

Design & Brand Guidelines.

KOGA
ENERGY

Company Adress

Nibelungengasse 8/5
1010 Vienna, Austria

Web

contact@koga-energy.com
www.koga-energy.com

LOGO GRID & CLEARANCE

LOGO CONSTRUCTION

In logo usage, the required negative space gaps should be as shown below. The smallest usage ratio is also specified.



The ratios of KOGA and Energy graphic elements are determined as shown on the side.



AR SPACE

LOGO VARIATIONS

The KOGA logo should be used in the colors (male - female) lightness on the backgrounds shown below and similar variations of these backgrounds.



LOGO GRID & CLEAR

WRONG USAGE

The logo should not be used in the ways shown below. It should not be crushed, and its proportion and balance should not be altered. The color balance should not deviate from the lightness shown on the previous page.



AR SPACE

LOGO APPLICATIONS

The logo can be used in gold leaf or foil on different materials as shown below. When used on different surfaces, additional approval must be obtained from the relevant authorities.



The selected colors and color descriptions for KOGA Energy are as follows. The Green RAL color is chosen for conditions where it is very necessary and vital to use. When RAL is needed, it is recommended to use the logo in a single color, gray.

PRIMARY COLORS

COLOR CODES



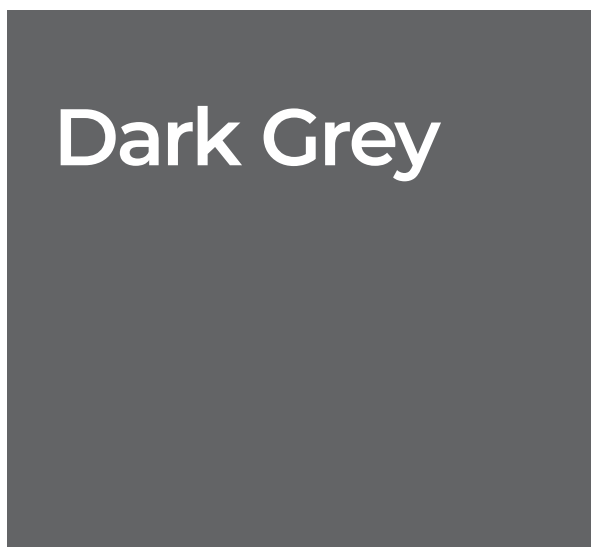
PANTONE
7745

RAL
6025 Frangrün
(In case of obligation otherwise gray should be preferred for RAL)

CMYK
C35 - M09 - Y90 - K15

RGB
R154 - G170 - B62

HEX
#99aa3e



PANTONE
Cool Gray 10

RAL
7012 Basaltgrau

CMYK
C00 - M00 - Y00 - K75

RGB
R100 - G100 - B100

HEX
#646464

DR PALETTE

COLOR TINTS

The color tint ratios can be as shown in the example below. Additionally, a secondary light gray shade has been determined below for use when needed.

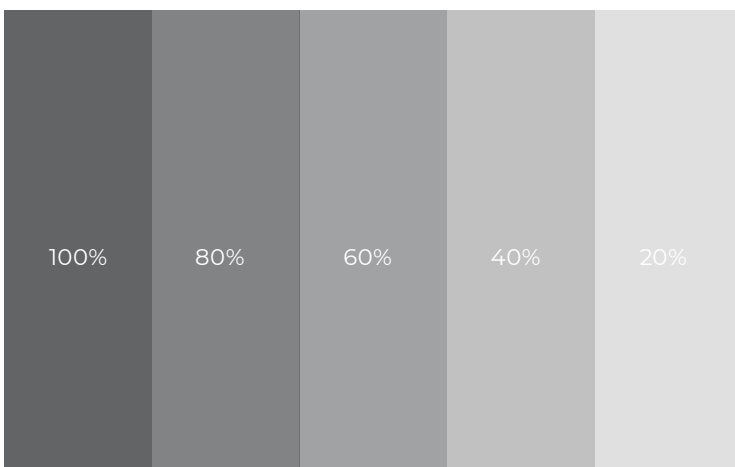
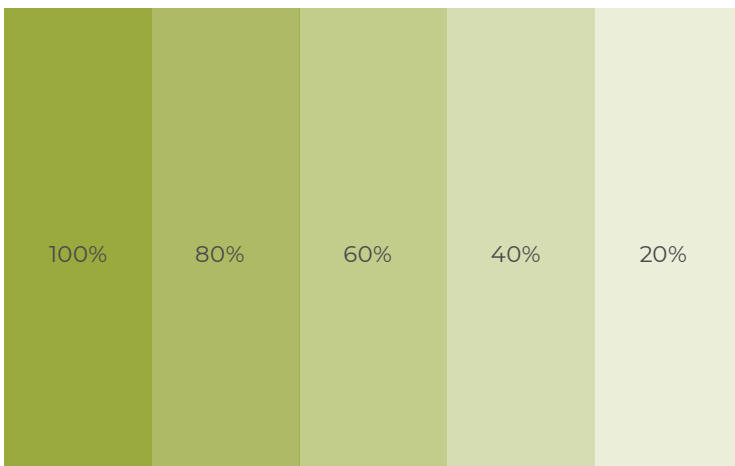
SECNDARY COLOR AND COLOR TONES

USAGE



CMYK

C00 - M00 - Y00 - K50



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