

KEVIN

RYAN

& associates

**BRAND
GUIDELINES**

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01 PRIMARY LOGO

The primary logo uses Work Sans Black for KEVIN and RYAN, stacked to equal visual width using letter-spacing on RYAN. The lighter "& associates" underlines the full width. Work Sans is the only typeface used in the logo — it is distinct from the site body (Archivo) and display (Bebas Neue) fonts.



Clear Space

Maintain clear space around the logo equal to the cap height of the letter K. No other graphic elements, text, or edge boundaries should intrude into this zone.



Minimum Size

The primary logo should not be reproduced smaller than 120px wide for digital or 30mm wide for print. Below this size, use the KR monogram instead.

02 LOGO VARIANTS

The logo is available in four configurations. Use the appropriate variant based on the background context. The lime green of RYAN never changes across any variant.



Colour Rules

KEVIN is always black (#0A0A0A) on light backgrounds, white on dark. RYAN is always lime #A8E10C regardless of background. "& associates" follows KEVIN. The lime must never be altered, lightened, darkened, or replaced.

File Formats

SVG (outlined paths) is the master format. PNG rasters are provided at 256, 512, 800, and 1200px. ICO files at 16/32/48px are provided for browser favicons. All files hosted at kevinryan.io/brand/.

03 KR MONOGRAM

The KR monogram is the compact form of the identity. Use it for app icons, social media avatars, favicons, and anywhere the full logo would be illegible at small sizes. Same colour rules apply.



Sizing

Legible from 16px (favicon) to 512px. Provided: 16/32/48px (favicon), 64/128/192/256/512px (app icons), 400/800px (social media).

Application

Browser favicon	favicon-dark.ico or favicon-light.ico (16/32/48px multi-resolution)
Social media avatar	kr-social-dark-400.png or 800.png
Mobile app icon	kr-icon-dark-192.png (Android) or 512.png (App Store)
Slack / Teams	kr-icon-dark-128.png
Watermark / overlay	kr-icon-transparent-256.png or 512.png

04 COLOUR PALETTE

The palette is taken directly from the kevinryan.io CSS custom properties. It uses warm neutrals and a single lime accent. The warm off-white (#F5F3EF) gives the site its distinctive warmth.

Primary



Lime (--accent)

#A8E10C
RGB 168, 225, 12



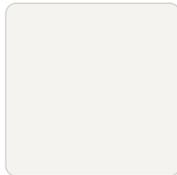
Lime Dim

#92C40A
RGB 146, 196, 10



Black

#0A0A0A
RGB 10, 10, 10



White

#F5F3EF
RGB 245, 243, 239

Neutrals



--dark

#111111
RGB 17, 17, 17



--dark-mid

#1A1A1A
RGB 26, 26, 26



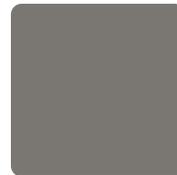
--grey-800

#2E2D2B
RGB 46, 45, 43



--grey-600

#55524E
RGB 85, 82, 78



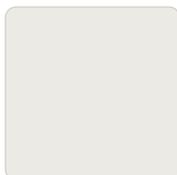
--grey-400

#7A7772
RGB 122, 119, 114



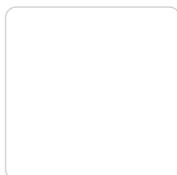
--grey-200

#D4D1CB
RGB 212, 209, 203



--grey-100

#ECEAE5
RGB 236, 234, 229



Pure White

#FFFFFF
RGB 255, 255, 255

Usage

Lime #A8E10C

RYAN in logo, accent, links, interactive elements, section numbers, selection highlight.

Black #0A0A0A

KEVIN in logo, headings, primary text, nav bar border, ticker background.

White #F5F3EF

Page background (warm). The site does not use pure white as a bg.

Grey-600 #55524E

Body text, paragraph content, secondary information.

Grey-400 #7A7772

Captions, metadata, subtitle labels, footer text.

Grey-200 #D4D1CB

Borders, dividers, card separators.

Grey-100 #ECEAE5

Alternating section backgrounds, image placeholder fills.

05 TYPOGRAPHY

The site uses three typefaces with distinct roles. Archivo for body text, Bebas Neue for display headings, and Work Sans exclusively for the logo mark. This separation gives the logo its own identity while the editorial feel comes from Archivo and Bebas Neue.

Display — Bebas Neue

CSS variable: `--font-display`

EARLY TO EVERY WAVE

BREADTH IS DEPTH — EMBED. BUILD. TRANSFER.

Section headings, numbers (01–09), capability titles, case study names. Always uppercase, ls 0.02em.

Body — Archivo

CSS variable: `--font-sans`

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt

Body text, navigation, labels, buttons, metadata. Weights 400–900. Line-height 1.6.

Logo — Work Sans

Logo mark only — not used in site content

KEVIN RYAN

& associates

Black (900) for KEVIN/RYAN. Light (300) for "& associates". Not used elsewhere on site.

Type Scale

ROLE	FONT	SIZE	USAGE
Display XL	Bebas Neue	clamp(4.5rem, 13vw, 12rem)	Hero heading, section titles
Display LG	Bebas Neue	clamp(2.5rem, 7vw, 6rem)	Section headings
Section No.	Bebas Neue	clamp(3.5rem, 5.5vw, 5.5rem)	Section numbers (01–09)
Body	Archivo 400	1.05rem / line-height 1.7	Paragraph text
Label	Archivo 700	0.7rem / ls 0.18em	Subtitles, tags, uppercase
Button	Archivo 800	0.72rem / ls 0.14em	CTAs, nav links, uppercase
Caption	Archivo 700	0.68rem / ls 0.12em	Stats labels, metadata

Google Fonts

Archivo: fonts.google.com/specimen/Archivo — weights 400, 500, 600, 700, 800, 900

Bebas Neue: fonts.google.com/specimen/Bebas+Neue — single weight

Work Sans: fonts.google.com/specimen/Work+Sans — weights 300, 900 (logo only)

06 SPACING & GRID

The layout uses an 8px base grid with a maximum content width of 1400px and fluid padding via clamp(1.5rem, 5vw, 6rem). Section padding is 7rem (112px) vertically.

Spacing Scale

	4px (xs)	Tight inner padding, icon gaps
	8px (sm)	Compact elements, inline spacing
	16px (md)	Default component padding
	24px (lg)	Section inner padding
	32px (xl)	Card spacing, group separation
	48px (2xl)	Major section breaks
	64px (3xl)	Page section separation
	112px (4xl)	Section vertical padding (7rem)

Layout Principles

- Maximum content width: 1400px, centred with auto margins.
- Container padding: clamp(1.5rem, 5vw, 6rem) — responsive fluid padding.
- Section pattern: alternate white (#F5F3EF), grey (#ECEAE5), dark (#111111), black (#0A0A0A).
- Hover pattern: accent lime fills on capability cards, client grid, case study backgrounds darken.
- Borders: 2px solid black for nav and ticker; 1px solid grey-200 for card grids.
- Grid: 12-column desktop via CSS Grid, single column mobile. Gap varies by context.
- Section headers: number (Bebas Neue, lime) + subtitle (Archivo 700, uppercase) + heading (Bebas Neue).

07 USAGE RULES

These rules protect the integrity of the identity. When in doubt, refer to the master SVG files and this document.

DO

- ☒ Use outlined SVG files as the primary logo source — they render identically everywhere.
- ☒ Maintain the minimum clear space (one cap-height K) around the logo at all times.
- ☒ Use the KR monogram at sizes below 120px / 30mm where the full logo becomes illegible.
- ☒ Keep the lime at exactly #A8E10C — no variations, no gradients, no opacity changes.
- ☒ Use Bebas Neue for display headings, Archivo for body text, Work Sans for logo only.
- ☒ Maintain the warm palette — use #F5F3EF not pure white for page backgrounds.

DON'T

- ☒ Alter the proportions, letter-spacing, or stacking order of the logo.
- ☒ Change the lime to any other colour, including lighter or darker shades.
- ☒ Place the logo on busy photographic backgrounds without a solid backing panel.
- ☒ Use drop shadows, gradients, outlines, or any effects on the logo.
- ☒ Recreate the logo in a different typeface — always use the supplied SVG assets.
- ☒ Substitute Archivo or Bebas Neue with other typefaces, or use cool-toned greys.