



BRAND NAME

Kriov

PRONUNCIATION

KREE-ov

POSITIONING

Conversion Tracking
& Measurement

CORE MARK (PRIMARY LOGO)

ICON

WORDMARK

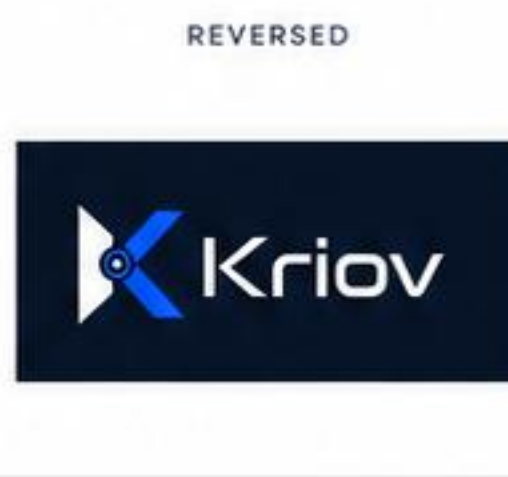
REVERSED

MONOCHROME











COLOR PALETTE



Kriov Ink
#0B1220

Signal Blue
#1462FF

White
#FFFFFF

Slate
#5B6472

TYPOGRAPHY DIRECTION

Aa

Modern. Technical.
Confident.
Built for Clarity.

Use a clean, geometric sans-serif typeface to reflect precision, innovation, and trust.

HEADINGS

BODY

ACCENT

Medium / SemiBold

Regular / Book

Signal Blue

CLEAR SPACE



Clear space around the logo should be equal to the height of the icon (X) on all sides.

MINIMUM SIZE

DIGITAL

PRINT





Minimum size ensures legibility. Do not reproduce the logo smaller than the sizes shown.

ICON USAGE



Primary

On Dark

On Light

Monochrome

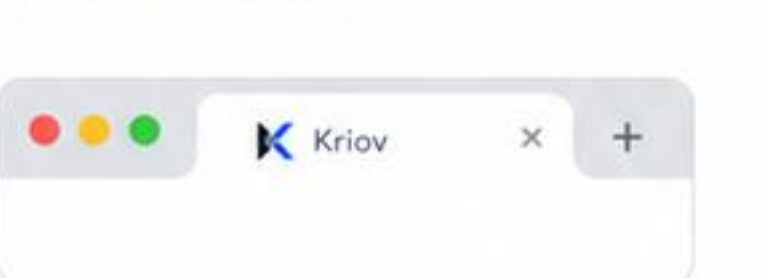
The icon can be used alone in interfaces, as a mark of authenticity and recognition.

SOCIAL AVATAR



Use the icon centered in a circular frame for social media profiles.

FAVICON GUIDANCE



Use the icon as the favicon for websites and browser tabs to ensure consistency and recognizability.

TONE OF VOICE

Target icon

Data-driven & Precise
We bring accuracy and clarity to every insight.

Lightning bolt icon

Confident & Reliable
We empower decisions with trustworthy data.

Person icon

Human & Approachable
We communicate with clarity and empathy.

Arrow icon

Forward-Looking
We innovate to help businesses grow.



Kriov



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Conversion Tracking & Measurement





