

HeyKujo! BRANDING SHEET

Hey, KUJO!

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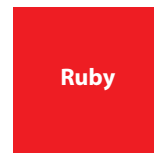
COLOUR PALETTE / USAGE

The **HeyKUJO!** wordmark and its ruby-red letterforms have a welcoming hand-drawn feeling that speaks to the audience in a relatable way and reminds them curiously of Kujo's own statement red glasses! The show's corporate colour palette is comprised of jewel tones that are rich, bright, and reflect the colours seen in all of Kujo's brightly patterned dashiki tees.

There are several versions of the wordmark for flexibility of usage; the letterforms in all should never be altered.

The prominent 'O' in the workmark is the perfect place to feature characters and messaging!

CORPORATE COLOURS



Ruby

Pantone 1795
C0 M100 Y100 K0
R205 G32 B44
CD202C



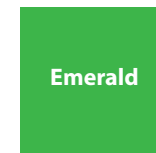
Yellow
Diamond

Pantone 116
C0 M12 Y100 K0
R254 G203 B0
FECB00



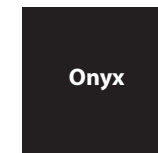
Garnet

Pantone 144
C0 M52 Y100 K0
R233 G131 B0
E98300



Emerald

Pantone 340
C0 M74 Y00 K100
R0 G152 B95
00985F



Onyx

Pantone Pro. Black
C0 M0 Y0 K100
R35 G31 B32
1E1E1E



Sapphire

Pantone 2748
C100 M90 Y4 K12
R3 G31 B115
031F73

SECONDARY GRAPHICS

The **HeyKUJO!** recommended secondary graphics are shown working together in formation at left. The shapes and dotted lines should always have a free-flowing feeling with a hint of hand-done randomness. These graphics can be combined in different ways and can be 'drawn-in' in animated applications. Flexible usage is encouraged, but relative scale and colour palette should be adhered to as much as possible to build and maintain the overall brand of the show.