BRAND SHEET

LOGO & COLOR GUIDELINES FOR PARTNERS · 2026

Logo usage

The inKind logo is the visual representation of our company, and it should look consistent everywhere it appears. Always use the logo files supplied by inKind. Never recreate or retype the logo.

FULL COLOR · USE WHEREVER POSSIBLE

Primary logo

The main inKind logo. Use it in this form whenever possible.

Inverted primary logo

White wordmark for legibility on dark or busy backgrounds.

MONOTONE · WHEN FULL COLOR ISN'T AN OPTION

Monotone black logo

For one-color applications on light backgrounds.

Monotone white logo

For one-color applications on dark backgrounds.

Logo don'ts

The inKind logo should never be altered in any way.

Do not skew or distort the logo.

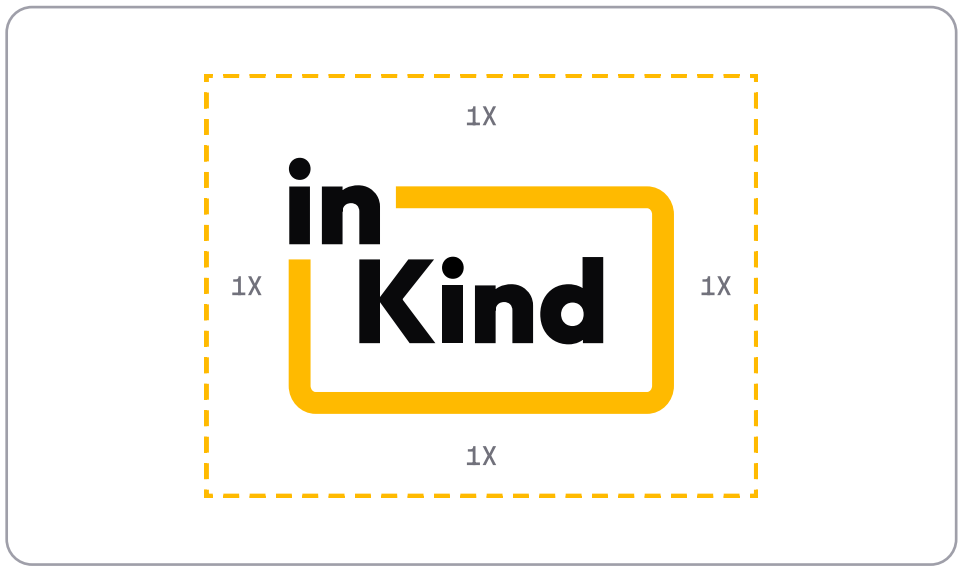
Do not use with poor contrast.

Do not add effects such as drop shadows.

Do not change the logo colors unless approved.

Clear space & size

Keep a clear space of 1X on all sides, where X is the cap height of the “Kind” lettering. Minimum size is 80 px wide on screen and 12 mm (0.5 in) wide in print.



Co-branding

Separate the two marks with a thin vertical divider, with equal space on each side. Keep both marks at equal visual weight, and never place them closer than 1X.



Brand colors

Our core palette. Reward Gold is our signature color; Zinc Black is used for type and dark backgrounds, never pure black.

Reward Gold

HEX #FFBA00
RGB 255, 186, 0
CMYK 0, 30, 100, 0
PMS 7408 C

Zinc Black

HEX #09090B
RGB 9, 9, 11
CMYK 60, 40, 40, 100
PMS Black 6 C

Butter Yellow

HEX #FFFBEB
RGB 255, 251, 235
CMYK 0, 2, 8, 0
PMS 7408 C at 8%

White

HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0
PMS Paper white

CMYK and Pantone values are starting points for print. Confirm with a physical proof before production. Use Zinc Black as rich black for large areas and 100% K for small text.

Logo files & questions

Download logo files: **link** · Brand contact: Nhi Nguyen, **nhi.n@inkind.com**]