

The Kumu visual system.

Logo, typography, color, spacing, motion, and the small rules that keep every Kumu surface unmistakably ours.

LOGO

TYPOGRAPHY

TYPE SCALE

COLOR

PALETTES

SPACING

RADII

SHADOWS

COMPONENTS

MOTION

RULES

01 — IDENTITY

Logo

kumu.

kumu.

=

kumu.

kumu.

A large, bold, dark blue wordmark logo of 'kumu.' centered within a white rounded rectangle.

CONSTRUCTION

Approved high-resolution wordmark with a red square period

CLEAR SPACE

$\frac{1}{2} \times$ cap-height on every side

MIN SIZE

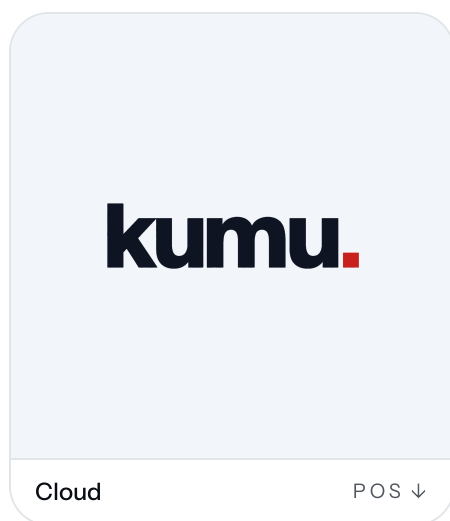
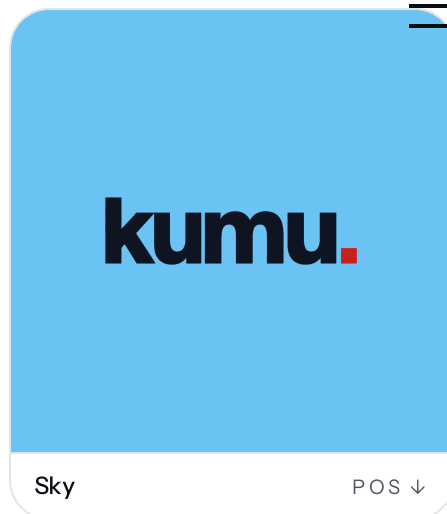
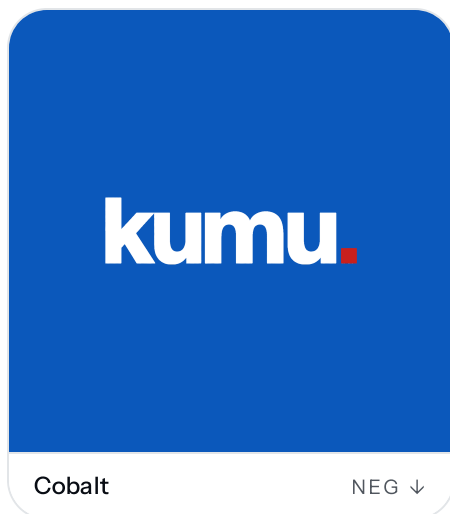
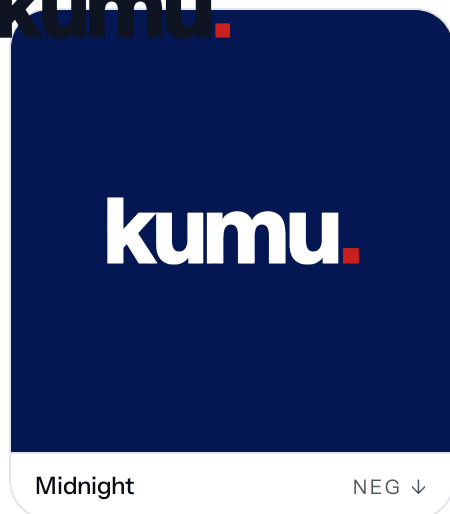
20 px digital · 14 mm print

PALETTE COLOUR SQUARES

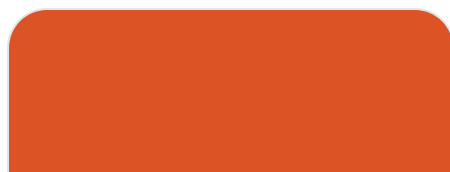
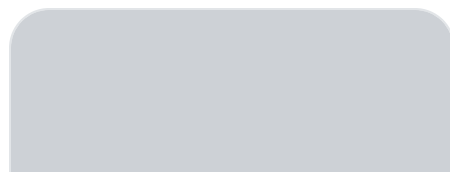
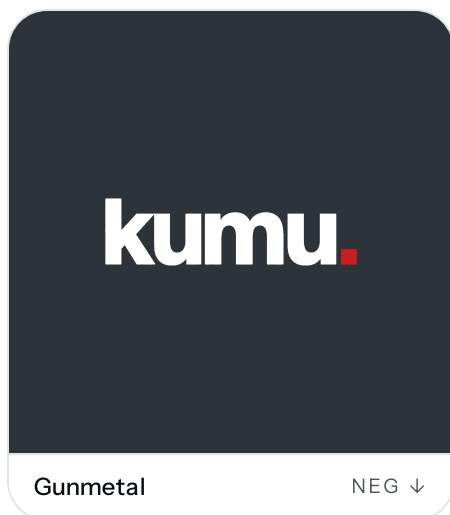
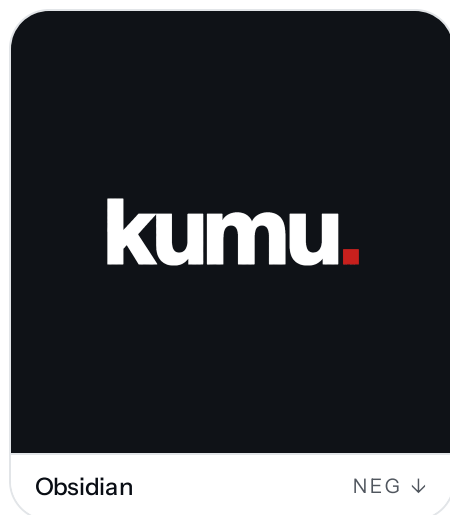
One logo, every palette colour.

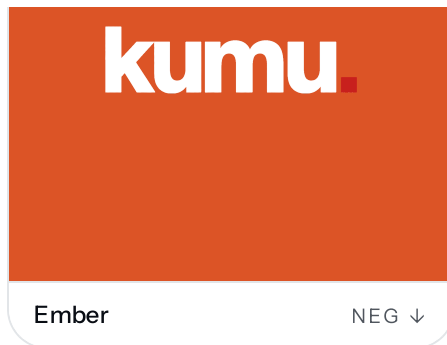
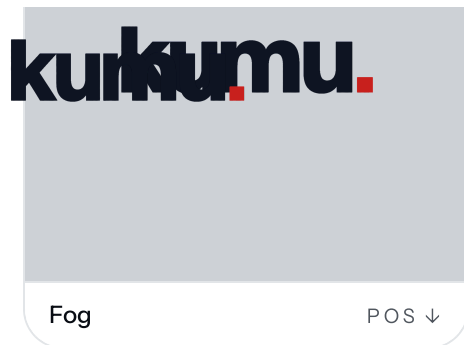
A colour square per palette swatch. Dark grounds carry the white logo (negative). Light grounds carry the dark logo (positive). Nothing else — no alternate marks, no reversed variants.

Download all logos (ZIP) ↓



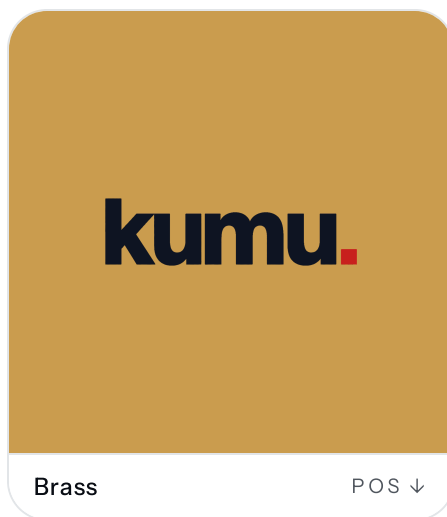
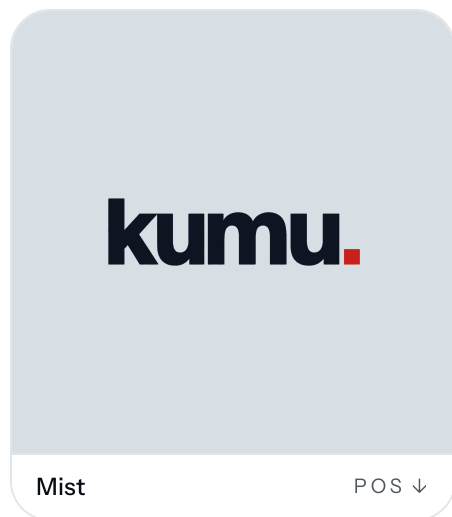
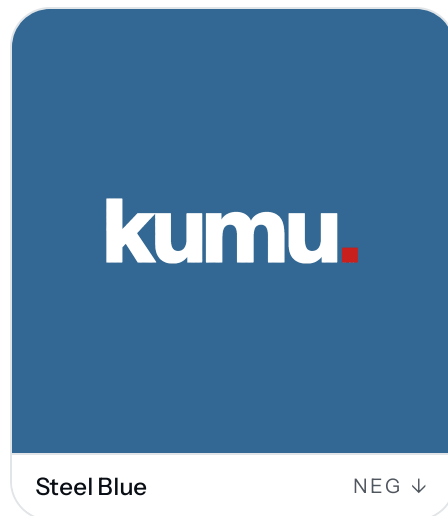
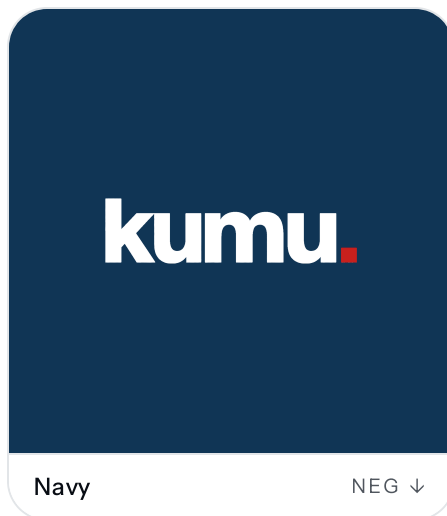
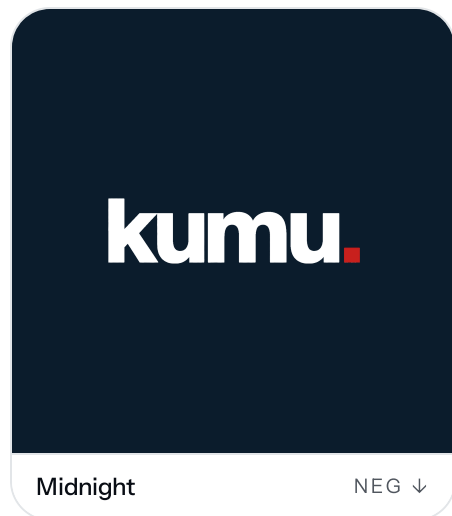
Graphite





=

Steel



Nordic





Snow

POS ↓

Paper

POS ↓

Stone

POS ↓



Charcoal

NEG ↓



Signal

NEG ↓

01B — WORDMARKS

Transparent wordmarks.

DARK, LIGHT, AND MONOCHROME ON TRANSPARENCY

One wordmark, three treatments.

The approved wordmark on a transparent background. Use the dark version on light grounds, the white version on dark grounds, and the monochrome versions for single-colour print.

Dark Wordmark



Navy·Primary PNG ↓

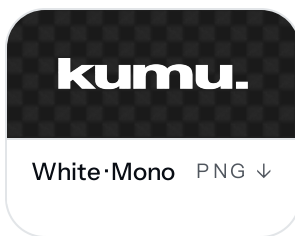
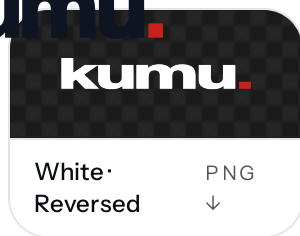


Black·Print PNG ↓



Navy·Mono PNG ↓

Light Wordmark
kumu.



02 — VOICE

Typography

DISPLAY — H1 → H4

Helvetica Neue Bold

CSS VARIABLE

--font-display / --font-logo

STACK

"Helvetica Neue", Helvetica, "Arial Bold", Arial, "Inter", system-ui, sans-serif

WEIGHTS

700 (bold)

All headlines (h1-h4), hero typography, large editorial moments, pull quotes. The kumu wordmark uses the approved high-resolution Helvetica-style logo asset with a red square period.

**Work we're proud of, made with
brands we believe in.**

Instrument Sans

CSS VARIABLE

--font-sans

STACK

"Instrument Sans", "Inter", system-ui, sans-serif

WEIGHTS

400 · 500 · 600 · 700

Paragraphs, navigation, buttons, captions, form labels, eyebrows, tabular numerals, and all interface text. Default body font — a contemporary grotesque with subtle character.

Kumu is an independent digital strategy, design, and technology agency helping forward-thinking brands connect better with their customers.

03 — HIERARCHY

Type scale

Display XL

Hero headlines · 1 per page

The quick brown fox

The quick brown fox

Display M

Sub-section headlines

The quick brown fox

Display S

Card titles, modals

The quick brown fox

Body L

Lead paragraphs, intros

The quick brown fox

Body M

Default paragraphs

The quick brown fox

Body S

Captions, meta, fine print

The quick brown fox

04 — SURFACE

Color tokens

Defined as oklch values in `src/styles.css`. Always reference via the semantic Tailwind class — never the raw hex or oklch.

AA

Background
--background

AA

Foreground
--foreground



kumu.

A A

Primary

--primary

Kumu Blue

A A

Muted

--muted

Border

--border

A A

Accent

--accent

Coral

A A

Card

--card

A A

Destructive

--destructive

Palettes

Spectrum is the primary Kumu palette — reach for it first. Steel and Graphite are alternates for projects that need a more executive or industrial register. Each palette pairs a deep base, a structural mid-tone, a quiet ground, and a single accent — never more.

PRIMARY · SIGNATURE · KUMU CAPABILITIES

Spectrum

The lead Kumu palette. A deep navy base carried by cobalt and sky, grounded on cloud white, with a single sun-yellow accent. Use for capabilities decks, hero moments, investor-facing work, and anywhere Kumu should feel unmistakably itself.

PAIRING

Midnight on Cloud · Sun-yellow for accents only

AA	AA	AA	AA	AA
Midnight --spectrum-midnight	Cobalt --spectrum-cobalt	Sky --spectrum-sky	Cloud --spectrum-cloud	Sun --spectrum-sun

SPECTRUM · HERO

Built with weight. Designed with restraint.

Start a project →

Quiet ground, strong voice.

Use the deepest tone for type, the mid for supporting copy.

INDUSTRIAL · CINEMATIC · GROUNDED

Graphite

A near-black foundation with gunmetal mids and a single ember accent. Built for editorial heroes, case study covers, and any moment that needs to feel weighty without going loud.

PAIRING

Obsidian on Fog · Ember as the only warm note

AA	AA	AA	AA	AA
Obsidian --graphite-obsidian	Gunmetal --graphite-gunmetal	Slate --graphite-slate	Fog --graphite-fog	Ember --graphite-ember

GRAPHITE · HERO

Built with weight. Designed with restraint.

[Start a project →](#)

GRAPHITE · SURFACE

Quiet ground, strong voice.

EXECUTIVE · CLASSIC · CONFIDENT

Steel

A deep-navy spine with a steel-blue mid and a single brass accent. Reads as senior, considered, and dependable — ideal for finance, B2B, and brands selling expertise.

PAIRING

Midnight on Mist · Brass for emphasis only

AA	AA	AA	AA	AA
Midnight --steel-midnight	Navy --steel-navy	Steel Blue --steel-blue	Mist --steel-mist	Brass --steel-brass

STEEL · HERO

Built with weight. Designed with restraint.

[Start a project →](#)

STEEL · SURFACE

Quiet ground, strong voice.

Use the deepest tone for type, the mid for supporting copy.

BRIGHT · MINIMALIST · SWEDISH

A quiet, paper-white register: snow and paper grounds, stone as the only mid-tone, charcoal for type, and a single signal-red accent. Think Acne, Byredo, Kinfolk — restraint as luxury. Use for editorial, wellness, hospitality, and any brand that earns attention by using less.

PAIRING

Charcoal on Snow · Signal red for accents only

AA	AA	AA	AA	AA
Snow --nordic-snow	Paper --nordic-paper	Stone --nordic-stone	Charcoal --nordic-charcoal	Signal --nordic-signal

Built with weight. Designed with restraint.

[Start a project →](#)

NORDIC · SURFACE

Quiet ground, strong voice.

Use the deepest tone for type, the mid for supporting copy.

0.5	2px	
1	4px	
2	8px	
4	16px	
6	24px	
8	32px	
12	48px	
16	64px	

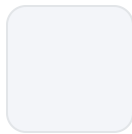
06 — FORM

Radii & elevation

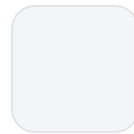
RADI



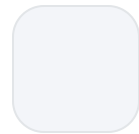
sm



md



lg



xl



2xl

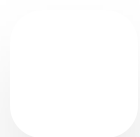
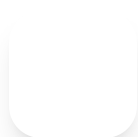


3xl



full

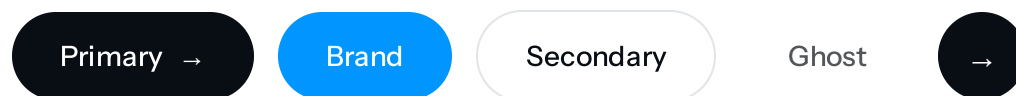
SHADOWS



07 — ATOMS

Core components

BUTTONS



BADGES & TAGS



FORM CONTROLS

EMAIL

PROJECT BRIEF

CARD SURFACE

CASE STUDY

kumu. A three-pillar platform for the energy transition.

Energy. Carbon. Climate Resilience — one product story.

Read case study



CTA BLOCK

Ready to start? We'd love to hear about your challenge.

Get in touch →

08 — BEHAVIOUR

Motion



Reveal

0.9s · cubic-bezier(0.2, 0.8, 0.2, 1) · y +24px



Hover lift

200ms · -translate-y-0.5 + shadow



Cinematic ease

320ms · cubic-bezier(0.22, 1, 0.36, 1)

09 — DISCIPLINE

Rules of thumb

- 01 Headlines (h1–h4) use Helvetica Neue Bold via `--font-display`. Tight tracking (`-0.02em`).
- 02 Body, navigation, buttons, and all UI use Instrument Sans via `--font-sans`.

- 03 The kumu logo uses the approved high-resolution wordmark with a red square period. No alternate logos.
- 04 Always reach for semantic color tokens (bg-primary, text-foreground). Never raw hex.
- 05 Borders are 1px, in oklch(0.92 ...) light / 12% white dark — never thicker.
- 06 Default radius is rounded-3xl for surfaces, rounded-full for pills/CTAs, rounded-2xl for inputs/cards.
- 07 Motion: cubic-bezier(0.22, 1, 0.36, 1) for everything cinematic; 0.9s for reveals, 320ms for hovers.
- 08 Page sections breathe: py-20 md:py-32 standard; never less than py-16 on mobile.

SAY HELLO

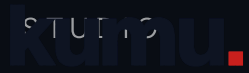
Let's make something good.

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NEW BUSINESS

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