

The infrastructure behind growing brands.



BUILD. SELL. SCALE.

One partner. A full brand operation.

Kreative Brands gives brands the commercial and operational systems to sell, serve customers, and fulfill orders through one connected platform.

SELL

Sales systems, ecommerce and resale.

MARKET

Campaigns, creative and customer growth.

CONNECT

Websites, integrations and self-service.

FULFILL

Packaging, inventory and full 3PL services.

Positioning: industry-neutral infrastructure with a clear, accountable customer experience.

The approved logo system



Primary on light surfaces. Reverse on charcoal. One-color versions for limited production.

Space, scale and protection



Clear space: at least half the symbol width on every side.



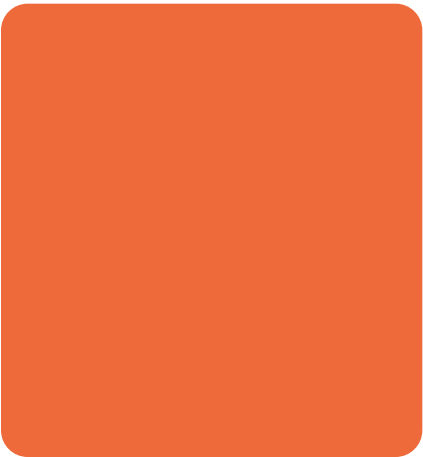
Horizontal logo: minimum 180 px wide digitally, or 40 mm in print.
K symbol: minimum 24 px digitally or 8 mm in print.

Use the supplied artwork; the logo lettering is outlined, not live type.

Keep original proportions, color assignments and spacing.

Do not stretch, rotate, add effects, redraw letters, or place on busy photos.

Warm orange. Electric blue accents.

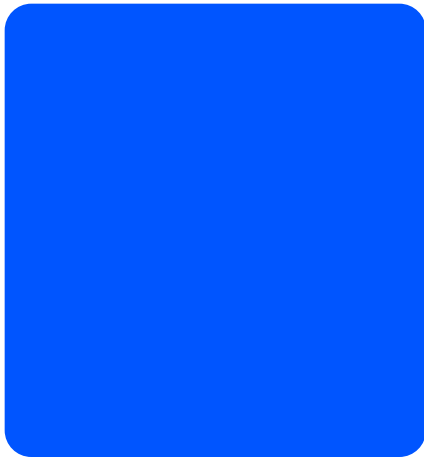


Primary orange

#EF6A3A

RGB 239 / 106 / 58

CMYK 0 / 56 / 76 / 6

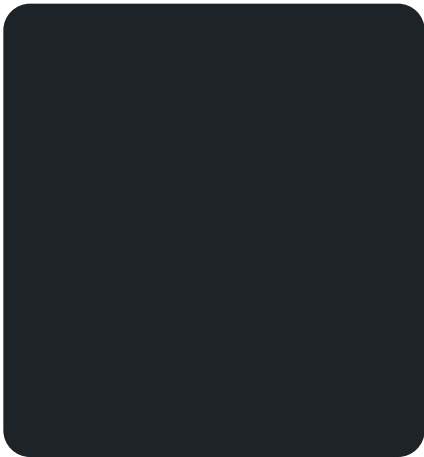


Electric blue

#0055FF

RGB 0 / 85 / 255

CMYK 100 / 67 / 0 / 0



Charcoal

#1D2327

RGB 29 / 35 / 39

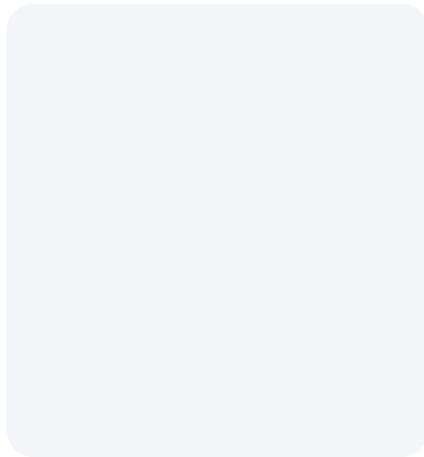
CMYK 26 / 10 / 0 / 85

White

#FFFFFF

RGB 255 / 255 / 255

CMYK 0 / 0 / 0 / 0



Cool gray

#F3F5F8

RGB 243 / 245 / 248

CMYK 2 / 1 / 0 / 3

Orange leads key highlights. Blue supports small accents, links and interface details. Digital master colors are the HEX values. CMYK values are process starting points. Use printer color management and approve a physical proof before a production run.

Typography with clarity and confidence

Build. Sell. Scale.

DejaVu Serif Bold / supporting headlines; custom serif logo artwork

DejaVu Sans Regular keeps service details and interfaces easy to read.

Use sentence case for customer-facing copy. Reserve uppercase for short labels.

DISPLAY 48-64 px / serif bold

BODY 16-18 px / regular / line height 1.5

LABELS 12-14 px / semibold or bold

Logo: custom outlined serif lettering. Body and UI: DejaVu Sans. Email fallback: Arial.

A visual language built from the K



Use the K angles as subtle structural accents.
Favor generous space, editorial serif headlines,
flat colors, and clean cards with soft corners.

Connected systems

One clear next step.
One accountable partner.

Operational clarity

Readable details.
Consistent service labels.

Photography: real teams, products and fulfillment processes; clear light and uncluttered framing.

A consistent voice across every service

Human. Creative. Accountable.

Explain the service, the next step, and who owns the outcome.

Show measurable benefits only when supporting evidence is available.

APPROVED STARTING COPY

Kreative Brands connects sales, marketing, websites and fulfillment through one operating system. From white-label products to 3PL support, we help brands build the systems they need to grow.

Tagline: Build. Sell. Scale. / Short descriptor: Brand growth and operations.

One parent identity. Clear service labels.



Sales & Marketing

Websites & Integrations

White Label & Resale

3PL & Fulfillment

Customer Support

BRAND RELATIONSHIPS

Client brands retain their identity.

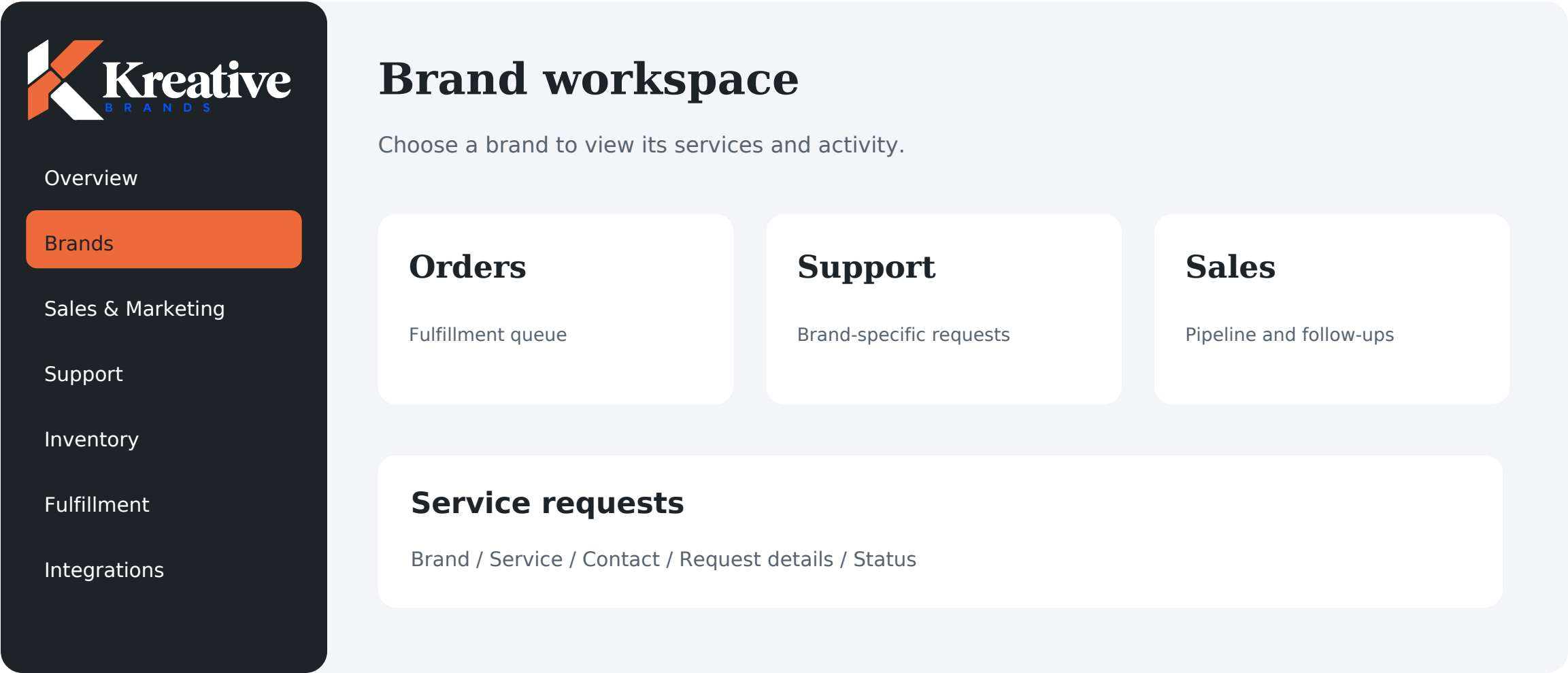
Use endorsed lines where relevant:

"Powered by Kreative Brands"

"Fulfilled by Kreative Brands"

Keep MHG acquisition messaging
separate from service navigation.

Command app and self-service styling



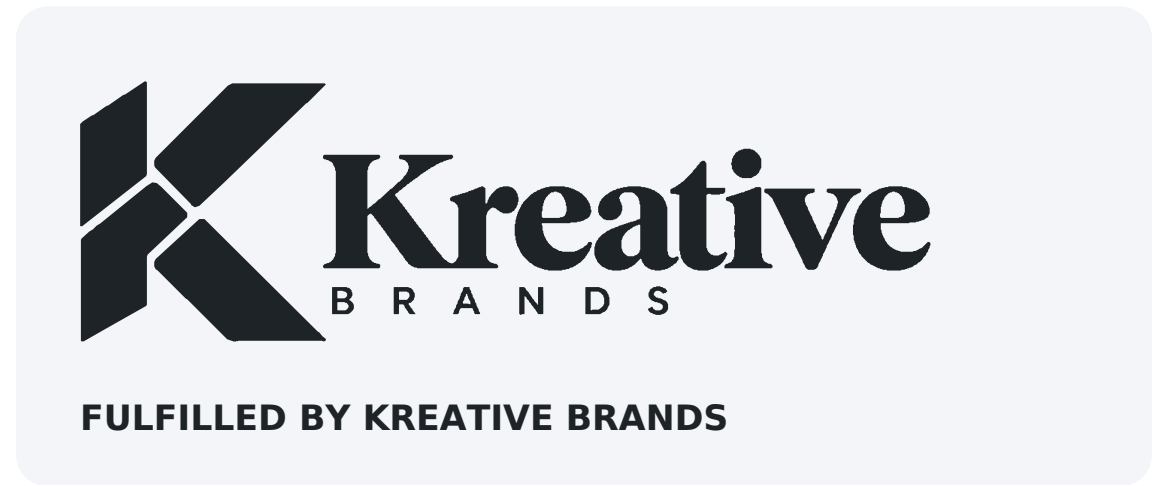
Visual specification only: implementation, live data and form routing are separate deliverables.

From customer touchpoints to the warehouse



Stationery

Business cards, letterhead and a compact HTML email signature keep the identity consistent through everyday interactions.



Campaigns and fulfillment

Social and LinkedIn templates use one headline and one call to action. Carton labels keep brand and order details clear.

Templates contain editable contact placeholders. Confirm details before publishing or printing.

Putting the new identity into practice

LOGO	Use the selected mixed-case serif wordmark with the approved K symbol.
TYPOGRAPHY	Serif display headlines; clear sans-serif body copy and interface labels.
COLOR	Orange is primary; electric blue accents charcoal, white and cool gray.
APPLICATIONS	Apply the serif identity to websites, stationery, campaigns and fulfillment.
PRODUCTION	Export final logo artwork as outlined SVG, vector PDF and transparent PNG.

Primary orange #EF6A3A is sampled from your reference; electric blue #0055FF is the accent.
This revision updates the brand guide. Refresh the earlier asset bundle before rolling out the new wordmark.