

THE BRAND, IN PRACTICE

Mai aproape. *Zi de zi.*

A clear, calm identity for the people
around every child.



01 / QUICK START

One identity. Fewer decisions.

Use the supplied files. Choose a background, not a new logo style.



Default: ink on light

Use horizontal-ink.svg for websites, documents and most communication. Keep the surrounding area light.



Exception: white on dark

Use the reverse master only when the surrounding application is already dark. It does not imply a dark brand theme.

02 / POSITIONING

A calmer daily connection.

Kidutz is for the people around the child: parents, educators and kindergarten teams.

Organized information.

More space for people.

A shared place for everyday communication and organization. The brand should feel competent without becoming distant, and warm without becoming childish.

01 Clarity

Plain language. Visible hierarchy.
Information with a useful purpose.

02 Care

Human, respectful and calm.
Children are not a marketing prop.

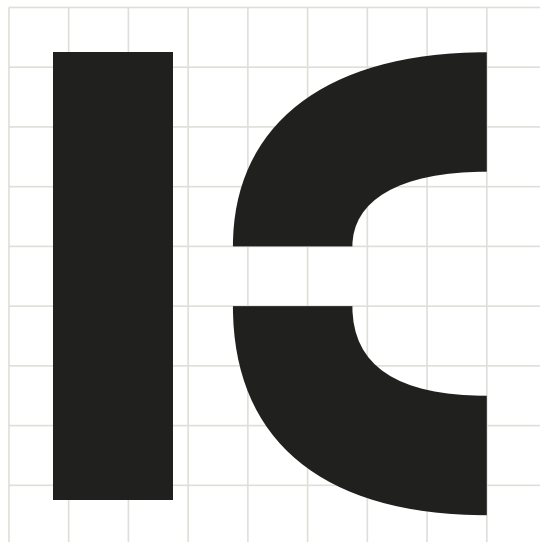
03 Consistency

Recognizable forms and dependable patterns. No visual surprises.

03 / LOGO

Keep the geometry intact.

One vertical stem, two open curves. The existing symbol and wordmark remain the identity.



36-unit master grid

İE kidutz

The curves create an open, connected character without relying on a mascot or decorative leaf.

Do not retype, redraw or reshape the logo.

04 / LOGO FAMILY

The right form for the space.

Six standard forms. Ink, true black and white reverse masters are included for every form.

The primary horizontal logo consists of the stylized 'İC' symbol followed by the word 'kidutz' in a bold, lowercase sans-serif font.

Primary horizontal

The horizontal + tagline logo features the 'İC kidutz' combination with the tagline 'Mai aproape. Zi de zi.' centered below it in a smaller, lowercase sans-serif font.

Mai aproape. Zi de zi.

Horizontal + tagline

The stacked logo places the 'İC' symbol above the word 'kidutz', both centered.

Stacked

The stacked + tagline logo shows the 'İC' symbol above 'kidutz', with the tagline 'Mai aproape. Zi de zi.' centered below the word.

Mai aproape. Zi de zi.

Stacked + tagline

The wordmark logo features the word 'kidutz' in a large, bold, lowercase sans-serif font, with the 'İC' symbol integrated into the letter 'i'.

Wordmark

The symbol logo is a large, bold, stylized 'İC' symbol.

Symbol

05 / SPACING & SIZE

Let the logo breathe.

The minimum exclusion zone is x: the width of the symbol's vertical stem.

x



More space is welcome. Less is not.

Horizontal

160px / 28mm

With tagline

260px / 55mm

Symbol

24px / 8mm

Micro symbol

16-24px only

Do less to the logo.

A consistent identity is more valuable than an effect.

The logo is displayed in its standard, unaltered black form.

Stretching

Do not change proportions.

The logo is shown horizontally stretched, making the letters wider than they are tall.

Recoloring

Do not color individual letters.

The logo is shown tilted at an angle, not upright.

Rotation

Keep the logo upright.

The logo is shown with a blue dot above the 'z' and a grey shadow behind the letters.

Decoration

Do not add shadows or ornaments.

The logo is shown in a light blue color, which is too pale for high contrast.

Low contrast

Do not place pale marks on light.

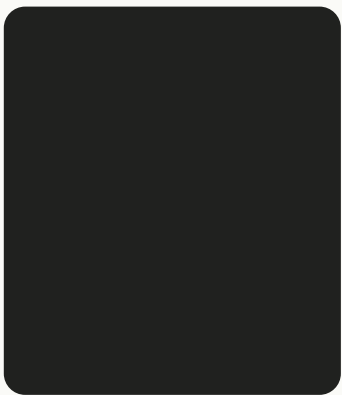
The logo is enclosed within a thin black rectangular border, crowding the text.

Crowding

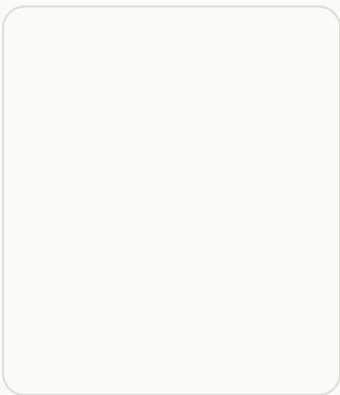
Respect the clear-space zone.

Neutrals lead. Color supports.

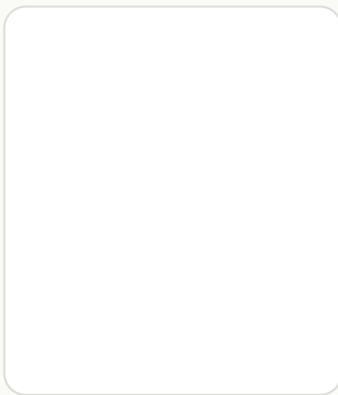
Use large light surfaces. Keep the identity, reading text and primary actions near black.



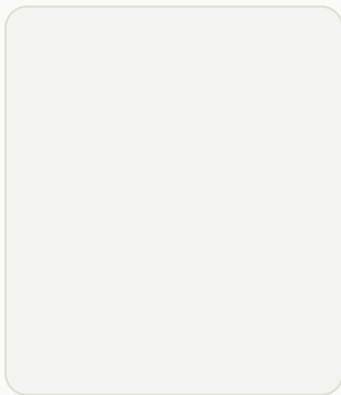
Ink
#20211F



Paper
#FAFAF7



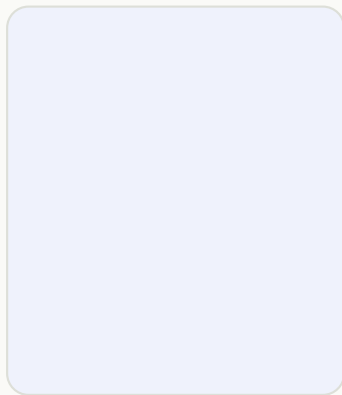
White
#FFFFFF



Mist
#F3F4F0



Periwinkle
#A4B5F0



Accent light
#EFF2FC

Periwinkle is the accent already used in the latest design system. Keep it in a small graphic, marker or rule. No full-page black or saturated color fields in primary communication.

Make every word readable.

Text must remain legible when decorative accents are removed.

Aa15.46:1 Ink / Paper	Aa5.86:1 Muted / Paper	Aa16.17:1 Ink / White
Aa16.17:1 White / Ink	Aa8.04:1 Ink / Periwinkle	Aa5.48:1 Muted / Accent light

Never put white reading text on Periwinkle. Its contrast is 2.01:1. Use Ink instead. Color alone must not communicate status or meaning.

09 / TYPOGRAPHY

Clear first. Warm in the details.

Production typography: Inter for clarity; Noto Serif Italic for occasional editorial emphasis.

Inter

DISPLAY / BODY / UTILITY

Headlines: Inter Display Regular.
Body: Inter Regular.
Labels and calls to action: Inter Medium.

Noto Serif Italic

EDITORIAL ACCENT ONLY

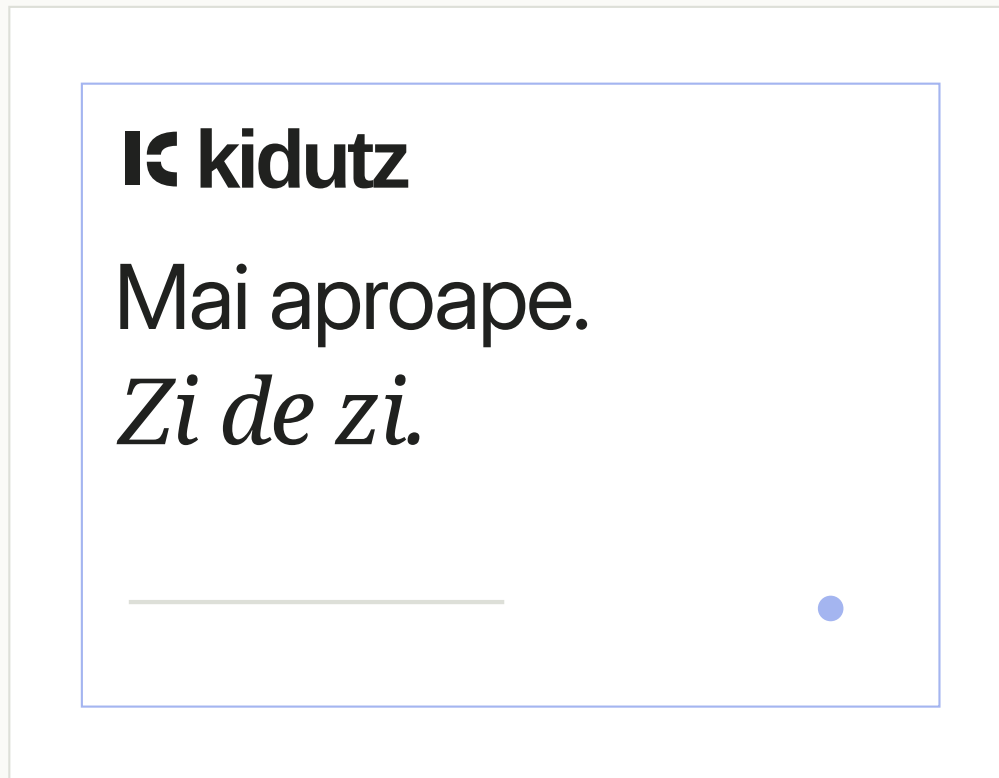
One emphasized phrase, not every line.
Never use serif for dense interface text,
navigation, forms or financial values.

Aa ĂÂÎȘȚ / ăâîșț

0123456789

Give the message some room.

One dominant headline, one supporting message and one small visual accent.



Start with a quiet grid

Use an 8px spacing rhythm in digital work. Keep a consistent left edge. Use generous margins rather than extra decoration.

Respect the format

Recompose wide, square and vertical assets. Do not shrink a desktop hero into a phone-sized image.

No full-bleed black fields in primary material.

11 / VERBAL IDENTITY

One enduring line. Many contexts.

Romanian brand copy is ready to use; supporting lines are not replacements for the master tagline.

Mai aproape. Zi de zi.

PRIMARY TAGLINE

CAMPAIGN

Mai mult timp pentru
ce contează.

FOR PARENTS

Părinți,
mai aproape.

FOR THE TEAM

O grădiniță,
mai clară.

Kidutz in prose. kidutz in the logo. kidutz.ro for the domain.

Competent, not corporate.

Be specific, respectful and warm. Avoid baby talk, technology jargon and promises without evidence.

USE

Anunță absența.

Vezi meniul zilei.

Găsește noutățile grupei.

AVOID

Revoluționăm educația.

Totul este 100% sigur.

Zero griji, garantat.

Do not claim GDPR certification, launch status, guaranteed savings, automatic accounting or perfect security.
Confirm feature availability before publishing campaign assets.

A small family of useful forms.

All graphic motifs are drawn from the geometry and spacing of the identity.



Connection

Use once as the visual anchor. Do not repeat it like a mascot.



Open corner

Crop at the canvas edge. Keep away from reading text.

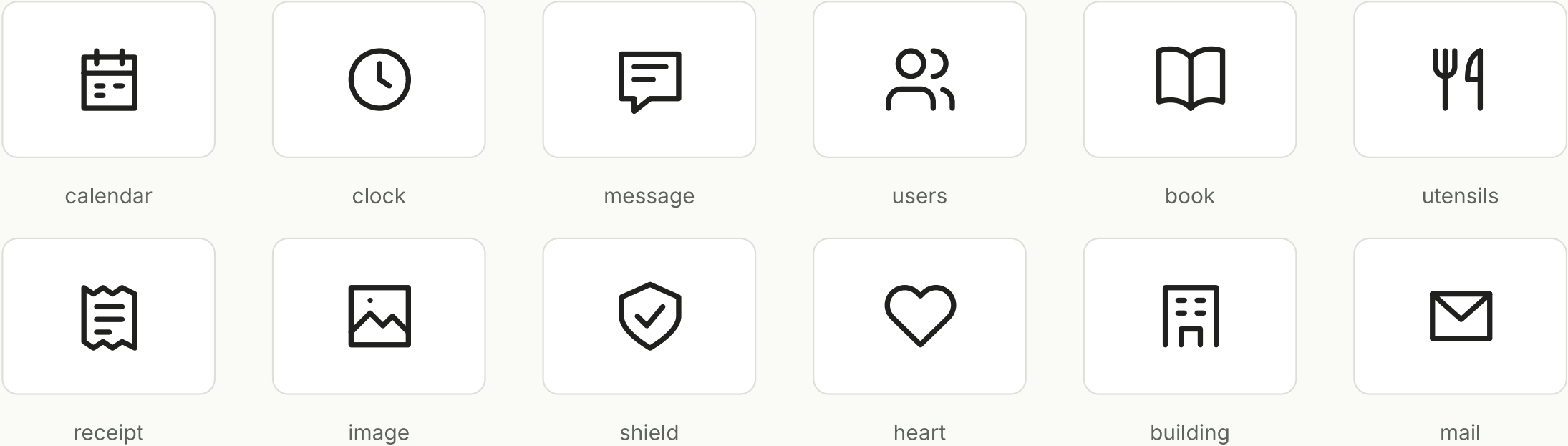


Dayline

Use as a separator or a subtle scroll-linked accent.

Consistent at every touchpoint.

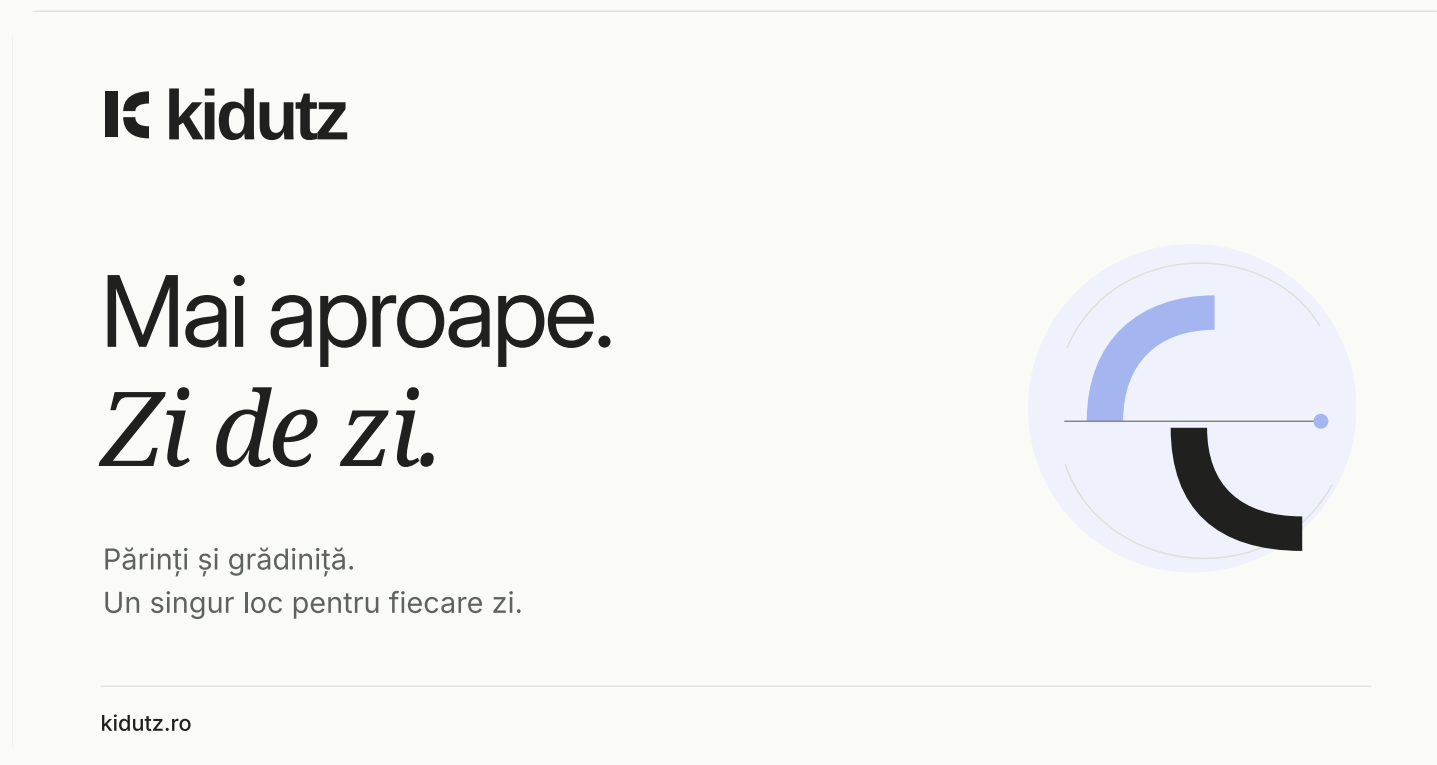
The icon family is carried over from the Kidutz design system.



Use 24-unit line icons with consistent 1.65-unit strokes. Keep them near black. Do not mix filled emoji, multicolored clip art or unrelated stroke weights.

Compose for the channel.

The files are distinct layouts, not one banner automatically resized.



Link preview / 1200 x 630px



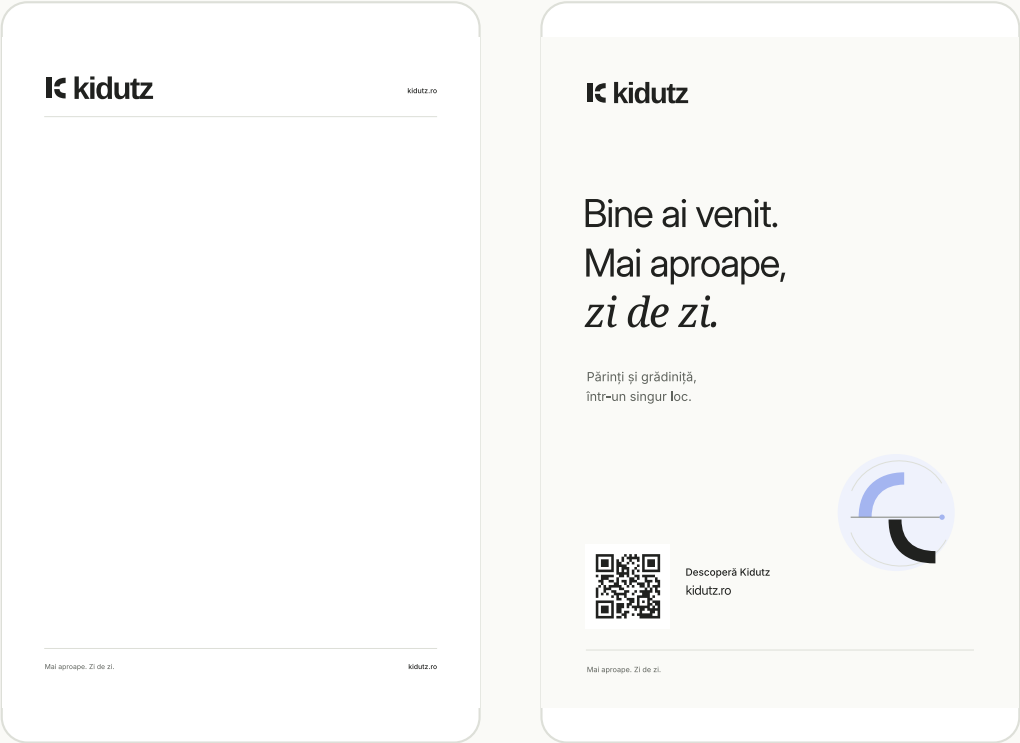
Portrait / 1080 x 1350px

Designed beyond the screen.

Actual-size vector layouts, editable sources and 300dpi PNGs.



85 x 55mm trim / front and back



A4 / 210 x 297mm trim

Let scrolling set the pace.

Subtle movement has a job. It does not compete with the message.

SCROLL / 0%

Mai aproape.



SCROLL / 100%

Mai aproape.



Tie progress to scroll

A short rule draws, or one marker shifts up to 16px.
Scrolling back reverses the same movement.

Make stillness the default

No autoplay loops, pointer tilt or bouncing. Respect
reduced motion and keep a complete static fallback.

Use the right kind of master.

Two kinds of SVG are supplied for different jobs. Neither is a flattened screenshot.

Production SVG

Logos and published artwork use vector paths, including all visible lettering. They preserve appearance without installed fonts.

Editable source SVG

Banner and stationery sources retain live text in named groups. Install Inter and Noto Serif before editing; then outline a copy for delivery.

PNG

Transparent logos. Exact-size RGB digital exports. 300dpi print raster previews.

PDF

Vector guide and actual-size print-layout files. Printer-specific proof still required.

CSS / JSON / JSX

Semantic colors, a responsive logo component and a local scroll-motion example.

Ready to use. Clear about limits.

Start with the catalog. Keep the masters intact. Customize only the intended fields.

01 Choose the asset

Open START-HERE.html and select the appropriate format, size and color variant.

02 Make the final checks

Verify live links, contact details, placeholder text, product claims and channel cropping.

03 Publish from a copy

Keep masters unchanged. Use outlined SVG or exact-size PNG for final delivery.

04 Maintain the system

Version changes to logo geometry, colors and type. Do not let one-off campaigns redefine the brand.

Design handoff, not a trademark clearance or a printer certification.