

## The logo



Primary version (color), on light backgrounds



On dark or photographic backgrounds: one-color white

Wordmark (without STUDIO): for small sizes



Icon: the KE label cut out of a rounded square · favicon (16-32 px): K only



## The idea

"Kechulada" comes from "¡qué chulada!", Spanish for "how cool is that!": delight at something really good. The logo splits the two words: KE (the "¡qué!") is cut out of a terracotta label, its letters tilted  $-6^\circ$  like someone exclaiming; CHULADA (the thing itself) stands still in ink. The letters are custom: geometric, heavy, with an arrowhead K and flat-topped As. STUDIO is centered under CHULADA. No gradients, shadows or effects: what you see is the shape.

## Construction

Stroke = 28% of the cap height · flat terminals, rounded outer corners · horizontals  $\times 0.92$ , diagonals  $\times 0.96$   
 Label: 14% margin, corner radius 26% of the height · KE tilted  $-6^\circ$ , raised 4% · STUDIO at 30%, gap 16%  
 Exact vector masters are generated by brand/logo/src/build.sh (the parameters are the specification).

## Tagline

"Plenty of drive, no excuses." · Spanish: "Muchas ganas, ninguna excusa."

# Usage

## Clear space



Half the height of CHULADA on all four sides; it scales with the logo, never a fixed number of pixels.

## Minimum sizes

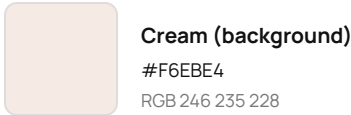
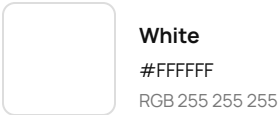
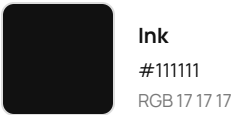
| Item                      | Screen               | Print       |
|---------------------------|----------------------|-------------|
| Logo with STUDIO          | 40 px                | 20 mm       |
| Wordmark (without STUDIO) | 20 px                | 15 mm       |
| KE icon                   | 32 px                | 8 mm        |
| K favicon                 | 16 px (pixel-hinted) | screen only |

Below the minimum, step down: logo → wordmark → KE icon → K favicon.

On dark or photographic backgrounds: white version. On terracotta: white.

Flattened files (JPEG, social avatars): the KE cut-out has nothing to show through, so fill the letters white.

## Color



Print (formula; check with a press proof): terracotta ≈ C0 M40 Y48 K18, ink ≈ K93. Terracotta on white (3.1:1) works for the logo, not for small text.  
Cream and warm dark are application backgrounds (website, social headers); they are not part of the logo.

## Don't

- × Stretch, squash or rotate the lockup
- × Recolor outside terracotta / ink / white
- × Use the logo with STUDIO below 40 px / 20 mm
- × Put the color version on photos or dark backgrounds
- × Change the tilt of KE or take it out of the label
- × Add shadows, gradients, glows or outlines
- × Retype the word with a font
- × Set small cream or white text on terracotta (too little contrast)

## Typography

The logo is custom lettering (it does not exist as a font): it is never typed, always placed from the files.  
Everything else: Unbounded 900 for headings (the closest to the logo letters) and Manrope 400-800 for text and UI. Both are open (OFL) and on Google Fonts.

## Files

01-logo (with STUDIO) · 02-wordmark · 03-icno (icon): SVG, PDF, EPS, PNG in color / negro (black) / blanco (white)  
04-plataformas (platforms): favicon (svg, ico, apple-touch, 192/512, manifest), social (avatar, OG image, X header), Steam, itch.io  
Generated by brand/tools/package.sh from the masters in brand/logo/src (build.sh).