The main element is rectangle with KUTOUT logo. It resembles a tag, that you would find on a clothing or pillows, for example. When used on documents, it should be 1/4 of width of the document, apart from extreme situations when it looks off, then you should take these proportions from height and apply the tag to the right upper corner. Use just safe space for sizing the tag and make sure it hugs bleed.

Second, we have the pixely pattern. You can use it almost anywhere! Observe the example and apply accordingly to your own project.

KUTOULT

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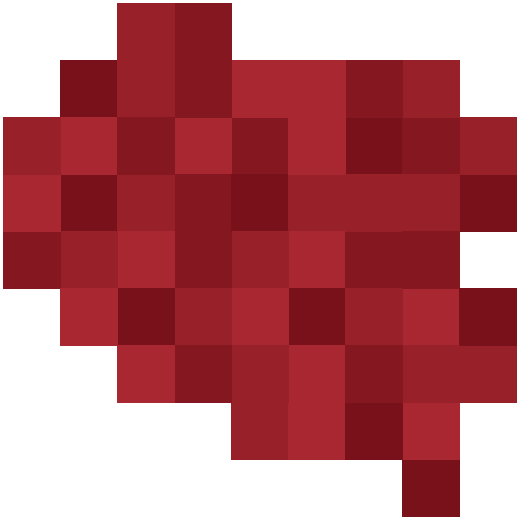
Usage guidelines



**PANTONE®**
7621 C

**RGB**
171
35
40

**HEX/HTML**
AB2328

**CMYK**
0
100
87
22

**PANTONE®**
276 C

**RGB**
34
28
53

**HEX/HTML**
221C35

**CMYK**
94
93
0
79

Usage guidelines

# Colors

There are just two colors associated with our brand, we keep it simple.

The red is Pantone 7621 C, not too bright, not too pastelle, just the perfect balance between flashy and official, with a drop of character. Used for characteristic elements, some backgrounds and logo.
Red and white combination also represents where KUTOUT started out. In Poland!

Dark purple color, Pantone 276 C, goes well with our red. Not too dark, so it still carries a bit of purple in itself. Used for text and any other dark element.

Usage guidelines

# Typography

You need text in your life. Most of communication relies on it, so does our visual communication.
We picked two typefaces that complete each other: Open Sans for pure text that's intended to be read in longer paragraphs and Filson Soft for ornaments and headlines.

Secondary text

# Headline

Filson Soft Light 18pt

Filson Soft Black 35pt

Longer paragraphs. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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Open Sans Light 10pt

KUTOUT

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**27/11/2019**

Drogi Amadeuszu,

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Z pozdrowieniami,
Jan Kowalski

Usage guidelines

# Stationery designs

Here you can find finished designs for letterhead, business card and a website concept throwed into the mix for good measure.

KUTOUT
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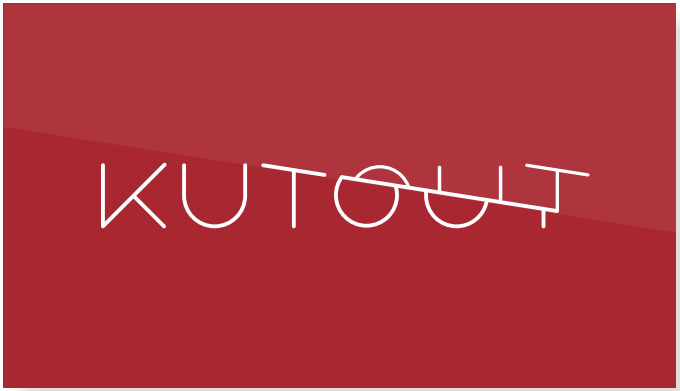
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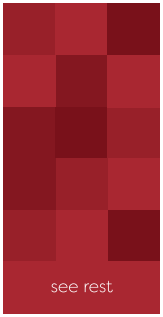
# Ever wondered why your competitor has better ads?

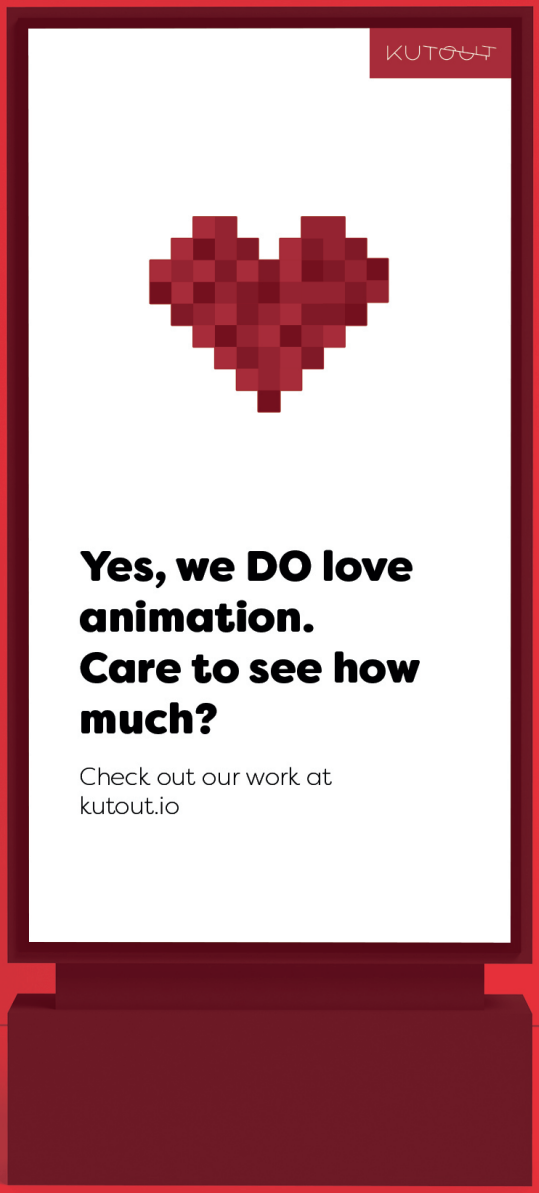
Check out our animations
and work with us!



Usage guidelines

# Usage examples

Current sample designs for adverts of our company. Those should guide you and inspire you to create others, eg. for different mediums.


KUTOUT
Yes, we DO love animation. Care to see how much?
Check out our work at kutout.io

KUTOULT
Professional animation from Poland.

KUTOUT

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