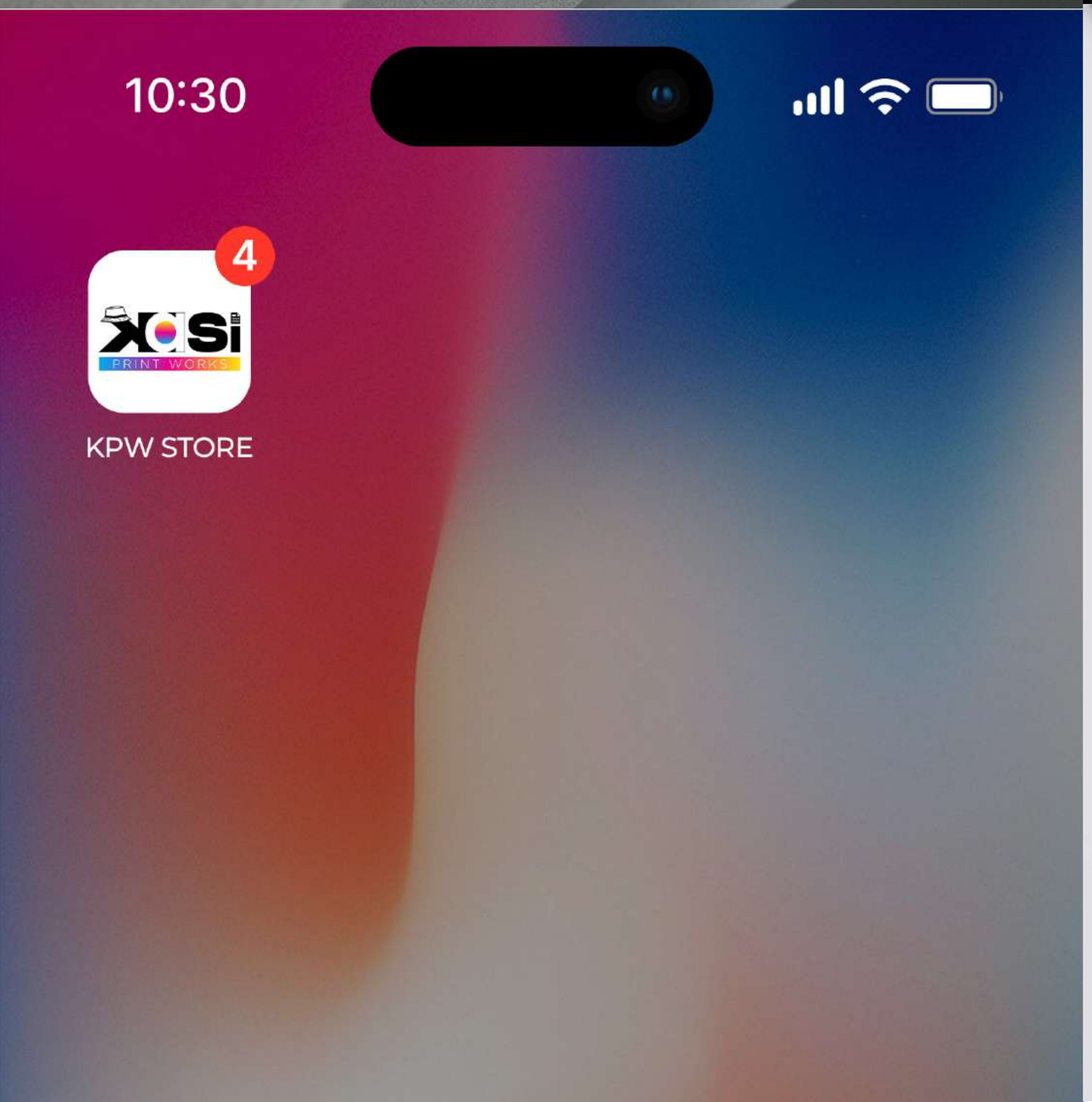
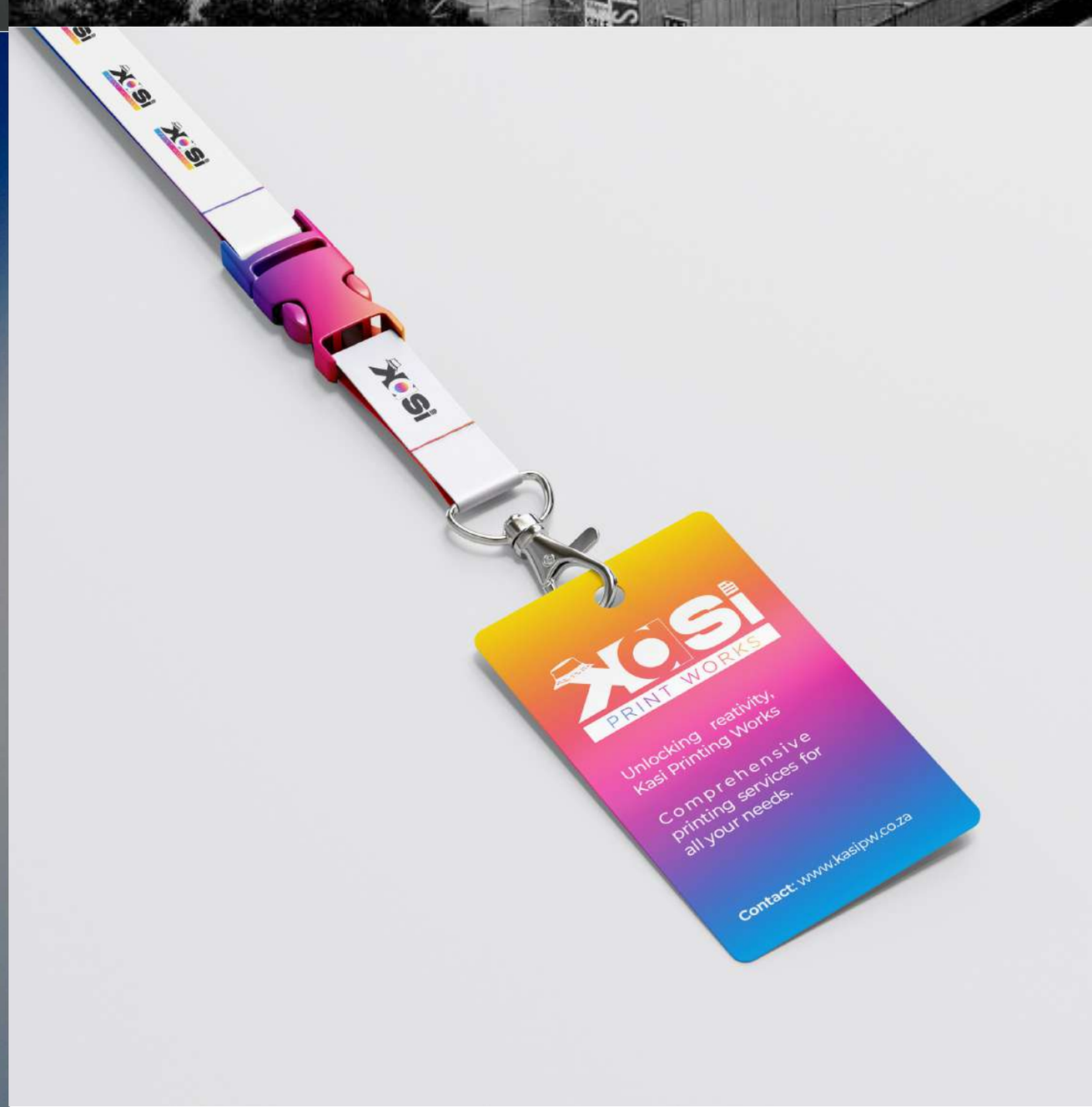
PRINT WORKS

Mockup


PRINT WORKS


PRINT WORKS
SALE


10:30
4
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KPW STORE


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Mockup

Mockup

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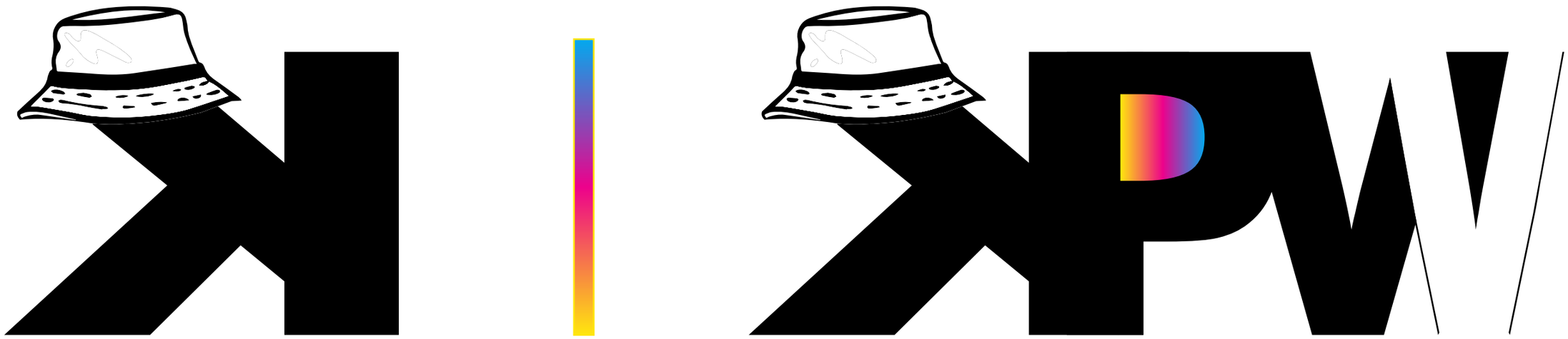
HONDA

Logos

MAIN LOGO



LOGO MARKS



Mockup



Pattern

Kasi Print Works, a distinguished local printing shop from which serves the general public of South Africa at large.

The smooth transitions of color in the gradient reflect KPW's ability to handle complex & colorful projects. The CMYK palette represents the core of the printing industry, emphasizing the shop's professional expertise and comprehensive service offerings.

Central to the logo is a stylized "K" which faces the opposite direction. This distinctive orientation of the "K" injects a sense of ***uniqueness, creativity,*** a fresh perspective and a break from the norm, setting Kasi Print Works apart from other printing shops.

The pattern consists of a combination of the "K", with one style being an outline and the other filled with either plain white or black as seen below.





NORMAL LOGO



GRADIENT LOGO



STROKE OUTLINE



GRADIENT STROKE OUTLINE



BLACK NO TEXT



WHITE NO TEXT

Stationery just for demonstration



3D Logo Mockup



Colour Palette

CYAN

01

MAGENTA

02

YELLOW

03

BLACK

04

Mockup



Main Font: **Gotham**

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Gotham Font Family

Light	Regular	**Bold**
Extra Light	**Medium**	**BLACK**
Thin	**Bold**	***BLACK ITALIC***

Supplementary Font: *Brush script*

Thank you

