



KEKE
STUDIO

Keke Studio Brand Guide

BI · CI 2026

1 Logo



**KEKE
STUDIO**

Vertical (primary)



**KEKE
STUDIO**

Horizontal



**KEKE
STUDIO**

Horizontal · Backgrounds



Symbol



Square icon

KEKE STUDIO

케케스튜디오

ケケスタジオ

Wordmark

2 Symbol · Wordmark · Lockup



Symbol only

Favicon · app icon · avatar —
small spaces

케케스튜디오
KEKE STUDIO
ケケスタジオ

Wordmark only

Big titles · banners ·
documents — where the
name is needed

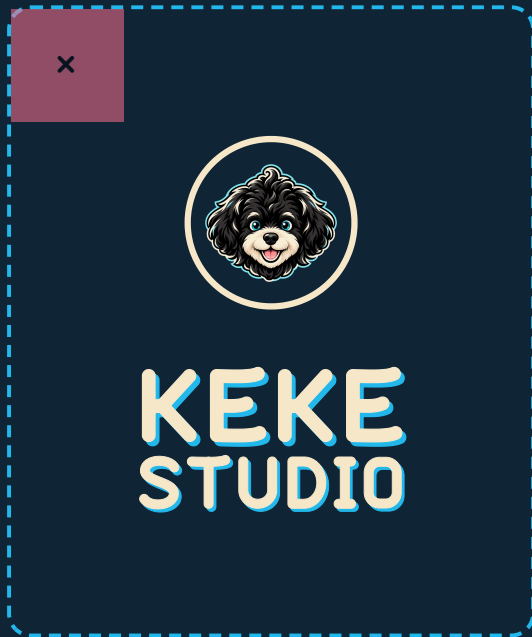


Lockup

Symbol + wordmark kept
apart — default

Symbol and wordmark are separate files · gap $\geq 0.75 \times$ cap height · never overlap · face stays inside the circle ($\leq 82\%$ of its diameter), never cropped

3 Clear space · Min size

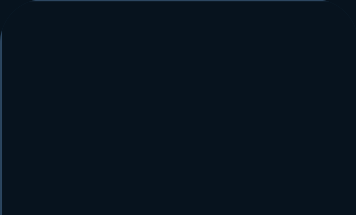
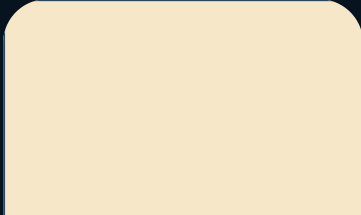
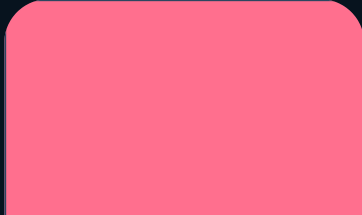


Clear space = height of K (x)

Minimum size

Vertical	96px wide · 25mm
Horizontal	120px wide · 30mm
Symbol	24px · 6mm
Wordmark	90px wide · 24mm

4 Color

				
Navy #07131E RGB 7·19·30 CMYK ~88·37·0·88 Background · text on light	Cream #F6E7C8 RGB 246·231·200 CMYK ~0·6·19·4 Text on dark · logo outline	Cyan #22B8EC RGB 34·184·236 CMYK ~86·22·0·7 Accent · shadow · links	Pink #FF6F8E RGB 255·111·142 CMYK ~0·56·44·0 Accent line · alerts (sparingly)	Navy 2 #0F2536 RGB 15·37·54 CMYK ~72·31·0·79 Cards · panels

Pair	Contrast	WCAG
Cream / Navy	15.3:1	AAA
Cyan / Navy	8.2:1	AAA
Pink / Navy	7.1:1	AAA
Navy / Cream	15.3:1	AAA
Navy / Cyan	8.2:1	AAA

Cyan / Navy 2

6.8:1

AA

Cyan / Cream

1.9:1

×

5 Typography

KEKE FONT
케케폰트

Aa 가나다 123 — Regular · Medium · Bold

**Titles ·
numbers**

Bold 700

32px+

**Labels ·
buttons**

Medium
500

16px+

Body

Regular
400

16px preferred ·
never under 13px

- KEKE FONT only · never synthesize weights
- Japanese keeps the existing Japanese font until a KEKE FONT Japanese release
- Logo letters are outlined SVG · font files follow the /fonts policy

6 Don't



KEKE
STUDIO

Stretch or squash



KEKE
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Recolor



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Rotate or skew



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Add shadows or effects



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Place on busy backgrounds

keke
studio

Retype or re-space letters





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