

Logo

The logo is the representation of the values and the quality that Kebe stands for. Please handle it with respect.

Guides

- The logo can be used both in positive and negative colors.
- Do not alter, stretch, twist or in other way transform the logo
- Do not add or subtract any elements to the original logo



**LIFESTYLE
FURNITURE**
SINCE 1978



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Logo Spacing

The logo will present itself best with a invisible border of white space around it.

Guide

- As a general rule - Let the logo have as much whitespace around it as possible.
- The minimum amount of whitespace is equal to the "K" shape from the logo
- Do NOT put information - neither text nor graphics closer to the logo than the restricted perimeter



Logo Size

The logo should preferably be used in its original layout. Except in situations with very little space. In those rare occasions it's tolerable to use the logo without the by-line.

Guide

- For small sizes use the logo without "Lifestyle Furniture Since 1978"



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Brand tagline

Always use the tagline in the display typography based on the ai. file.

Reimagine your home

Reimagine
your home

Primary colors

These are the primary colors of the Kebe brand.

Guide

- When in doubt. Use one of these colors.

1 – Kebe Black

RGB – 25 25 25

#191919

2 – Kebe Off-White

RGB – 241 239 234

#f1e1ea

3 – Kebe White

RGB – 255 255 255

#ffffff

Graphic Elements

This is the official 10 year warranty graphic.

Guide

The graphic can be used both in positive and negative colors

