



Brand Guidelines & Visual Identity System

KB Cloudcount (KBC) · Version 1.0 · 2026

Who we are

KB Cloudcount (KBC) is a London-based accounting and financial technology firm delivering personalised, cloud-enabled financial services. Our ethos centres on precision, clarity and partnership — financial management as a strategic compass for growth, not an administrative burden.

Personalisation

Every financial solution, report and strategy is tailored to the client's unique business model, scale and industry stage.

Modern Efficiency

Leveraging cloud technology, automation and intuitive workflows to streamline accounting processes.

Transparency & Trust

Clear, jargon-free advice that empowers business owners to make confident financial decisions.

Proactivity

Anticipating regulatory changes, tax obligations and financial opportunities before they impact our clients.

The mark

A combinationmark: heavy sans-serif typography in Deep Navy paired with an upward-sweeping cloud and arrow in a teal-to-cyan gradient — representing cloud computing, digital agility and upward financial momentum.



Clear space & sizing

Minimum clear space

Equal to the height of the letter K in the logo on all four sides (1x).

Minimum digital size

Never render the logo below 120 pixels in width.

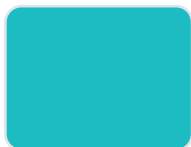
Minimum print size

Logo width must not fall below 30 millimetres.

Incorrect usage

- Do not alter, rotate or tilt the logo mark or typography.
- Do not change the brand colours of the logo elements.
- Do not apply drop shadows, bevels, glows or unapproved effects.
- Do not stretch, distort or disproportionately scale the axes.
- Do not place the full-colour logo on complex or low-contrast backgrounds.

Palette



KBC Primary Teal

HEX #1DBCC2 · rgb(29, 188, 194) · CMYK 85, 3, 27, 0
Primary brand colour, CTAs, links and accents.



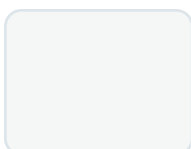
Deep Navy

HEX #052D58 · rgb(5, 45, 88) · CMYK 94, 79, 39, 29
Logo typography, headlines and dark surfaces.



Text Black

HEX #111111 · rgb(17, 17, 17) · CMYK 30, 30, 30, 100
Body copy and high-contrast reading elements.



Light Gray

HEX #F4F7F6 · rgb(244, 247, 246) · CMYK 2, 0, 1, 3
Background fills, cards and dividers.



Pure White

HEX #FFFFFF · rgb(255, 255, 255) · CMYK 0, 0, 0, 0
Canvas backgrounds, negative space, reverse text.

Manrope

KB Cloudcount exclusively uses Manrope, a geometric sans-serif by Mikhail Sharanda — balancing geometric precision with human warmth so complex financial data stays approachable.

H1 — Display	ExtraBold 800 · 56/60 · -0.02em
H2 — Section	Bold 700 · 36/44
H3 — Card title	SemiBold 600 · 20/28
Body	Regular 400 · 16/28
Caption / label	Bold 700 · 12/16 · uppercase, 0.18em tracking

Website & digital style

Layout & structure

Clean, minimalist layouts, generous whitespace, rounded 12px cards and clear hierarchy.

Hero sections

Immersive imagery overlaid with navy gradient washes for high-contrast white typography.

Interactive elements

Pill-shaped CTAs in KBC Teal with smooth hover transitions and accessible focus states.

Imagery style

Professional photography of real business scenarios and financial analytics on devices.

Tone & voice

Professional yet approachable, reassuring, authoritative and direct.

Questions?

Contact the KB Cloudcount brand team at brand@kbcloudcount.com

Website: kbcloudcount.com
