Built to stay connected.

A practical identity kit for Kibruzo.





One identity. Two background modes.

Navy and teal on light surfaces. White and teal on dark surfaces.
The central square and the dot over the i connect symbol and name.
Every production logo asset has a transparent canvas.

Choose the right piece.

Separate files for every placement.

LIGHT / SQUARE LOCKUP



DARK / SQUARE LOCKUP





ICON / no name



FAVICON / tighter fit



ICON / no name



FAVICON / tighter fit

Horizontal: headers, email footers and partner pages. Square: profile or centered layouts.
Icon: compact recognition. Wordmark-only: text-led applications where space is limited.

Color with a job to do.

Exact digital values; flat fills, no gradients.

NAVY
#153B66
RGB 21 / 59 / 102

TEAL
#00A6A0
RGB 0 / 166 / 160

WHITE
#FFFFFF
RGB 255 / 255 / 255

Supporting colors

Dark surface: #0B1728 | RGB 11 / 23 / 40
Teal for small text on white: #007F7B | RGB 0 / 127 / 123

Contrast notes

Navy on white: 11.36:1 | White on dark surface: 17.99:1
Accent teal on white: 3.02:1 - use as a logo accent, not small body text.
Darker teal on white: 4.86:1 - use this token for links and text.
Use navy text on teal buttons; white small text on brand teal has low contrast.

Print handoff

Use the SVG masters for print artwork. Ask your printer to convert from sRGB using the actual output profile and approve a physical proof. This kit does not claim a universal CMYK or Pantone match.

The name is artwork.

The companion typeface is Inter.

Kibruzo

Custom wordmark

The K and z cuts, softened square counters and teal i-dot are custom logo details.
Use the supplied outlined SVG. Do not rebuild the wordmark by typing in Inter.
No installable Kibruzo logo font is supplied.

Inter for everything around it

Keep the proof with the thing.

Receipts, contacts, warranties and work history, together.

Headlines: Inter Semibold 600. Body: Inter Regular 400.
Labels and navigation: Inter Medium 500. Bold 700 only for emphasis.
Use sentence case. Keep body text at a comfortable size and line spacing.
Inter variable TTF and SIL Open Font License are included in /fonts.

Website insight

Kibruzo.com already uses Inter in its CSS, so this keeps the surrounding type consistent. Its current headline is "Stop searching. Start finding."
The page title and several content sections still use Zurzag; ZurGuard also appears. Review that naming during rollout, without assuming module renaming.

Sources: kibruzo.com (HTML/CSS), rsms.me/inter, github.com/rsms/inter

Use it consistently.

Practical handoff rules for designers and developers.

Spacing and size

Keep at least one center-square width of clear space around the visible logo.
Do not stretch, rotate, recolor individual pieces or rearrange the lockup.
Do not fill transparent gaps with white; they should reveal the background.
Suggested minimums: horizontal 180 px wide; square lockup 160 px wide.
Icon: 32 px preferred. Use dedicated favicon exports at 16, 32 and 48 px.

Which format?

SVG: scalable vector masters, editable filled paths, no external fonts needed.
PNG: transparent raster exports for presentations, social and general use.
ICO: multi-resolution browser fallback, with 16 / 32 / 48 / 64 px frames.
The /web folder includes adaptive SVG favicon and CSS / JSON color tokens.
Choose light or dark artwork based on the actual background surface.

Platform notes

Transparent files are supplied as requested. Some app stores, maskable PWA icons and touch-icon contexts need an opaque background. Prepare a separate platform-specific tile before submission; do not use this transparent mark as a maskable icon. Social platforms may flatten alpha differently. Preview first.

Before public rollout

Review remaining Zurzag naming on the live site and metadata.
Check the final logo against relevant existing marks before a major rollout.
This kit standardizes artwork; it does not establish trademark exclusivity.
Source contours were traced from the approved image, with slight smoothing.
The SVG masters, not the generated raster, define the kit colors and exports.

Included extras

Wordmark-only marks, black/white variants, font license and a visual asset index.