Kord.

Using the Kord brand

How firms, partners and the press can show the Kord name and logo. The full guidelines are at kord.com/company/brand.

The files

Logo in Ink for white and light backgrounds

Logo in white for dark backgrounds

App icon for square spaces such as integration directories

Use the files as supplied. Ink #041218 or white only.

Placing the logo

Keep it in proportion. Scale from the corners only, so it stays 2.36 times as wide as it is tall.

Leave space around it, at least as wide as the K on every side.

Keep it readable, at least 56 pixels wide on screen.

Use a plain background. White, light grey or Ink.

Please don't

Type the name as a logo. A word set in a font is not the logo.

Recolour it. No blue, gradients or other colours.

Stretch, squash or rotate it.

Add shadows, outlines or glows.

Ask us first

Lockups with your logo. Placing our logo beside yours as one combined mark needs our written approval.

Endorsement and partner badges. Saying Kord approves, endorses or partners with you needs our written approval.

Also advertising, co-branded material, press releases that name us as a partner, and merchandise.

Writing about Kord

Write Kord with a capital K and the rest in lower case. Short description: **Kord provides client onboarding and client funds for law firms, in one place.**

Say	Avoid
Kord Pay Limited is registered with the FCA as a Small Payment Institution	“Kord is authorised by the FCA” or “Kord is a bank”
Client funds, when describing what Kord does	“Client money”, when describing what Kord does
Funds are safeguarded	“Funds are protected by the FSCS”
We use Kord for our AML, ID and source of funds checks	“Kord is responsible for our AML checks”

Linking to us

Link the logo or our name to kord.com, use the alt text Kord logo, and host the files on your own site.

Permission

You can use the name and logo to refer to us, or to show that you use Kord, as long as you follow these guidelines. Showing our logo doesn't mean Kord endorses, owns or guarantees your firm.

The Kord name and logo belong to Kord OS Ltd.