



**Kosli**

# Brand Guidelines

# Governance at scale for software delivery under regulation

Like our software, Kosli's brand is always evolving. These guidelines define how our brand assets should be used to ensure a bold, modern, and professional identity.

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- [Colors](#)
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# Compliance at its core

Kosli's logo consists of both an icon and a wordmark, reflecting our technology and the principles that define our company's mission.

Kosli's logo is a mark of trust. It reflects our technology, our values, and our commitment to secure, compliant software delivery. Using the powerful red green signal from our compliance status.

The "K" icon represents real-time decision-making—where every software change is assessed, verified, and recorded, ensuring compliance at every step.

## THE STORY

The logo symbolizes how Kosli evaluates and secures your entire software delivery process.



ICON

Kosli

WORDMARK

## SHAPE

The circles represent software changes being tracked in real time.

## COLOR

Green – Compliant. This change has been verified and meets internal controls and regulatory standards.

Red – Non-compliant. This change is unknown, does not meet your controls, or fails to satisfy release criteria.



## SHAPE

The "K" shape symbolizes Kosli's ability to record, evaluate, and verify compliance status.

## COLOR

White – A neutral foundation that reinforces Kosli's customer-centric approach to governance.

## SHAPE

The square represents how Kosli records, evaluates and secures your software delivery process.

## COLOR

Black – A strong, authoritative color with a hint of blue that conveys formality and trust. Also the depth and scale of modern software architectures.

# Logo Variants

Kosli's logo variants are designed for flexibility across different use cases, from marketing materials to digital platforms.

**Icon** – Used for Slack, social media, and shorthand representations.

**Full logo** – Includes both the icon and wordmark, reinforcing our brand identity.

**Community variant** – A dedicated logo for community engagement, featuring a gradient blend that highlights collaboration and differentiates it from the core brand.



kosli-icon-light



Kosli-logo-light



Kosli-community



kosli-logo-light-border-solid



kosli-logo-light-border



Kosli-icon-dark



Kosli-logo-dark



kosli-logo-dark-border-solid



kosli-logo-dark-border

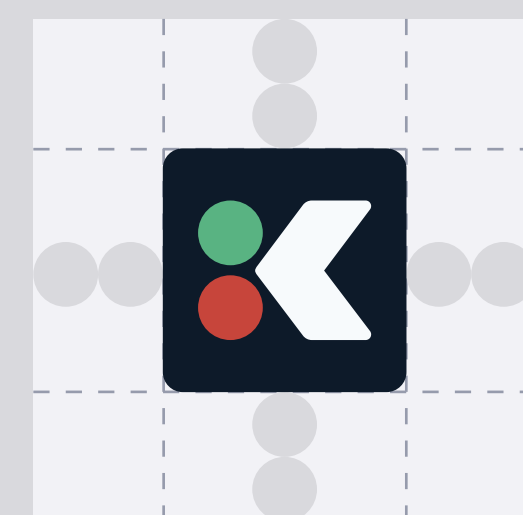
# Keep it clean, keep it clear

The logo variants are designed to be easily placed into marketing, promotional, and sales materials.

To maintain brand consistency, Kosli's logos should always be placed against clean backgrounds with appropriate spacing.

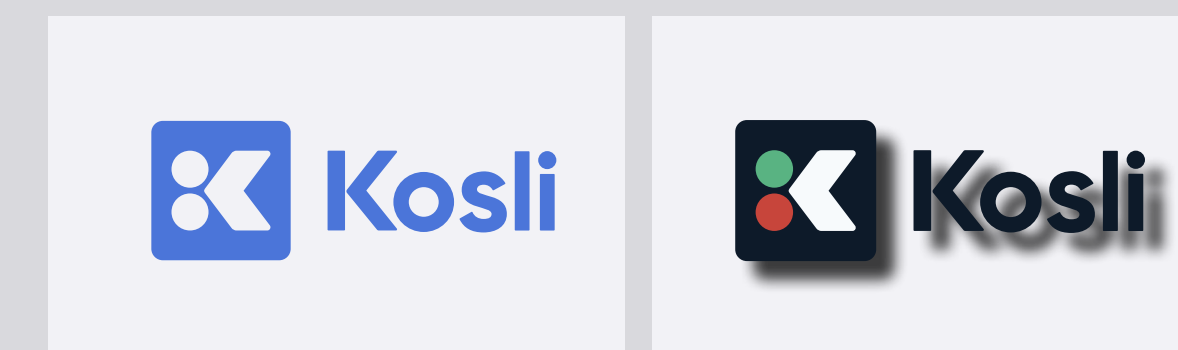


Minimal



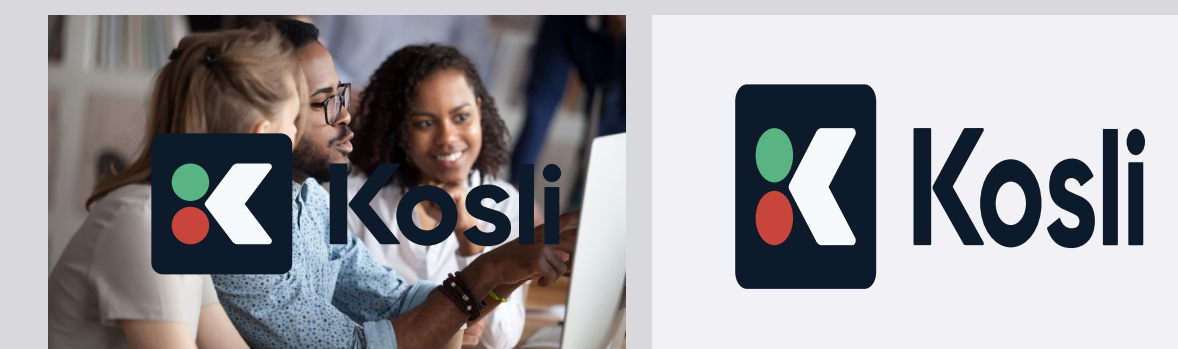
Ideal

To promote brand consistency, please do not misuse the Kosli logo. Some logo "don'ts" are listed below:

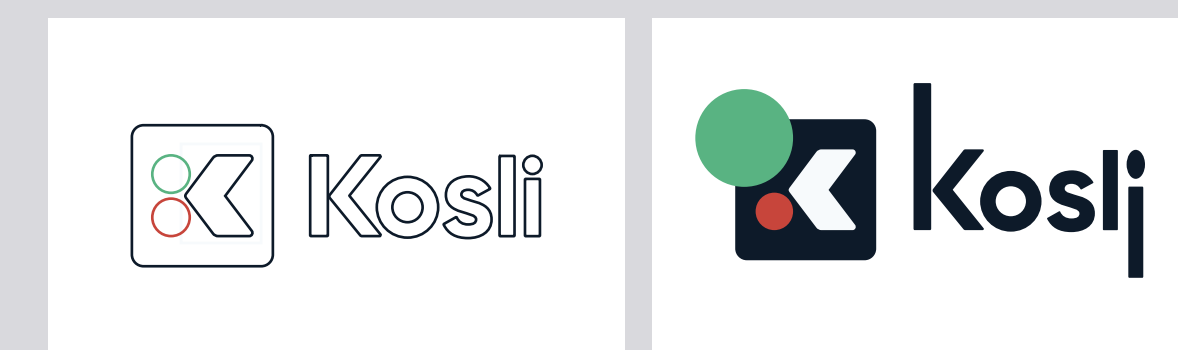


✘ Don't  
Use unapproved color combinations.

✘ Don't  
Apply drop shadows or effects.



✘ Don't  
Place the logo on cluttered or busy backgrounds. Crop or distort the logo.



✘ Don't  
Outline, distort, or crop the logo.

✘ Don't  
Adjust proportions of the logo elements.

# Signaling trust with color

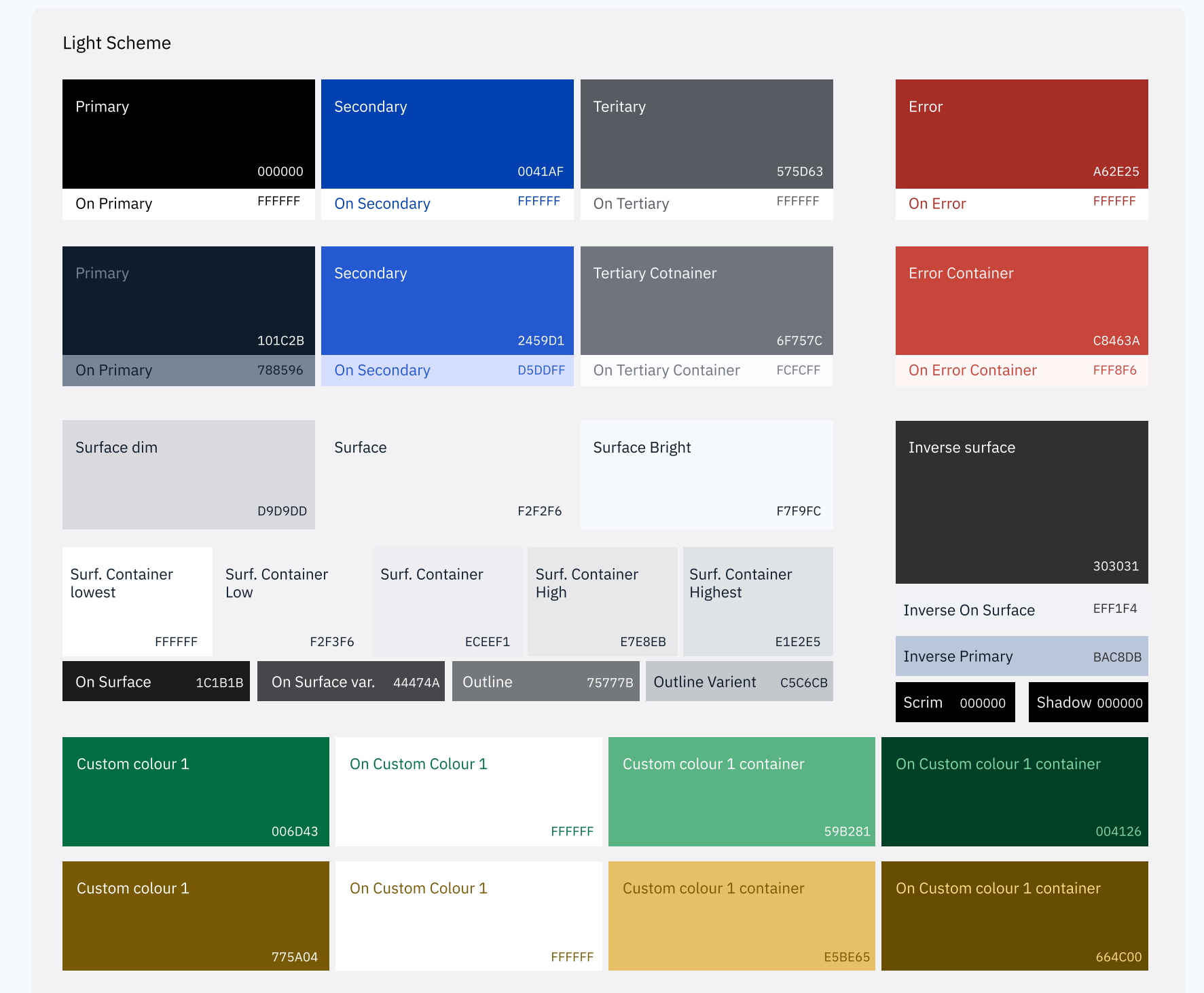
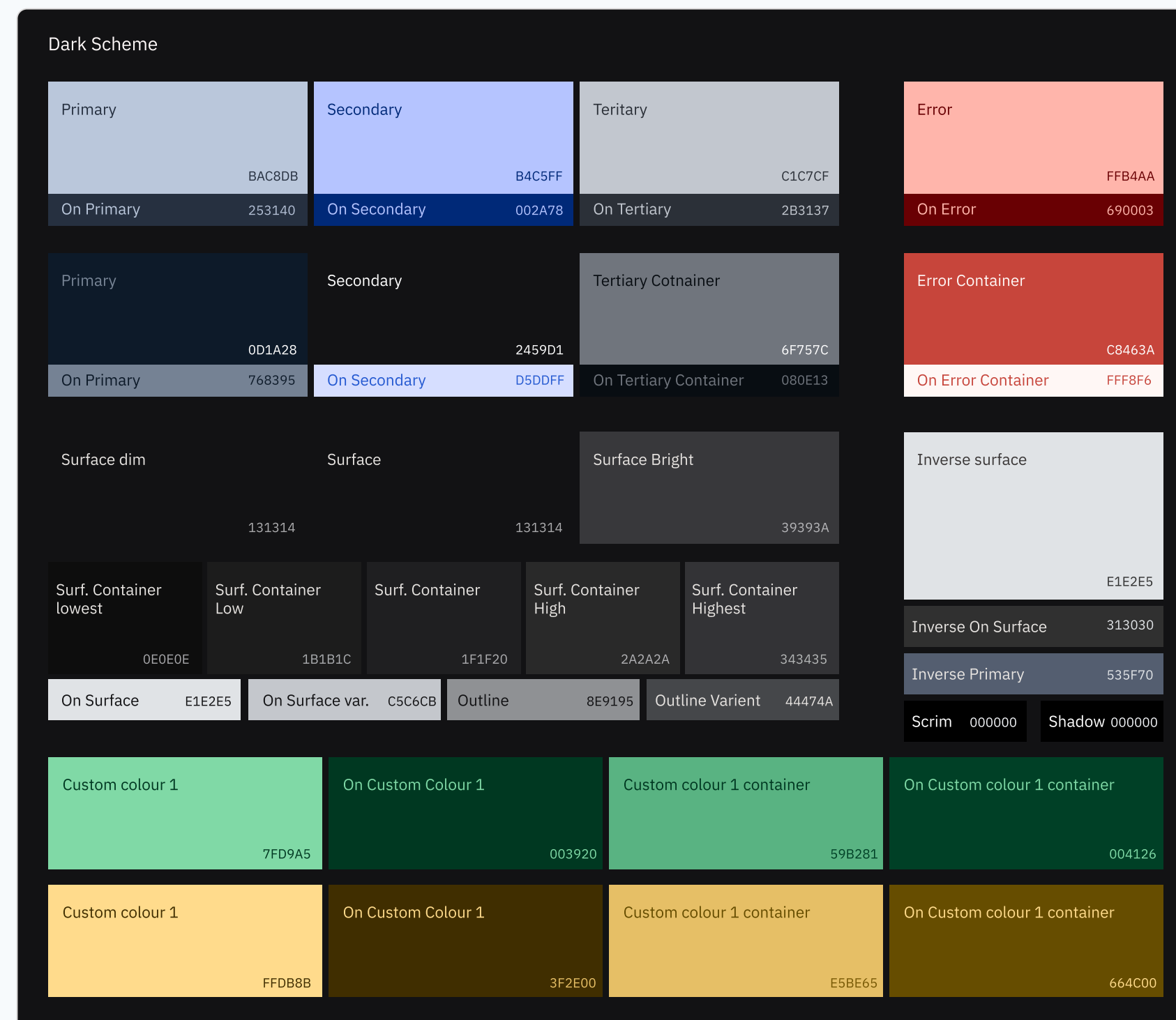
Kosli's colors aren't just aesthetics—they communicate compliance, governance, and clarity. A disciplined approach to color ensures a sharp, professional brand presence

## Core colors:

**Kosli green** – Trust, security, and compliance verification.

**Kosli red** – Risk, non-compliance, and required action.

**White & gray** – Precision, neutrality, and adaptability across all content.





# Typography

Kosli's typography is designed for clarity, precision, and impact—whether you're reading technical documentation or a high-level executive report.

## Primary typeface

**Proxima Nova** – Used for headlines and subheadings, Proxima Nova ensures impactful communication, combining modern design with readability

## Body text and code snippets

**IBM Plex Sans** – Optimized for readability at all sizes.

**IBM Plex Mono** – Ideal for code snippets and technical documentation.

**IBM Plex Serif** – Used in long-form content for an authoritative, professional feel.

Proxima Nova - Thin

*Proxima Nova - Thin Italic*

Proxima Nova - Light

*Proxima Nova - Light Italic*

Proxima Nova - Regular

*Proxima Nova - Italic*

Proxima Nova - Medium

*Proxima Nova - Medium Italic*

Proxima Nova - Semibold

*Proxima Nova - Semibold Italic*

Proxima Nova - Bold

*Proxima Nova - Bold Italic*

Proxima Nova - Extra Bold

*Proxima Nova - Extra Bold Italic*

Proxima Nova - Black

*Proxima Nova - Black Italic*

IBM Plex Sans - Thin

*IBM Plex Sans - Thin Italic*

IBM Plex Sans - Light

*IBM Plex Sans - Light Italic*

IBM Plex Sans - Regular

*IBM Plex Sans - Italic*

IBM Plex Sans - Medium

*IBM Plex Sans - Medium Italic*

IBM Plex Sans - Semibold

*IBM Plex Sans - Semibold Italic*

IBM Plex Sans - Bold

*IBM Plex Sans - Bold Italic*

IBM Plex Mono - Thin

*IBM Plex Mono - Thin Italic*

IBM Plex Mono - Light

*IBM Plex Mono - Light Italic*

IBM Plex Mono - Regular

*IBM Plex Mono - Italic*

IBM Plex Mono - Medium

*IBM Plex Mono - Medium Italic*

IBM Plex Mono - Semibold

*IBM Plex Mono - Semibold Italic*

IBM Plex Mono - Bold

*IBM Plex Mono - Bold Italic*

IBM Plex Serif - Thin

*IBM Plex Serif - Thin Italic*

IBM Plex Serif - Light

*IBM Plex Serif - Light Italic*

IBM Plex Serif - Regular

*IBM Plex Serif - Italic*

IBM Plex Serif - Medium

*IBM Plex Serif - Medium Italic*

IBM Plex Serif - Semibold

*IBM Plex Serif - Semibold Italic*

IBM Plex Serif - Bold

*IBM Plex Serif - Bold Italic*

## Example

# Headline

## Sell

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis efficitur odio vitae turpis suscipit

### > snippet example

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis efficitur odio vitae turpis suscipit



**Kosli**