



Brand & Identity **GUIDELINES**

2024



KMY
TRADING

*Savor Heritage,
Taste Quality*



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About the Brand

Welcome to KMY Trading – Your Gateway to the Rich Aromas of Ethiopian Arabica Coffee!

At KMY Trading, we take immense pride in being a prominent player in the Ethiopian import-export landscape, specializing in the export of diverse varieties of the world-renowned Ethiopian Arabica coffee. Established with a passion for excellence, our company is committed to delivering the finest coffee beans to the international market while upholding the principles of quality, sustainability, and environmental responsibility.

A close-up photograph of coffee cherries on a branch, with some cherries showing a gradient from green to red. The image is overlaid with a dark green semi-transparent filter. A thin horizontal line is positioned above the 'Brand Values' text.

Brand Values

QUALITY EXCELLENCE

CUSTOMER SATISFACTION

COMMUNITY ENGAGEMENT

SUSTAINABILITY

FAIR TRADE

Brand Personality



Brand Voice

(Messaging)

Welcome to KMY Trading, where passion meets excellence, and every sip tells a story of Ethiopian culture and unparalleled coffee craftsmanship. Our brand voice is a symphony of warmth, sophistication, and authenticity, inviting you to embark on a sensory journey through the rich landscapes of Ethiopian Arabica coffee.



02

LOGO SYSTEM

MEANING | VARIATION | USAGE

Logo Rational



Initial Letter



Coffee Bean Leaf



Coffee Bean



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Our Main Logo

Our Logo gets used in a variety of items with different sizes, message contexts and print restrictions, the logo has color variations described in the following pages.

On digital media and or when there are no print restrictions, We use our full-color logo



Primary Logo Alternatives

The Primary Logo we use for most contexts unless there is an explicit restriction such as a resembling color pallet in the environment. In such cases, the Secondary variants can be used



Primary Logo Alternatives

When there is a print restriction or other similar reasons we use these single color variants.



Our Secondary Logo

In order to retain consistent branding across all mediums, we use the horizontal logo variation as our secondary logo so we will use this layout of the logo whenever it is necessary including for print and digital purposes.



Secondary Logo Alternatives

When there is a print restriction or other similar reasons we use these single color variants.

Note that the color variants are not only limited to the one shown here but they can adopt the color variation from the primary logo



Logo Icon & Alternatives

In cases where only an icon can be used the Icon variant of the logo is acceptable. When there is a print restriction or similar reasons we use the Single Color Variants



Logo Proper Sizing

Our logo, if there is no limitation should appear with the Complete logo. When there is space limitation or there is a need to make the full logo fit boldly in a smaller space the use of Our Icon Logo layout is acceptable.

The use of the Icon alone is acceptable provided that the space is small and is bigger than 10mm in height



Logo Icon & Alternatives

The exclusion zone is essential for your logo to be clearly distinguishable from other graphics elements. please avoid positioning any elements closer than the defined exclusion zone.

The exclusion zone must be 1/2 of the logo icon height



Incorrect Logo Usages

Our logo, and its elements including color typography, and positioning are carefully chosen to reflect our brand's values alongside its personality and resonate with the specific target market.

Each element has a set of color and style options as described in the guideline to maintain flexibility to maintain space for keeping the design for marketing collaterals fresh.

While there are acceptable options to combine the elements some modifications are strictly prohibited



DO NOT RE-COLOR LOGO



DO NOT STRECH / SKEW LOGO



DO NOT ROTATE LOGO



DO NOT CHANGE THE PROPORTIONS



DO NOT REARRANGE &
OR FLIP LOGO ELEMENTS



DO NOT ADD STROKES OR SHADOWS

The background features a lush green coffee plantation with rows of coffee trees and clusters of dark coffee cherries. A large, stylized green leaf graphic is positioned on the right side of the image. The overall color palette is dominated by various shades of green.

03

COLOR PALLET

MEANING | RATIO | PRINT | WEB

Mocha Green is a sophisticated and earthy shade inspired by the lush coffee plantations nestled in the highlands of Ethiopia. This color represents the harmonious connection between the rich, green landscapes where the finest Arabica coffee thrives and the deep, brown hues of the coffee beans themselves. Mocha Green embodies the natural elegance of the coffee-growing regions, symbolizing growth, quality, and a commitment to sustainability. It brings a sense of balance to the branding, echoing the careful balance of flavors found in each cup of Ethiopian Arabica coffee.

Abyssal Blue is a deep and mysterious hue inspired by the enchanting landscapes of Ethiopia during the twilight hours. This color reflects the serene and calming moments that accompany the cultivation of the finest Arabica coffee. Abyssal Blue signifies the depth of flavor and complexity found in Ethiopian coffee, capturing the essence of the country's diverse geography and unique terroir. It represents a journey into the soul of coffee, evoking a sense of tranquility, sophistication, and the timeless allure of Ethiopian Arabica.

Sahara Rose is a warm and inviting shade reminiscent of the sun-kissed horizons over the Ethiopian coffee plantations. This color embodies the nurturing embrace of the sun, symbolizing the care and dedication invested in cultivating the finest Arabica coffee beans. Sahara Rose represents the journey from sunrise to sunset, reflecting the meticulous attention given to each stage of coffee production. It signifies warmth, quality, and the inherent sweetness found in every cup of Ethiopian Arabica coffee, inviting you to savor the rich and comforting moments it brings.

Colors



HEX 5EB446
RGB 94, 180, 70
CMYK 67%, 4%, 100, 0%

45%
MOCHA GREEN

HEX 023334
RGB 2, 51, 52
CMYK 91%, 58%, 64, 59%

40%
ABYSSAL BLUE

HEX FDC695
RGB 253, 198, 149
CMYK 0%, 25%, 43%, 0%

15%
SAHARA ROSE

Secondary Color

In addition to the main primary colors using these color in the background of the logo will make the logo look better



Full Black



Full White



Abyssal Blue & Mocha Green Gradient

The background is a lush green coffee plantation. In the foreground, there are clusters of dark brown coffee cherries on branches with vibrant green leaves. The middle ground shows rows of coffee plants stretching across a valley. In the distance, there are rolling hills and mountains under a soft, hazy sky. On the right side, there are large, stylized green leaf shapes that overlap the background.

04

TYPOGRAPHY

FONTS | USAGE

Primary Heading Font

Ligakare is modern serif with a geometric touch. It was optimized for print, web, and mobile interface.

We use the font Ligakare as our main corporate typeface for English text

Aa

Ligakare

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Secondary Body Font

Montserrat is modern sans serif type face with a geometric touch. It was optimized for print, web, and mobile interface.

We use the font Montserrat as our main corporate body typeface for English text. The font family has an ideal level of readability, versatility of weights and geometric appeal that we prefer for a large body of text. We use the Regular, Bold, Condensed & Heavy weights depending on the font size and context.

Aa

Montserrat

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()**

Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()***

ሐሀ

A0 Desta Unicode

Primary Heading & Body Font (Amharic)

We use the A0 Desta Unicode as our main corporate typeface for Amharic heading and body text

The font family has an ideal level of readability, versatility of weights and geometric appeal

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05

IMAGERY

PHOTOGRAPHY | BACKGROUND USAGE

Photography & Background Usag

The logo must be placed where it clearly contrasts with the background in order to maintain emphasis and visibility. Using backgrounds with an overwhelming set of colors, for example, is prohibited without the use of treatments such as overlays and strokes





05

APPLICATIONS

**LOGO MOCKUPS | STATIONARY
& CORPORATE MATERIALS**





Savor Heritage,
Taste Quality

To:


Date:

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Bakcha Hospital, A.A Ethiopia





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Savor Heritage,
Taste Quality





Abebe Kebede

General Manager

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*Savor Heritage,
Taste Quality*

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