



# Instruction to use **Karuna Logo**

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1.



This is Karuna primary logo. It should be used in all branding and marketing materials.

2.



Use this logo when the design required a coloured background.

3.



This logo is ONLY applicable when the full-colour and orange logos are unsuitable.

The orange logo version should be prioritized over the black version when both are applicable.

## Karuna Logo Usage

- **Do Not recreate the Karuna Logo**
- Karuna Logo should only be used in the colours provided
- Always include sufficient clear space around the Karuna Logo
- Abide by minimum size requirements **min-height : 20px / 7mm / 0.7cm**

## Incorrect Logo Usage

To make sure our company always looks professional, please follow these guidelines when using the Karuna logo.



Do not use the logotype without the logomark



Do not stack the logo



Do not remove the "TM"



Do no distort the logo



Do not outline the logo



Do not crop the logo



Do not rotate any part of the logo



Do not change the colour of the logo



Do not change the transparency of the logo



Do not use the logo on a low contrast background



Do not change the typeface of the logo



Do not add a gradient on the logo



Do not use the logo as a masking shape for images



Do not use drop shadows or any other effects