kamo

partner usage guide.

The essentials for using approved kamo assets consistently.

1 LOGOS & CLEAR SPACE

- Black logo on light surfaces; white logo on #131313 or photography.
- SVG for print and web. PNG for slides and documents.
- Keep clear space on every side equal to the height of the “k”.
- Minimum width: 20 mm in print / 80 px on screen.
- Never redraw, stretch, rotate, outline or add shadows.

APPROVED PACKSHOTS

Full lineup + all three products.



2 CO-BRANDING LOCKUP

kamo | PARTNER Partner right of kamo, 1 px divider, equal optical height.

Do not rearrange the lockup or place it over busy, low-contrast imagery.

3 PACKSHOTS & PRODUCT PAIRING

Use the supplied JPGs without cropping the cans.
Keep cans sharp, cold and wet; no gradients.

kamo 45 = refuel. kamo MG = relax.
kamo PRO = rebuild.
Always show the product benefit and its ABV.

4 VOICE & APPROVAL

Confident, athletic, unpretentious.
Lowercase headlines, maximum 6 words at POS.

kamo is the reward after effort — never fuel before or during sport.

Send final artwork to the kamo brand team 10 working days before print.

5 OFFICIAL COLOURS

white	light grey	dark grey	highlight	black
#FFFFFF	#F6F6F6	#303030	#E8FF95	#131313

IN THIS BUNDLE 4 SVG logos + 4 PNG logos + 4 JPG packshots + this one-page PDF.