



K-AFRO

BRAND GUIDELINES 2026

Property of K-AFRO

Logotype

Primary Logo - Institutional Logotype



Usage

The polychrome logotype is the official institutional version. It should be used as the primary choice whenever the medium and background color ensure good legibility, particularly on white, light, or bright backgrounds.

Color breakdown

The logotype draws its colors from the Pan-Africanist movement as well as the Taegeuk, the symbol at the heart of the South Korean flag. On dark backgrounds, it must be used in white, and conversely on light backgrounds.

Alternative Logo - Alternative Logotype



Usage

The alternative logotype combines the symbol from the institutional version with the wordmark. This more corporate-looking version is intended for professional materials where the K-Afro name needs to be prominently featured.

Color breakdown

The alternative logotype shares the same colors as the institutional version, combined with the wordmark. On dark backgrounds, this version must be used in white, and conversely on light backgrounds.

Logotype - The Wordmark

K-AFRO

Usage

The Wordmark features only the brand name, with no symbolic element. It is designed to highlight K-Afro's specific typography.

Color breakdown

This logo is exclusively black and its color cannot be modified. On dark backgrounds, it must be used in white.

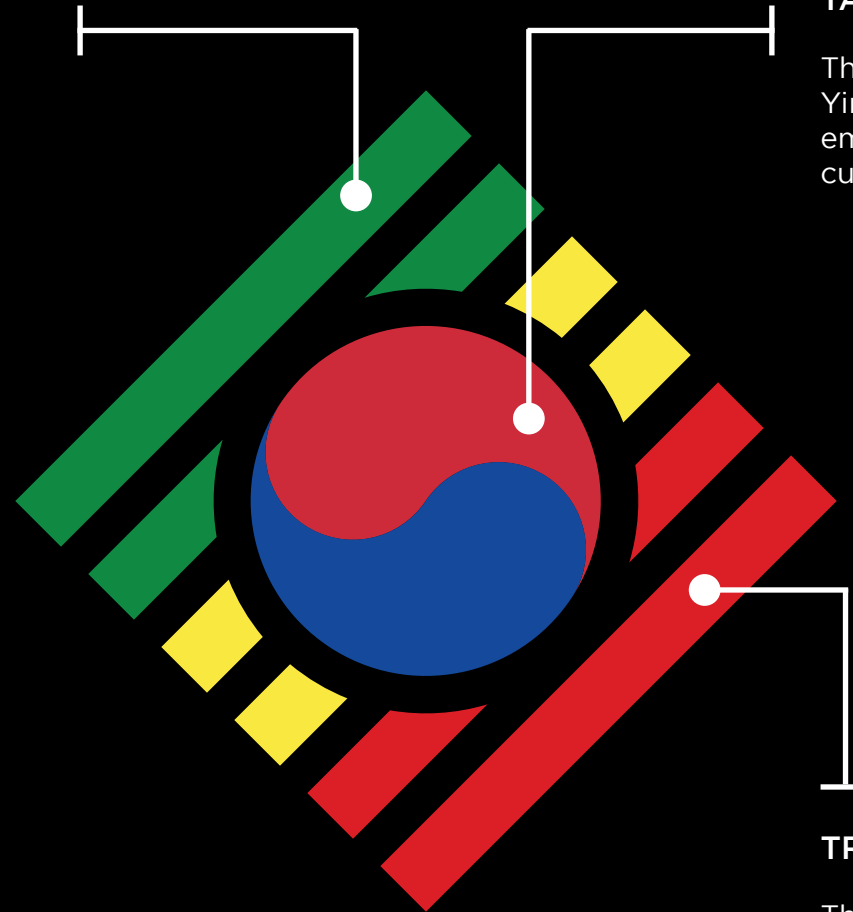
Design concept

PAN-AFRICANISM

The Korean trigram symbols are brought to life with green, yellow, and red, the iconic colors of Pan-Africanism.

TAEGEUK

The Taegeuk, Korea's version of Yin and Yang, featured in the logo, embodies and highlights Korean cultural influence.

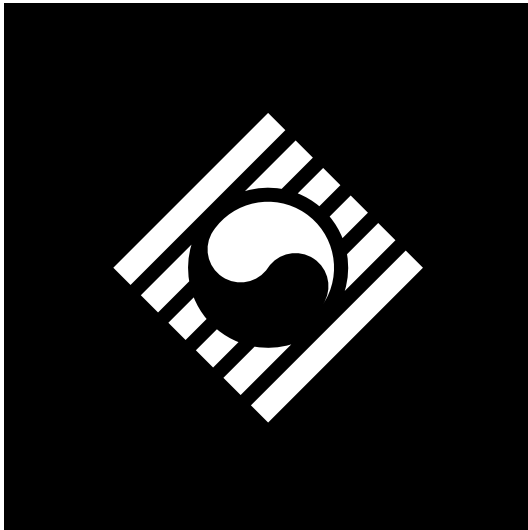


TRIGRAM SHAPES

The fictional flag blends Africa's colors with Korean trigram shapes, symbolizing a seamless fusion of African and Korean cultures.

Logo variations

White monochrome versions



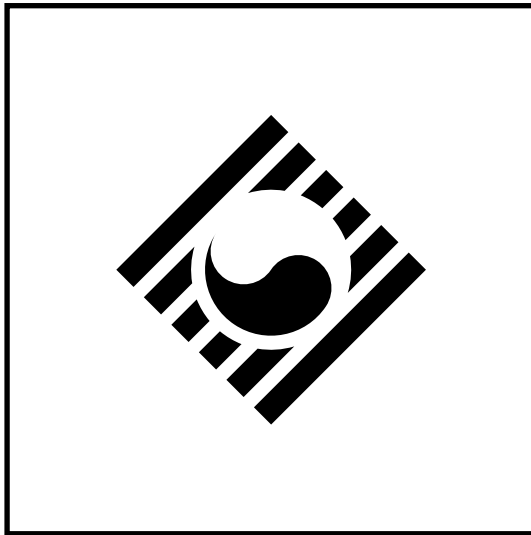
Usage

White monochrome logos must be used on all materials featuring a solid black background, other dark colors, or dark photography.

Color breakdown

All colors from both the institutional and alternative logotypes are rendered in white monochrome. In this version, the blue part of the Taegeuk is transparent to ensure better contrast and optimal differentiation.

Black monochrome versions



Usage

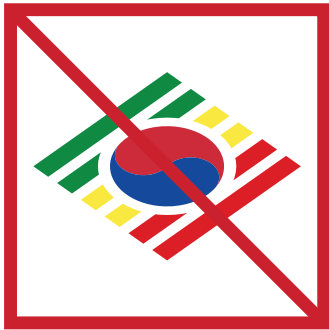
Black monochrome logos must be used on all materials featuring a solid white background, bright colors, or light photography.

Color breakdown

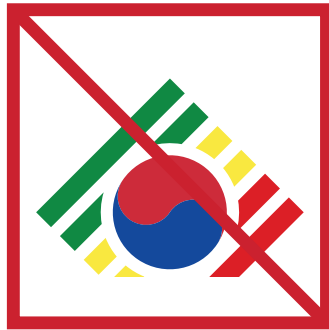
All colors from both the institutional and alternative logotypes are rendered in black monochrome. In this version, the red part of the Taegeuk is transparent to ensure better contrast and optimal differentiation.

Logo usage rules

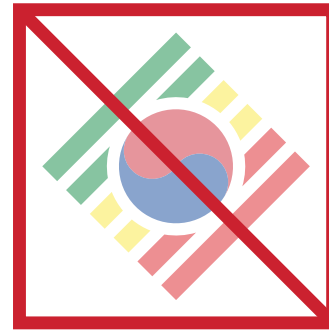
Logo usage rules



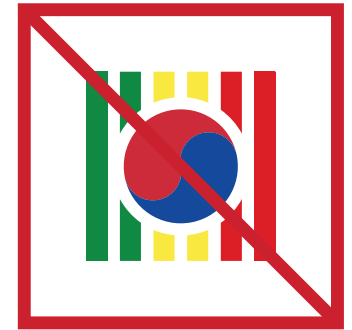
Do not distort the logo.



Do not crop the logo.



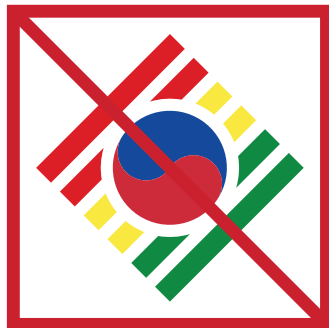
Do not reduce the logo's opacity.



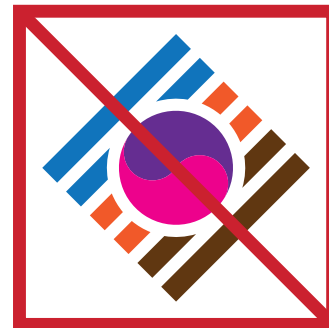
Do not tilt the logo.



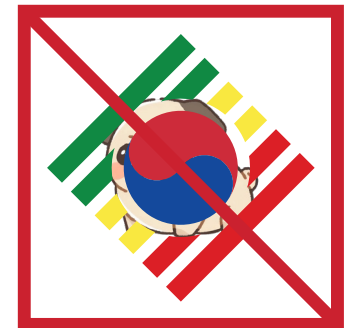
Do not add a drop shadow to the logo.



Do not alter the logo's colors.



Do not use colors outside the brand guidelines.



Do not place the logo directly on a photograph.

Color palette

Color palette

DARK BLUE			100%	80%
Print	C	88		
	J	52		
	M	0		
	N	39		
-----				60%
Web	R	19		
	V	74		
	B	155		
-----			40%	
Hexa	134A9B			
-----			20%	
Web Safe	003399			

Primary color - Dark Blue

The blue of the Taegeuk in the logotype is identical to the Taegeuk on the flag of the Republic of Korea. It is primarily used to highlight key graphic elements..

STRONG RED			100%	
Print	C	0		80%
	J	78		
	M	72		
	N	20		

Web	R	205		60%
	V	46		
	B	58		

Hexa	CC2E3A			40%

Web safe	CC3333			20%

Secondary color - Strong Red

The red of the Taegeuk in the logotype is equally identical to the one on the South Korean flag. It is primarily used to highlight key graphic elements and create contrast with Dark Blue.

Couleurs additionnelles

DARK CYAN - LIME GREEN			BRIGHT YELLOW			VIVID RED			BLACK																																																																														
Print	C	91	Print	C	0	Print	C	0	Print	C	0																																																																												
	J	0		M	50		N	46		-----			-----			-----			-----			Web	R	13	Web	R	252	Web	R	218	Web	R	0	V	137	B	68	-----			-----			-----			-----			Hexa	0D8944		Hexa	FCE642		Hexa	DA1F27		Hexa	000000		-----			-----			-----			-----			Web Safe	009933		Web Safe	FFFF33		Web Safe	CC3333		Web Safe	000000			
	M	50		N	46		-----			-----			-----			-----			Web	R	13		Web	R		252	Web		R	218		Web	R	0	V	137	B	68	-----			-----			-----			-----			Hexa	0D8944		Hexa	FCE642		Hexa	DA1F27		Hexa	000000		-----			-----			-----			-----			Web Safe	009933		Web Safe	FFFF33		Web Safe	CC3333		Web Safe	000000		
	N	46																																																																																					
-----			-----			-----			-----																																																																														
Web	R	13	Web	R	252	Web	R	218	Web	R	0																																																																												
	V	137		B	68		-----			-----			-----			-----			Hexa	0D8944		Hexa	FCE642		Hexa	DA1F27		Hexa	000000		-----			-----			-----			-----			Web Safe	009933		Web Safe	FFFF33		Web Safe	CC3333		Web Safe	000000																																		
	B	68																																																																																					
-----			-----			-----			-----																																																																														
Hexa	0D8944		Hexa	FCE642		Hexa	DA1F27		Hexa	000000																																																																													
-----			-----			-----			-----																																																																														
Web Safe	009933		Web Safe	FFFF33		Web Safe	CC3333		Web Safe	000000																																																																													

Additional colors - Pan-African palette

These complementary colors are used to reinforce the visual identity across both print and digital materials.

Typography

Typeface - Darkmode

Family

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Weight

Black

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT.

Transform

UPPERCASE

About this choice

The decision to draw inspiration from the Darkmode typeface gives the brand a contemporary typographic signature. Its rounded letterforms ensure immediate recognition of the K-Afro name and optimal legibility across all mediums.

Usage

This typeface must not be used for titles or body text, on any medium, whether digital or print. It is reserved exclusively for the logotype.



K-AFRO

Property of K-AFRO