

The following document was created on
February 05, 2025 for KOA.

Brand Style Guide

Primary Logo

The primary representation
of the KOA brand.

KOA

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KOA
ELECTRONICS DISTRIBUTION LLC

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Partner Program Logo

The short form logo that is a powerful representation of the KOA brand.







Color Palette

The colors that make up the primary and secondary palettes of the KOA brand.

KOA Red
#B72024

C: 20
M: 100
Y: 100
K: 10

R: 183
G: 33
B: 38

Flamenco
#D34444

C: 12
M: 88
Y: 76
K: 2

R: 211
G: 68
B: 68

Peach
#E6787A

C: 5
M: 65
Y: 42
K: 0

R: 230
G: 120
B: 122

Highlights
Accents

Merlot
#711D18

C: 32
M: 92
Y: 92
K: 45

R: 133
G: 29
B: 24

Snow
#F1F2F2

C: 0
M: 0
Y: 0
K: 5

R: 241
G: 242
B: 242

Background

Cloud
#E6E7E8

C: 0
M: 0
Y: 0
K: 15

R: 230
G: 231
B: 232

Grey
#BCBEC0

C: 0
M: 0
Y: 0
K: 30

R: 188
G: 190
B: 191

Gloom
#939598

C: 0
M: 0
Y: 0
K: 50

R: 147
G: 149
B: 152

Divider lines
Strokes

Artic White
#FFFFFF

C: 0
M: 0
Y: 0
K: 0

R: 255
G: 255
B: 255

Onyx
#000000

C: 100
M: 100
Y: 100
K: 100

R: 0
G: 0
B: 0

Text
Logos

Typography

Includes primary and secondary fonts. This will be used as headlines, secondary messaging and body copy.

Rubik Bold

Rubik Medium

Rubik Regular

AaBbCc 12345

Icons & Textures

Includes icons and backgrounds that will be used to enhance the look of the brand.



Visual Applications

These are approved visual applications of what your brand will look like in the wild.

KOA



Winter Sale

Upwrap last
minutes deals on
select devices.

December
20-28th



KOA

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KOA Winter Sale

SAVE UP TO **35%**

Valid Dec. 08-24th

SHOP ONLINE



koedi.com

Winter Sale

Unwrap last minute deals
on select devices.



KOA

Thank You.