



BRAND GUIDELINES

askKira.com

Email:
info@askkira.com

Websites:
askkira.com

askKira Logo



THE ASKKIRA LOGO AND GUIDELINES

The Logo Introduction

Logo Colour Variations

Clear Space

Incorrect Logo Usage

LOGO INTRODUCTION

The askKira logo is a combination of the the askKira icon combined with the company product name. The icon element remains consistent for additional companion tools such as KiraMark and KiraTest.

askKira Brandmark

The askKira family logo is the cornerstone of the brand identity and should always be used consistently.



LOGO TYPE - COLOUR VARIATIONS



Logo light version

To be used when the back ground colour is dark.



Logo dark version

To be used when the back ground colour is light.

Attention:

No other versions of the askKira logo should be permitted.

Changing or manipulation of the logo breaks brand consistency.

Recommended formats are:

.png | .jpg

LOGO - CLEAR SPACE

Definition

When using the askKira logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this clear zone.

Specifications

To work out the clear space take the height of the logo 0.4px . Logo must have clear space on all sides, no matter where it is used



INCORRECT LOGO USE

Don'ts

- × Change the fonts - this includes wights, size and line spacing
- × Do not make any changes to the logo mark.
- × Do not change the colour relationship on the logo mark
- × Do not change the logo stack
- × Do not apply any affects such as drop shadows , gradients etc



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askKira Typography



ASKKIRA TYPOGRAPHY

The Fonts

Primary and Secondary

Typography Hierarchy

TYPOGRAPHY - PRIMARY

League Gothic

Regular

Heading

Aa

50pt

ABCDEFGHIJKLMNOP
QRSTUVWXYZ12345
67890#@!~{ }

Body text

Lorem ipsum dolor sit amet, sumo agam et sea, ne odio idque quaestio vim. Quo ut eros quaerendum, vis wisi aliquid legendos te. An nec fugit principes aliquando, quot mollis ne sed.

abcdefghijklmnopqrst
vwxyz

1234567890-

TYPOGRAPHY - SECONDARY

Futura Light Regular Medium **Bold** **Extra Bold**

Heading

Aa

40pt

ABCDEFGHIJKLMN
OPQRSTUVWXYZ1
234567890#@!~{ }

Body text

Lorem ipsum dolor sit amet, sumo agam et sea, ne odio idque quaestio vim. Quo ut eros quaerendum, vis wisi aliquid legendos te. An nec fugit principes aliquando, quot mollis ne sed.

abcdefghijklmnopqrstu
vwxyz

1234567890-

TYPOGRAPHY HIERARCHY

Description

Typography hierarchy is a way to make text more readable. The main purpose of typography hierarchy is to arrange text to highlight the importance of information. Without a typographic hierarchy, every letter, every word, and sentence in a design would look the same. Creating less impactful designs.

LOREM IPSUM IPSUM

Dolor sit amet eum ut dolore

Ad vix fabulas explicari. Dicant nostrum aliquando sed ne. Ad velit scripta sea, his graeci mediocrem eu, vocent iudicabit has cu. Has falli aliquid ut, laudem oblique detraxit ei ius.

Ut oblique pertinacia consequuntur eos, bonorum percipit dignissim ei sit. Minimum perpetua sea et. Labore epicuri mea ad, at has tritani equidem percipit, ut natum vitae gloriatur eum. Ex summo liber commodo usu, at has molestie comprehensam.

Headings

are the most important information of your message and should be placed top of the content you are producing, this is used to attract the viewers attention.

Subheadings

should be visible and stand out from the body text but still making the visual differentiation with the main header.

Body text

body copy, this section will include the content and that will make it text heavy. Your body copy needs to be smaller in comparison with heading and subheading.

LEAGUE GOTHIC (FULL CAPS)
50PX

Futura Bold
25px

Futura Medium
16px

askKira Brand Colours



ASKKIRA BRAND COLOURS

The Colour Pallet

Colour Tones

COLOUR PALETTE



Sunset

C 0 R 255,
M 66 G 87,
Y 65 B 88
K 0

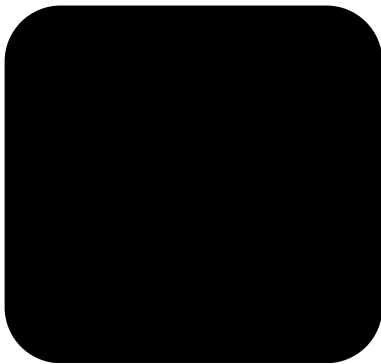
HEX
#FF5758



Bermuda

C 49 R 111,
M 0 G 219,
Y 6 B 206
K 14

HEX
#6FDBCE



Black

C 0 R 0,
M 0 G 0,
Y 0 B 0
K 100

HEX
#000000



Outer Space

C 12 R 68,
M 5 G 73,
Y 0 B 77
K 70

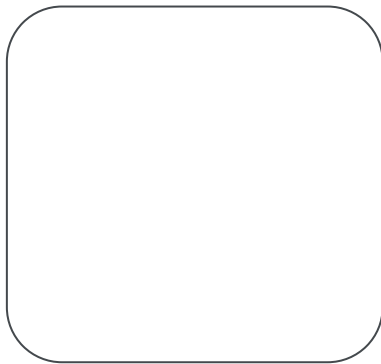
HEX
#44494D



Ghost

C 1 R 244,
M 1 G 244,
Y 0 B 246
K 4

HEX
#F4F4F6



White

C 0 R 255,
M 0 G 255,
Y 0 B 255
K 0

HEX
#FFFFFF

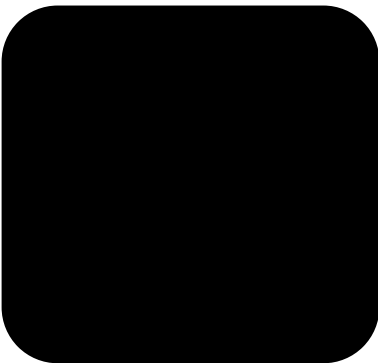
COLOUR PALETTE GRADIENTS



Sunset



Bermuda



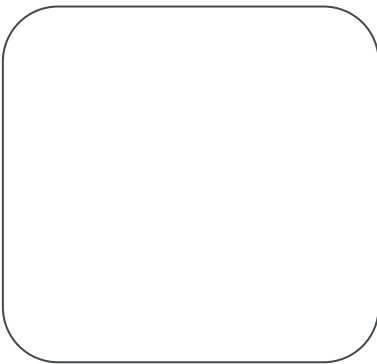
Black



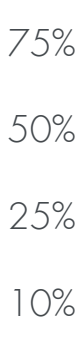
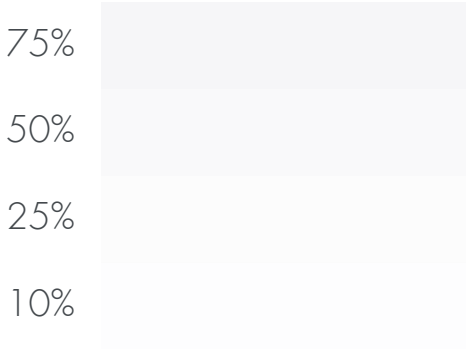
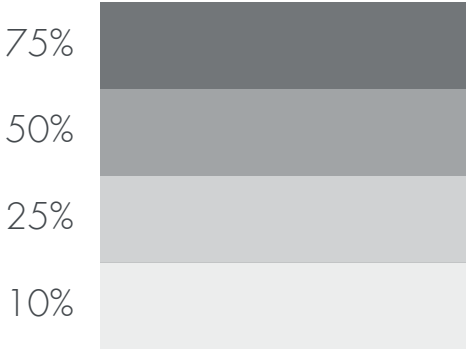
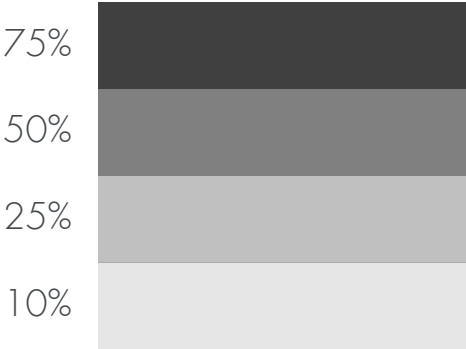
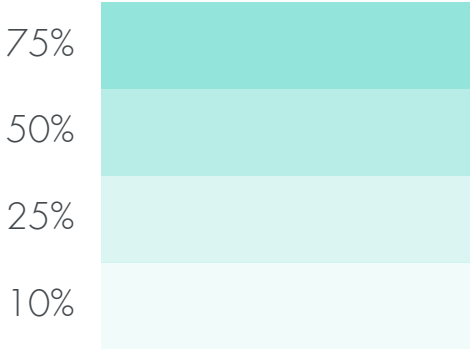
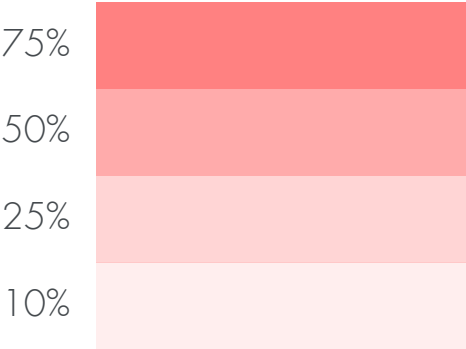
Outer Space



Ghost



White



askKira Images



ASKKIRA IMAGES

Image Guidelines

Do's and Don'ts

Showcasing The Tech

BRAND IMAGES

Guidelines

Images used in askKira resources are responsible in transferring the brand to its intended customers.

askKira use various images of teachers and students from British schools - this can be primary schools or secondary schools. It is extremely import to only use images of British schools. As this is where the product market is right now.





IMPACT OF ASKKIRA

Imagery should convey improved relationships and interactions between Students and Educators. The askKira suite of tools allow teachers to be more effective, so we have the opportunity to demonstrate this through imagery.



PEOPLE FOCUSED IMAGERY

Where possible, especially in social media we should aim to use real teachers both in and out of the classroom. Avoid Americanised or stock images where possible



HAPPY TEACHERS

Select images that show teachers happy and thriving. askKira is a tool to improve the lives of teachers, this should be reflected in images used of teachers.



DIVERSITY

Images should represent a mix of ethnicities, abilities, and genders in the UK. Authenticity is key—show real moments that feel natural and relatable.

IMAGE RULES

Don't

- ✗ Don't use "cheesy" stock images
- ✗ Don't use staged images
- ✗ Don't use images that are none English schools
- ✗ Don't use image filters such as black and white overlays

Do

- ✓ Keep images diverse
- ✓ Use full colour images
- ✓ Use authentic images
- ✓ Use people-focused imagery.



Cheesy stock.



Staged images.



None English school - Separate desks, No uniform.

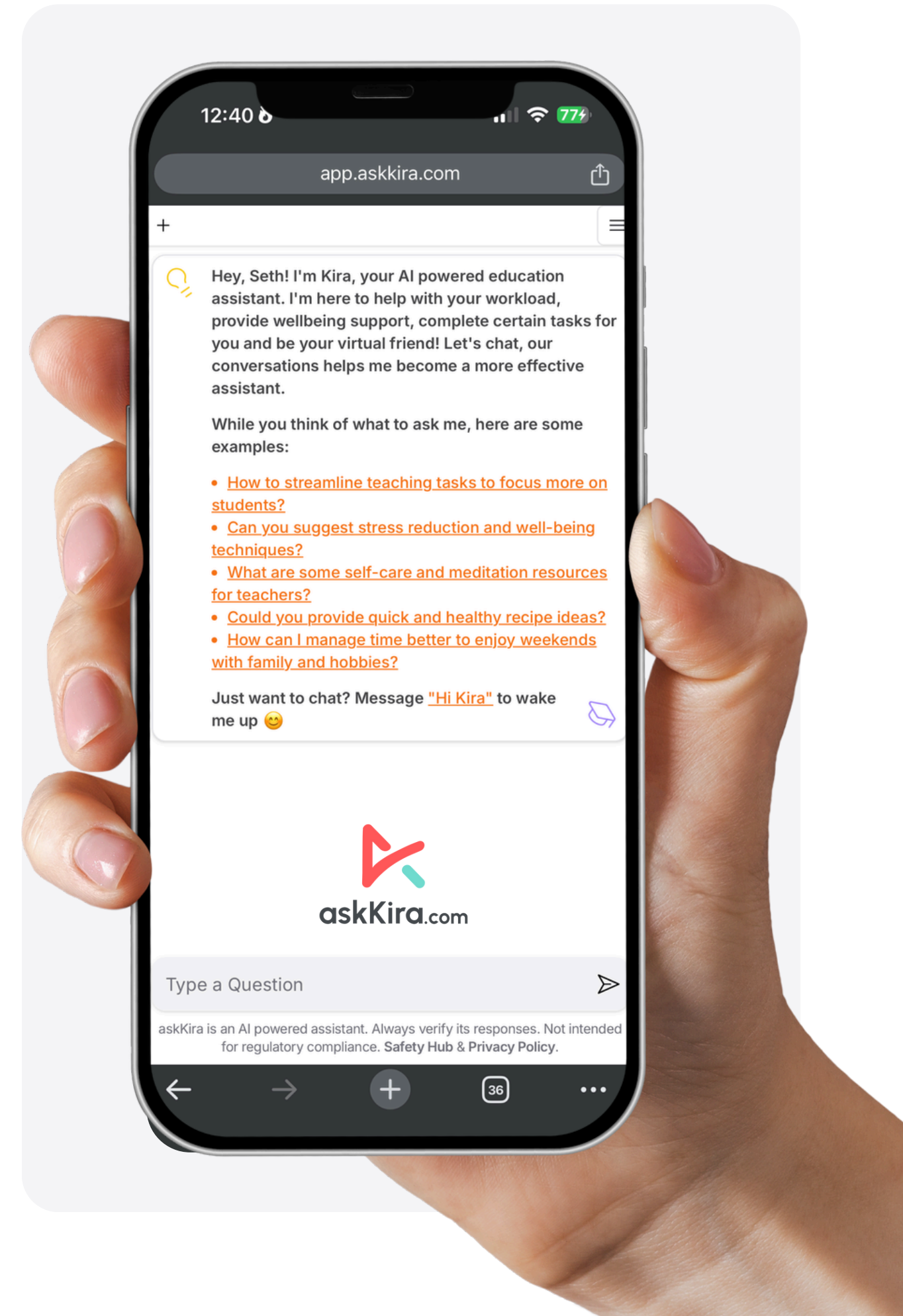
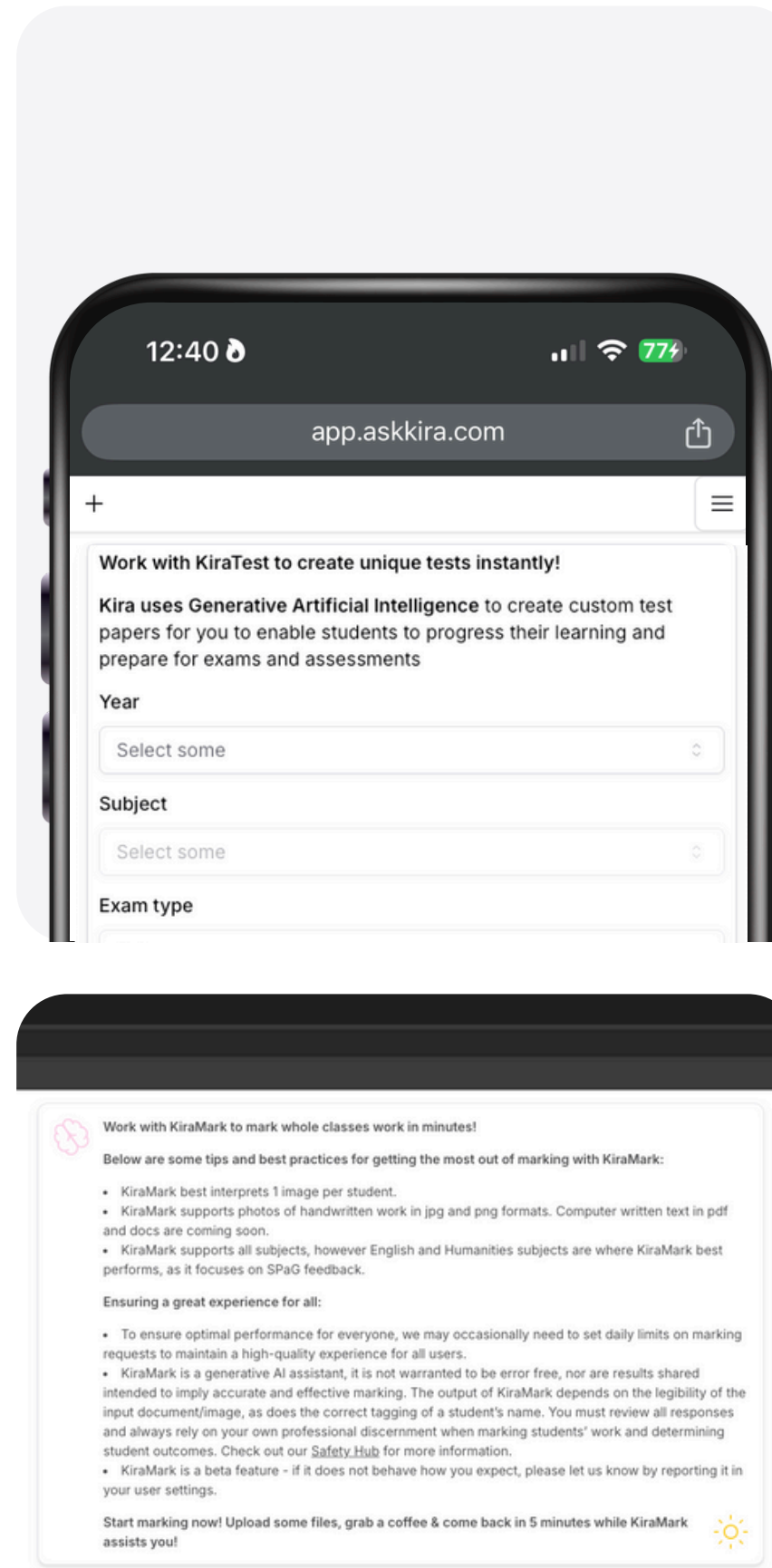


Filters or colour overlays.

THE TECH

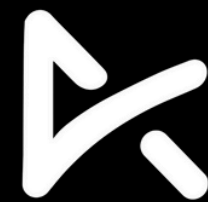
Guidelines

Screen shots and imagery of product visuals are an important part of the brands marketing. Only showcase the most impactful screens available with the content (where possible) clearly identifying the solution to the problem.

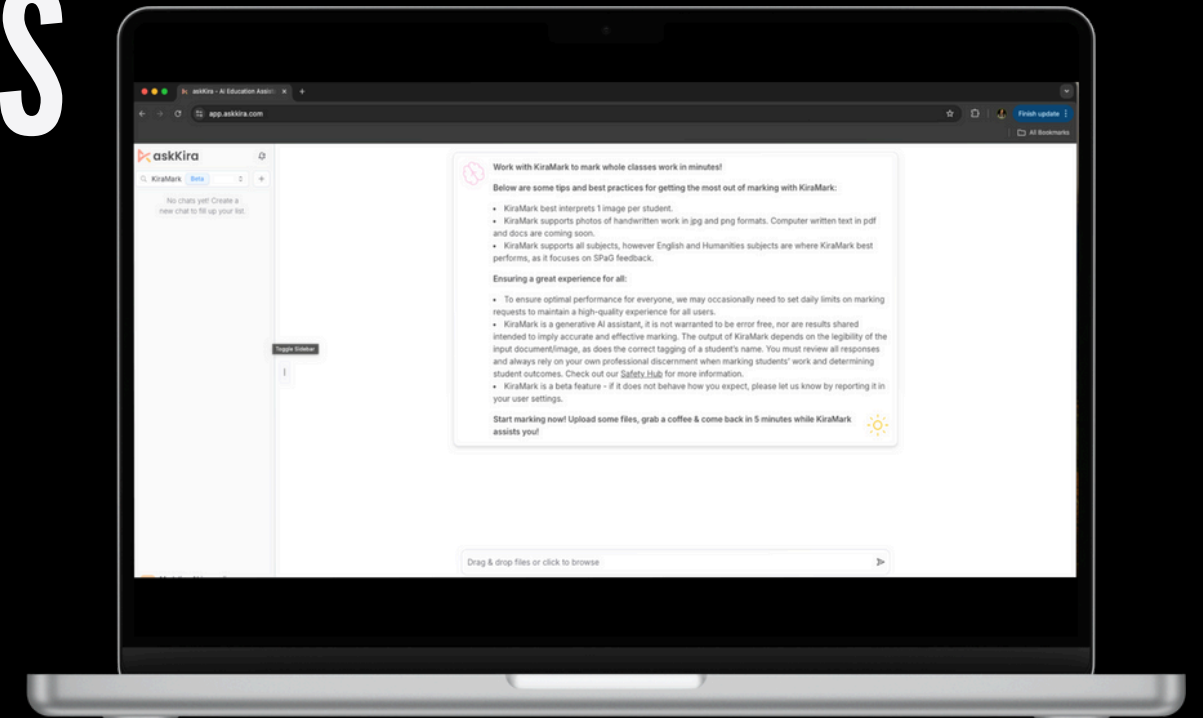


THE AI PERSONAL ASSISTANT AND EDUCATION COACH

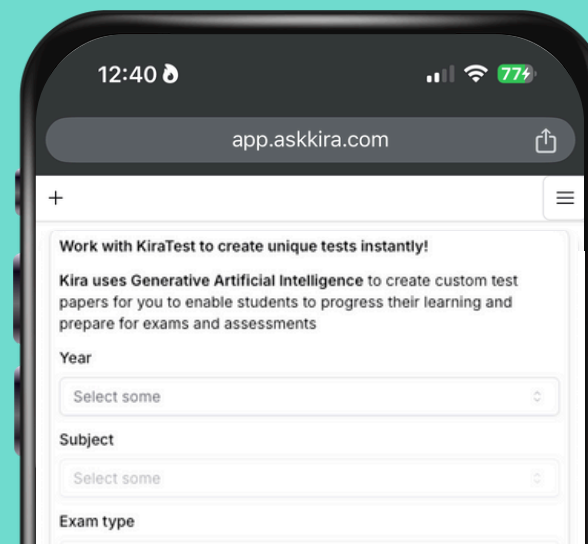
YOUR WHOLE CLASS MARKING TOOL



KiraMark



MAXIMISE TEACHING TIME WITH EASY TEST CREATION



POWERED BY
PULSE.TM
OUR PROPRIETARY AI
ENGINE

THANK YOU

Enquiries

For any further enquiries
regarding the askKira brand
style please contact:
projects@thechangearc.com

Social Media

Facebook: <https://www.facebook.com/askKiraai>

X: @askkiraai

Linkedin: <https://www.linkedin.com/company/askkiraai/>

TikTok: @askkiraai

YouTube: <https://www.youtube.com/@askkiraai>



Sunset

C 0 R 255,
M 66 G 87,
Y 65 B 88
K 0

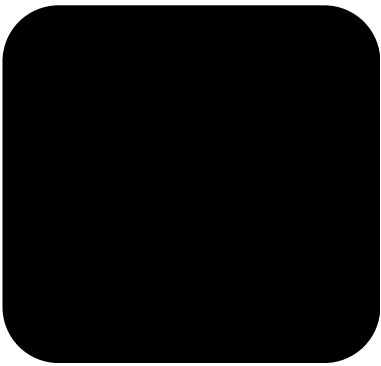
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K 70

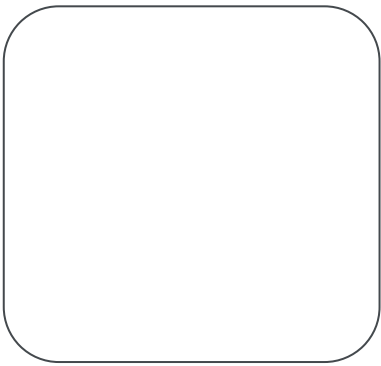
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