



brandbook

Ken Group Brand Book 2024



**our
brand
mission,
vision
goal only
in brand
book**

creative introduction

Welcome to Ken Group's Brand Book 2024!

In these pages, we embark on a visual journey that encapsulates the essence of Ken Group—a journey defined by innovation, craftsmanship, and a commitment to transforming dreams into concrete realities. As you explore each section, you'll witness the evolution of our brand, from its foundational principles to the dynamic visual identity that sets us apart.

This Brand Book is not just a guide; it's a narrative that unfolds the story of Ken Group. Join us as we delve into the heart of our brand, celebrating the milestones, values, and design elements that collectively shape the unique identity of Ken Group in 2024.

logo identity

Our logo stands as the visual cornerstone of Ken Group's identity, embodying the core values and aspirations that define our brand. Crafted with precision, the logo encapsulates the essence of innovation, reliability, and a commitment to excellence that lies at the heart of every project we undertake.

our logo

Our logo has evolved to resonate with the contemporary landscape while preserving the timeless values that have been the hallmark of Ken Group.

We invite you to explore the nuances and design elements that make our logo a symbol of trust, reliability, and a commitment to building a better future.



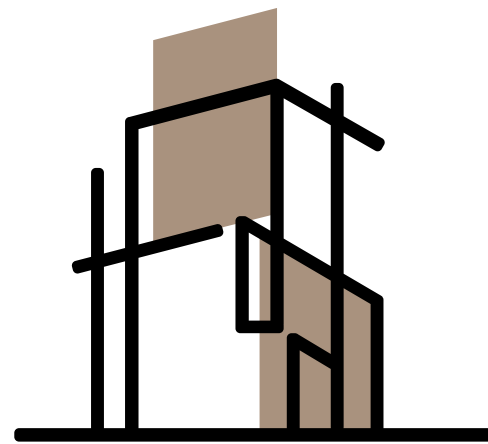
logo variations

In our diverse portfolio of construction projects, adaptability and versatility are key. This philosophy extends to the various color variations of the Ken Group logo, each carefully curated to complement different contexts while maintaining the brand's distinct visual identity.



our symbol & slogan

At the heart of Ken Group lies our distinctive symbol, a visual representation of our commitment to craftsmanship and excellence in the construction industry. This emblem encapsulates the core values that define our brand – precision, innovation, and enduring quality.



At Ken Group, "Innovate Your Space" is not just a phrase; it's a philosophy that defines our approach to construction. It goes beyond the conventional, inviting clients to reimagine and revitalize their spaces. Whether it's a home, office, or commercial project, our commitment is to infuse innovation, creativity, and a touch of uniqueness into every square foot.

"innovate your space"

primary brand colours

By embracing these primary brand colors, Ken Group projects a visual identity that aligns with its values and resonates with clients seeking construction services that marry timeless elegance with modern sensibilities.

Black

- #000000

For Web RGB

- R=0, G=0, B=0

For Print CMYK

- C=0, M=0, Y=0, K=100

Warm Taupe

- #A9927E

For Web RGB

- R=169, G=146, B=126

For Print CMYK

- C=20, M=35, Y=45, K=10

Cool Gray

- #AAB1B2

For Web RGB

- R=170, G=177, B=178

For Print CMYK

- C=25, M=15, Y=10, K=0

Deep Burgundy(Secondary Color)

- #762525

For Web RGB

- R=118, G=37, B=37

For Print CMYK

- C=25, M=100, Y=75, K=20

typography guidelines

logo fonts:

Geometos Neue

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789
\$?&%@!#* =

Kaushan Script

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789
\$?&%@!#* =*

standart fonts:

Roboto

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789
\$?&%@!#* =**

League Spartan

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789
\$?&%@!#* =**

Arimo

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789
\$?&%@!#*+=

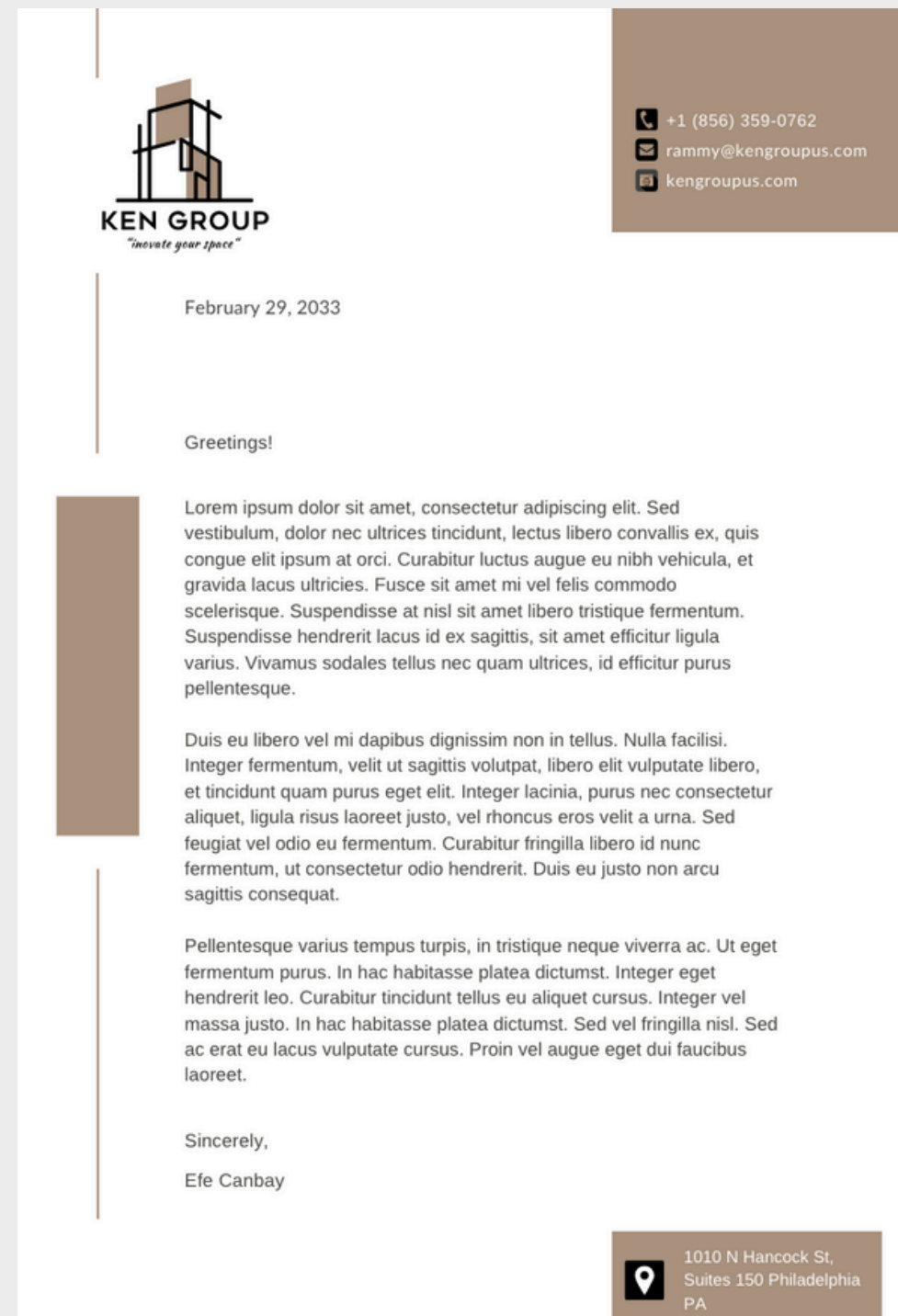
print media

In print media, Ken Group's brand identity is a visual representation of our commitment to excellence and innovation. To maintain a cohesive and impactful presence, follow these guidelines when incorporating our logo, colors, and typography into print materials.

bussines card



letterhead



envelope



+1 (856) 359-0762

rammy@kengroupus.com

kengroupus.com



1010 N Hancock St,
Suites 150 Philadelphia
PA

12



construction advertising

tarpaulin

**CRAFTED BY KEN GROUP
EXCELLENCE IN EVERY BUILD
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digital media

Ken Group's digital presence is a vital extension of our commitment to innovation, quality, and transparency. In this digital age, we aim to maintain a cohesive and engaging online identity. Here are some guidelines to ensure a unified and impactful digital experience

e-mail signature



Rammy DONGEL

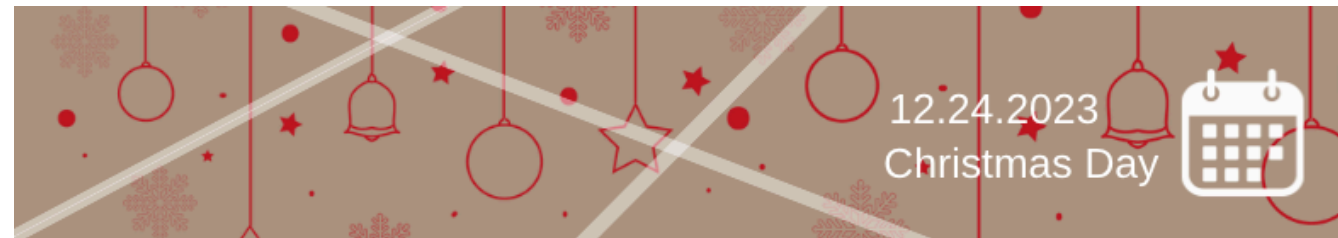
Owner

1010 N Hancock St, Suites 150 Philadelphia PA

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www.kengroupus.com

social media special day



Merry Christmas

*Wishing joy, warmth, and festive cheer
to you and your loved ones.*



**PRESIDENTS
DAY**

*Celebrating the leaders who shaped our
nation and inspired us all.*

