



Brand identity guidelines

v1.0 · July 2026



Typing that hooks you.

Kluppy is the online touch-typing platform with AI-personalized exercises and a gamified progression: levels, leagues, streaks and rewards. It is used by schools, families, academies, companies and civil-service candidates — over 15,000 students across 200+ schools.

Personality

Close — we speak plainly and personally, always. Also in B2B.

Clear — short sentences, zero jargon. We say what happens and what to do.

Motivating — we celebrate progress: every WPM counts.

Playful with rigor — we gamify seriously: real data, real method.

The blue square

The dot in the logo is not a dot: it is a **square**. A key, a pixel, a block of progress. It is our most recognizable symbol and the only colored element of the logo. From it derive the app icon, the graphic motif of marketing pieces (the square trail) and the square full stop in headlines.



The square trail: decreasing sizes and opacities 100 / 55 / 28%. Used as an accent in the corners of graphic pieces, never over the logo.

Four versions, one rule

The primary version is the black wordmark with the blue square. Use it whenever the background is light. On dark or colored backgrounds, use the reversed version.

Monochrome versions are for edge cases: one-ink printing, engravings, watermarks.



Primary

Light backgrounds. The default choice.



Reversed

Dark backgrounds. The square stays blue.



Black monochrome

One-ink printing on light.



White monochrome

One ink on dark or on Kluppy Blue.

The wordmark is set in **Coolvetica** (Typodermic Fonts) with -1% tracking and the dot replaced by the blue square. Even so, always use the vector files from the pack (**brand/logo/**): never retype it, even if you have the font installed.

Clear space and minimum size

The unit of measure is ■, the logo's own blue square. Leave at least **2■ of clear space** on all four sides: no text, borders or other logos inside that area.



The corner squares represent the ■ unit. The dashed area is the minimum clear space.

Minimum sizes

kluppy.

Digital: never below **120 px** wide

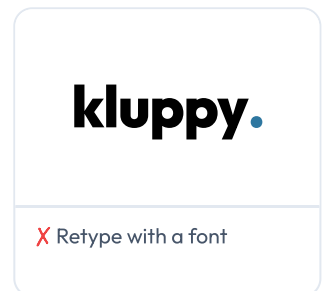
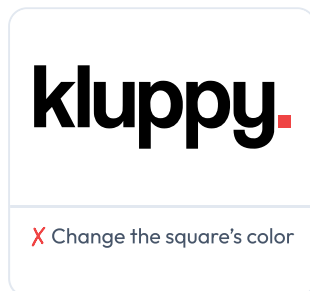
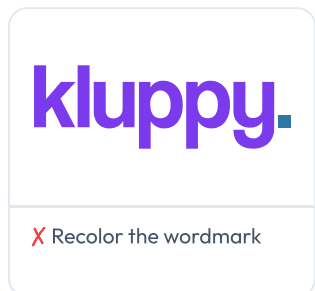
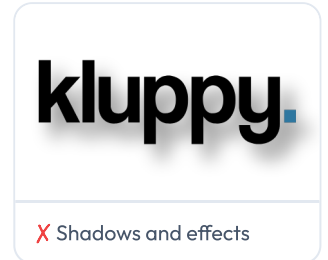
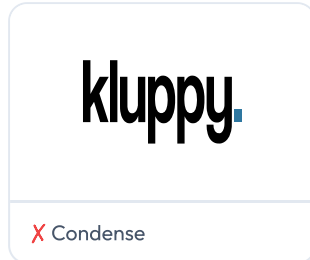
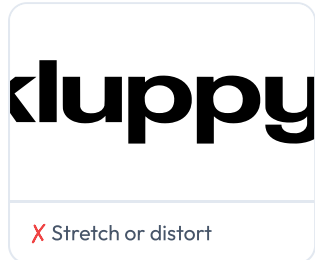
kluppy.

Print: never below **30 mm** wide

Below those sizes (avatars, favicon, app icon) do not shrink the logo: use the **k. icon** from page 06. Logo ratio: ~3.08:1 — never alter it.

What not to do

When in doubt, go back to the original files and change nothing. These are the most common mistakes:



Also avoid: outlines, gradients, opacity changes, animating the wordmark letter by letter, or placing the logo on visually noisy photos without a contrast layer underneath.

k dot.

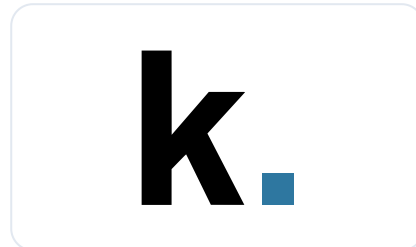
When the full logo does not fit or cannot be read — favicon, app icon, social avatars, buttons — use the icon: the real **k** from the wordmark with its square, in white on a Kluppy Blue tile. Never combine the icon and the full logo in the same composition.



Tile (app icon, favicon)



Rounded corners (avatars)



Standalone k. (internal uses, watermarks)

Scaling



128 px



64 px



32 px



16 px

The pack includes favicon.ico (16/32/48), favicon.svg, apple-touch-icon (180) and Android sizes (192/512) in **brand/logo/favicon/**.

Kluppy Blue rules

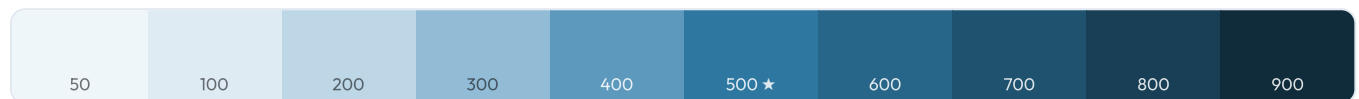
Kluppy Blue

The square's color. Accents, brand CTAs, details.

HEX `#2E77A0` RGB `46 · 119 · 160`

CMYK approx. `71 · 26 · 0 · 37` (verify with a print proof)

Do not replace it with the product indigo or any other blue.



Neutrals and backgrounds

Black
#000000 · wordmark, headlines

White
#FFFFFF · default background

Surface
#F8F AFC · soft backgrounds

Night blue
#0F172A · dark pieces

Product digital palette (UI)

The app and website use this functional palette. In brand pieces Kluppy Blue rules; indigo stays in the product interface.

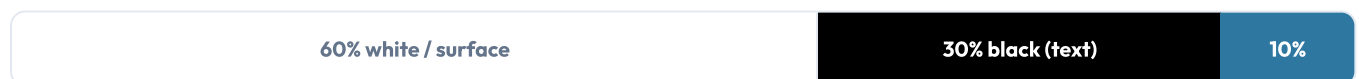
UI primary
#4F46E5

Success
#10B981

Warning
#F59E0B

Danger
#EF4444

Info
#0EA5E9



Indicative 60/30/10 ratio: blue is an accent, not a dominant background — except in the icon and specific pieces.

Three fonts, three roles

Coolvetica (Typodermic Fonts) is the logo font — and only the logo: never for headlines or text. **Outfit** (Google Fonts, variable 400–900) is the corporate typeface: web, app, decks, email and marketing. Performance data — WPM, accuracy, times — always goes in **Roboto Mono**.

Coolvetica — kluppy

Logo and lockups only. Licensed from Typodermic Fonts.

Outfit — Aa Bb Cc 0123

Regular 400

Medium 500

Bold 700

ExtraBold 800

Type hierarchy

ExtraBold headline, –3% tracking, and the square full stop.

Bold 700 subtitle in black

Body Regular/Medium in slate gray #475569, 1.5 line height. Short, direct sentences.

CAPTIONS & LABELS · MEDIUM · UPPERCASE WITH WIDE TRACKING

92 WPM · 99% accuracy · 0 errors

Roboto Mono 400 — metrics, counters and performance figures. Never for running text.

Note: Coolvetica is the logo's voice, not the copy's: a headline set in Coolvetica would compete with the brand. Headlines go in Outfit ExtraBold, which pairs well with the wordmark.

One family, one voice

Sub-brands

Family products are named with the logo + a descriptor in Outfit Medium, lowercase, slate gray, separated by a rule. The descriptor is never integrated "inside" the logo.

kluppy. | talent

kluppy. | academy

kluppy. | velocidad

Tone of voice

Always informal and direct — with schools and companies too. In the consumer product, age-agnostic language: no "parents", "kids" or "school" (the exception is the B2B/after-school context, where students, families and schools are named). Four languages — es · eu · ca · en — one voice.

✓ Like this

Type your first sentence and watch your WPM.

✗ Not like this

The user must complete the exercise in order to view their statistics.

✓ Like this

7-day streak? Let's go for the eighth.

✗ Not like this

We hereby inform you that you currently hold a 7-day streak.

✓ Like this

Your progress, every week in your inbox.

✗ Not like this

Children will receive a report which parents may review.*

* In consumer. In B2B communication with schools we do talk about students, families and teachers — still informal.

The pack, ready to use



brand/logo/svg/	Vector logo: primary, reversed, monochromes, icon, standalone k.
brand/logo/png/	Transparent PNG exports (512–4096 px)
brand/logo/favicon/	favicon.ico + .svg, apple-touch-icon, Android 192/512
brand/social/	Final PNGs + editable HTML templates in social/src/
brand/email/	Email header (PNG @2x) and firma-email.html
brand/guidelines/	These guidelines in HTML and PDF (es · en · eu · ca)

The HTML templates embed the font: open them in a browser, change the copy and capture at the exact size (or ask Claude to regenerate the PNGs). Brand questions: i.unanue@kluppy.com.