KLUTCH

WHATEVER YOU NEED, WHENEVER YOU NEED IT

INDEX

This manual supplies the fundamental principles for effectively and attractively displaying the KLUTCH brand across various mediums. It is designed to cater to the needs of those responsible for interpreting, conveying, and executing the brand. Consistently and correctly utilizing this trademark will assist in accomplishing the brand's objectives and enhancing its reputation of the brand. It is a collective effort in which we all play a role in making KLUTCH a successful and respected brand.

CONCEPT

PERFECT TIME AND PLACE

Klutch stands for the word "clutch" which means "perfect, exactly what is needed".

This brand aims to bring ease and comfort to the daily things we do providing an inmessurable value in being ontime at the right place in a way no one else is.

The simplicity of the strokes conveys a professional and clean look

The combination of the bold, all-caps typography and the use of the color red creates a strong and youthful feel overall that helps the brand to be percieved as reliable.

KLUTCH

This logo was developed to represent a full circle arrow coming in Klutch at the right spot in the right timing making a perfect "K-" just like Klutch.

ENCLOSED LOGO

LOGOMARK

KLUTCH

LOGOTYPE

COLORS

The main colors used in this brand are red, salmon pink and cream, the red evoques excitement but it has a constrast with the softer colors creating a familiar atmosphere and friendly, light colored tonality.

C: 0,36 M:96,15 Y: 82,96 K:0,18
R:228 G:29 B:42
e41d2a

C:5,57 M: 6,41 Y:20,65 K: 0
R:244 G:236 B:212
f4ecd4

C:0,2 M: 50,79 Y: 38,8 K: 0,04
R: 242 G: 152 B: 140
f2988c

KLUTCH

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TYPOGRAPHY

TITLES

The main corporate typeface is Almaq Refined.
This will be used for short texts and titles.

SECONDARY

The secondary typeface is the Trenda family in its
light or regular version.
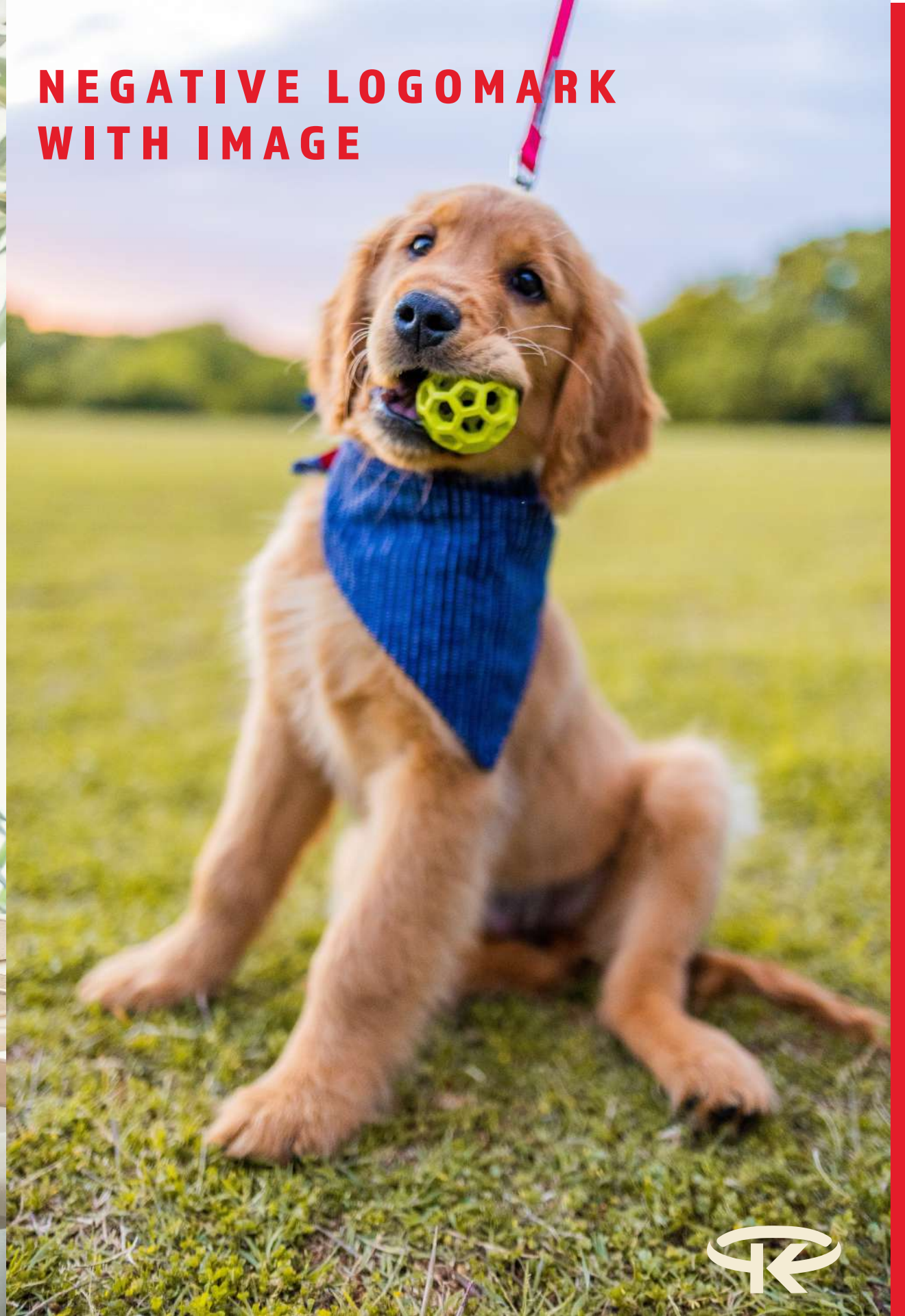This typeface will be used for subtitles and
texts to be highlighted.

COLORED LOGOMARK
WITH IMAGE

POSITIVE LOGOMARK WITH IMAGE

NEGATIVE LOGOMARK WITH IMAGE

INSTAGRAM FEED
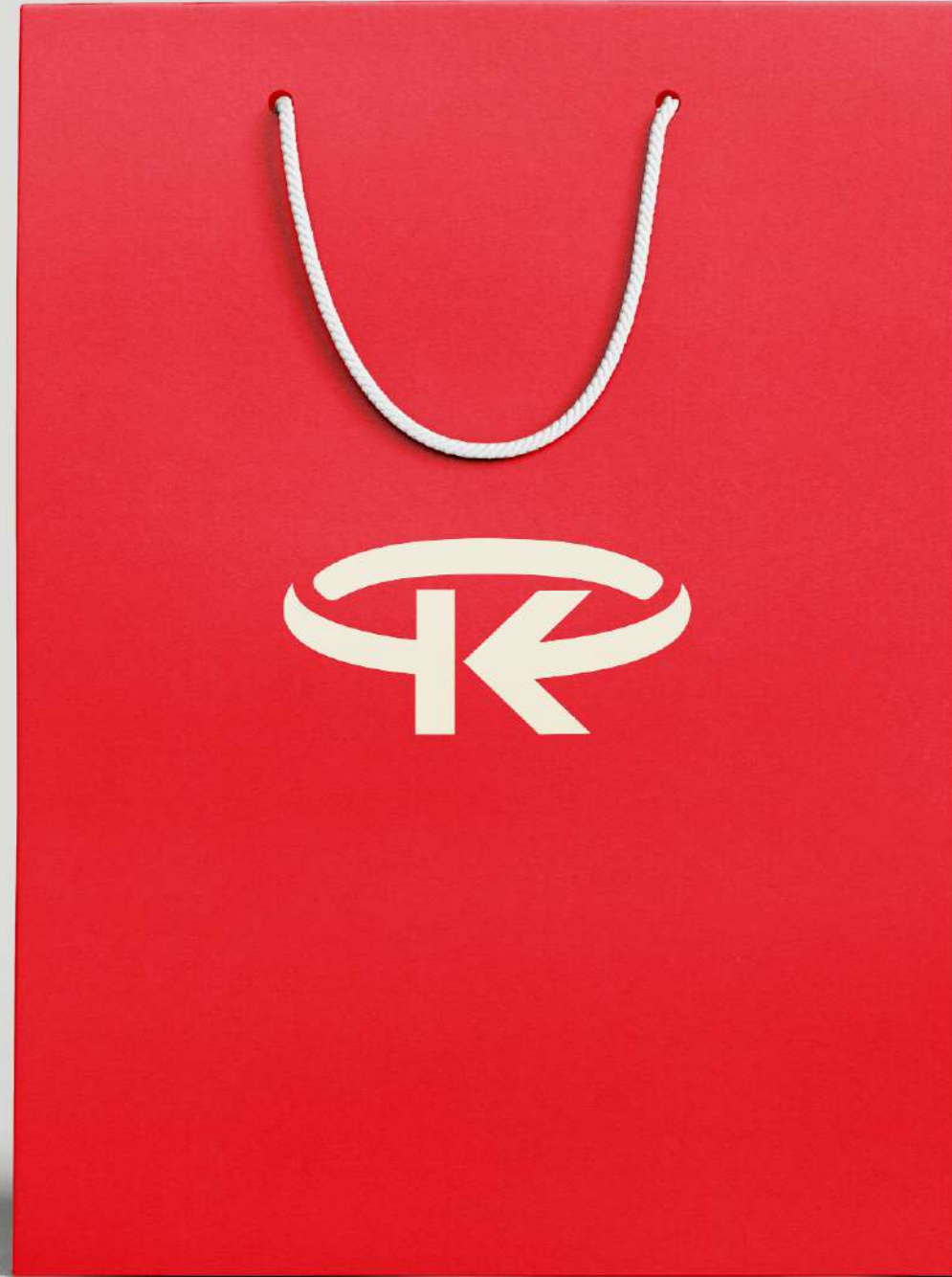
MOCKUPS

WHATEVER YOU NEED,

WHENEVER YOU NEED IT

KLUTCH

Time to keep moving

LET´S GOOOO

KLUTCH