

Kura Oncology Logo Style Guide

August 2023

Kura Primary Corporate Logo Lockup Nomenclature

The Kura Oncology corporate signature consists of the Kura circle/mark to the left of the Kura Oncology name (the logotype). It is a custom design and should not be altered, nor should one reconstitute it from its constituent parts as this may lead to alterations in size, shape, orientation or color. It is the foundation of the brand identity, making it the single most important symbol of the brand. Therefore, it is essential that the logo is consistently reproduced at all times. Always use the approved artwork available from the Corporate Communications Department.

Corporate Logo



Kura Logo Corporate Colors



The logo features a circular icon on the left with a blue-to-white gradient, followed by the word "KURA" in large, bold, black letters, and "ONCOLOGY" in smaller, blue, spaced-out letters below it. Lines connect the icon to its description, "KURA" to its color, and "ONCOLOGY" to its color.

Kura Circle/Mark
Gradient from
Light Blue to
Dark Blue

KURA
100% Black

Light Blue
CMYK 100 / 20 / 0 /
0 RGB 0 / 149 / 218
HEX # 0095DA

Dark Blue
CMYK 100 / 82 / 29 /
27 RGB 20 / 56 /
101
HEX # 143865

Black
CMYK 0 / 0 / 0 / 100
RGB 0 / 0 / 0
HEX # 000000

ONCOLOGY
Solid Primary Blue
CMYK 100 / 51 / 15 /
13 RGB 0 / 100 / 149
HEX # 006495

Kura Logo Color Usage – Flat Blue

flat blue version



Kura Logo Color Usage – Black

black version



Kura Logo Color Usage – Grayscale

grayscale
version



Kura Logo Color Usage – On Dark Backgrounds

white on black background



white on dark color background



Kura Logo Color Usage – On Light Backgrounds

color version on light gray background



color version on light color background



Kura Logo Unacceptable Usages

Do not add drop shadows.



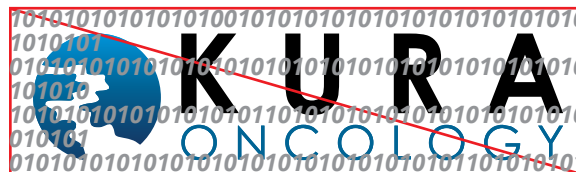
Do not separate, resize or rearrange logo elements.



Do not rotate or distort.



Do not place logo on a noisy background.



Occasionally, it may be warranted for a temporary change in color or style to the Kura logo, depending on the circumstances.

All requests for a revision to the logo color or other stylistic questions should be directed to Corporate Communications.

Kura Typography – Logo



"KURA" was created using a modified version of the font Century Gothic Bold

"ONCOLOGY" was created using a modified version of the font Century Gothic Regular

Century Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Z abcdefghijklmnopqrstuvwxyz

Century Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Kura Logo Spacing and Size Usage

Minimum Clear Space

Maintaining a minimum amount of space around the brand mark ensures that it is always clear and legible. Always respect this exclusion zone and do not allow any other graphic elements or words. Allow a minimum clear space equal to the width of two capital letter "Ks" (in KURA logotype) around the entire logo.



Minimum Size

Maintaining the minimum size of the brand mark will ensure that the typography is always at a readable size.

Do not reproduce the logo smaller than .75 inches in width.



.75" minimum