Ken Garff

BRAND
GUIDELINES

2026

LOGO

Primary

Secondary

Bug

Reversed Out

Clear Space Requirements

Maintain the minimum space around the logo. Avoid surrounding the logo with other imagery, type, or textures. The clear space is equal to 1/2 of the height of the logo.

LOGO

Do & Don't

Do not alter the logo in any way, shape, or form. To the right are examples of DO's & DON'TS with the logo.

Place the logo on white, light gray, or minimal backgrounds

Use approved reversed versions and solid background color

Use approved treated photography with solid logo knockout

DON'T

Do not modify the logo

Do not change the color of the logo

APPROVED BY

Do not use additional words with the logo

Do not change the typeface of the logo

Do not distort the logo in any way

Do not add any effects to the logo

Do not add or combine shapes to the logo

Do not use the logo over complex images or patterns

TONE

The Ken Garff tone is fun, witty, clever, and at times a little off-beat. We like to be playful without being crass or offensive, and we don't paint our competitors in a negative light. We prefer to keep things lighthearted and avoid anything politically divisive, morally questionable, or negative toward a specific group.

TYPOGRAPHY

Primary Font - Headline

Neue Haas Grotesk Display Pro Family

AaBbCcDdEeFfGgHh
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Font - Body Copy

Neue Haas Unica W1G Family

AaBbCcDdEeFfGgHh
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Tertiary Font - Accent

Bebas Kai

ABCDEFGH
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

COLORS

Color Palette

Primary colors should be used as the principal color theme on all Ken Garff communications.

When appropriate, Garff red, dark gray, and black should be the dominant colors used in the Ken Garff materials. Secondary colors should be used as an accent or highlight color.
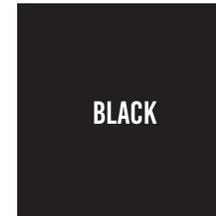
Primary

GARFF RED

Pantone: TBD
CMYK: 19, 100, 100, 12
RGB: 182, 31, 36
HEX: B70000

DARK GRAY

Pantone: TBD
CMYK: 0, 0, 0, 50
RGB: 147, 149, 152
HEX: 939598

BLACK

Pantone: TBD
CMYK: 0, 0, 0, 100
RGB: 35, 31, 32
HEX: 231F20

Secondary

ORANGE

Pantone: 151 C
CMYK: 60, 60, 100, 0
RGB: 255, 131, 0
HEX: FF8300

GREEN

Pantone: 7495 C
CMYK: 47, 27, 96, 5
RGB: 143, 153, 62
HEX: 8F993E

COLUMBIA

Pantone: 284 C
CMYK: 55, 22, 0, 0
RGB: 106, 170, 228
HEX: 6AAAE4

LIGHT GRAY

Pantone: TBD
CMYK: 0, 0, 0, 25
RGB: 199, 200, 202
HEX: C7C8CA