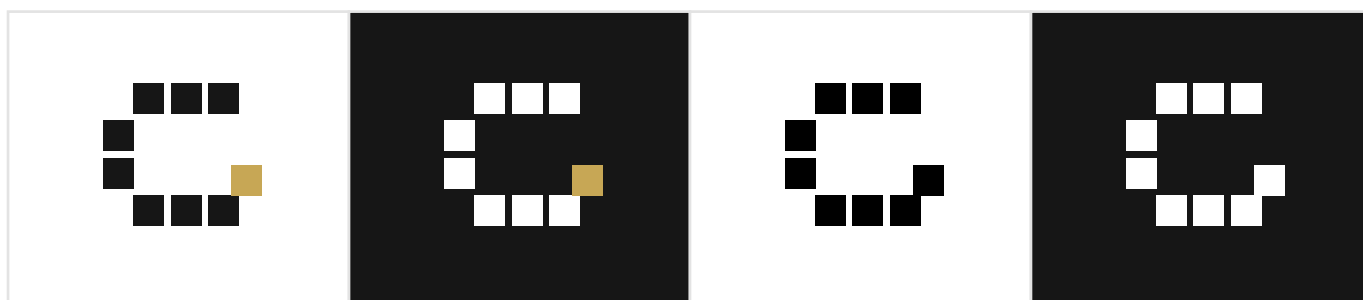


The C. Built to scale.

The existing pixel C and ochre accent, exported for screens, presentations and print.



Primary

Reversed

All black

All white

One mark. Three layouts.

C mark for compact spaces; horizontal logo for headers and decks; stacked logo for square or portrait layouts. All wordmarks are outlined Archivo SemiBold, matching the website.

The palette



Ink
#161616



Ochre
#C7A755



White
#FFFFFF

Color values are sRGB. Vector SVG, PDF and EPS keep sharp edges at any scale. The supplied print files use RGB; a printer can prepare the color conversion for a specific press.

Use it clearly.

Keep the mark whole.

Keep its proportions, square edges and accent position. Use the supplied monochrome versions for one-color work; avoid rotation, shadows, gradients or extra outlines.

Give it room.

Leave at least one logo square of clear space around the visible mark. One square is 8 units in the 54-unit master. Keep text and other marks outside this area.

Choose contrast.

Use the primary logo on light backgrounds and the reversed logo on dark backgrounds. Black and white files are single-color alternatives. White files have no background and need a dark surface.

Pick the right file.

SVG for websites and scalable artwork. PDF or EPS for print and vector editing. Transparent PNG for slides and everyday documents; the pack includes 1024, 2048 and 4096-pixel long-edge exports. Use the square tiles for social profiles and the supplied icons for apps.

Share the story.

Cr4fts is a Nairobi venture studio building African businesses that improve lives and expand opportunity. Build54 connects talent to paid work and brings founders and new ventures into Cr4fts.

Media and partnership enquiries: hello@cr4fts.com. Identify the studio as Cr4fts, preserving the numeral 4, and link to cr4fts.com.