Keyrona

Brand guide

Colours, logo use and typography for everything that carries the Keyrona name.

keyrona.com

LOGO

The logo

Use the full logo wherever there is room. Use the icon on its own for app icons, favicons and small spaces.



Full logo on light



Full logo on dark



Icon, lime



Icon, night

Clear space and size

Keep clear space around the logo equal to half the icon's height. Never show the full logo smaller than 120 px (30 mm in print) wide, or the icon smaller than 24 px.

Logo don't's



Don't stretch or squash it



Don't change its colours



Don't rotate it



Don't put it on busy photos

COLOUR

Colours

Night #0E1411 RGB 14 20 17
Main dark. Backgrounds, headings and body text.

Lime #C8F169 RGB 200 241 105
Signature accent. Buttons, highlights and the icon.

Forest #14573D RGB 20 87 61
Secondary. Section bands, links and labels.

Paper #F3F1EC RGB 243 241 236
Light background for pages and documents.

Mist #C9CFC9 RGB 201 207 201
Text on dark backgrounds.

Slate #4A544E RGB 74 84 78
Secondary text on light backgrounds.

TYPE

Typography

Sora

Headings, the logo and numbers. Bold 700 for titles, SemiBold 600 for sub-headings.

Run your whole agency from one place.

Manrope

Body text, buttons and forms. Regular 400 for reading, Bold 700 for emphasis.

Sales, lettings, client money, compliance, your website and AI assistants in one CRM.

Aa Bb Cc 0123456789

Both fonts are free from Google Fonts. Headline sizes: 48 / 32 / 20 pt. Body: 11-12 pt, line height 1.5.

VOICE

How we sound

Clear — Plain words agents use every day. No jargon.

Helpful — Lead with what the agent gets done, not with features.

Confident — Short sentences. We say what Keyrona does, without hype.

