Krazy Ranch©

BRAND & IDENTITY GUIDELINES

Logo · Color · Typography · Graphic Elements · Applications

VERSION 1.0 — OCTOBER 2026

Who we are.

Krazy Ranch is built on weathered edges and wide-open energy. The mark looks like it was branded, stamped and left out in the sun — rugged, hand-made, honest — with a dash of fun in the name. Everything in this kit exists to keep that character consistent wherever the brand shows up.

Personality words are a proposed starting point — edit them to match your story.

BOLD

Heavy forms, strong contrast, no hedging.

RUGGED

Distressed texture; nothing too polished.

PLAYFUL

The “K” and the name give us permission to smile.

HONEST

Plain words, real materials, straight talk.

VOICE

Short sentences. Confident, warm, a little wild. Say it like you’d say it across a fence.

Do: “Come on out.” “Built tough.” “Saddle up.”

Don’t: corporate buzzwords, long-winded copy, forced slang.

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The Krazy Ranch logo is a single lockup: a dashed brand ring around a hand-cut “K”, the wordmark, and an underline rule. Always reproduce it from the supplied artwork — never retype or redraw it.

ANATOMY

Brand Ring	Open, dashed circle — the “branding iron” gesture.
The K	Oversized and tilted for energy; doubles as our monogram.
Wordmark	Condensed, stamped letterforms with worn texture.
Underline Rule	A heavy ground-line that anchors “Ranch”.



MONOGRAM

Avatars, stamps, small spaces



Primary — Black on Bone



Reversed — Bone on Black



Black on Rust



Black on Gold



Bone on Sage



Black on White

Use black or bone first. Reserve brand colors for backgrounds — the logo itself stays one solid color.



Keep a margin of at least “x” on every side, where x = the height of the “R” in Ranch. Nothing — text, images, edges — may enter this zone.

MINIMUM SIZE

Full logo

Print: 1.5 in (38 mm) wide
Screen: 150 px wide

Monogram

Print: 0.5 in (13 mm) wide
Screen: 48 px wide

Below these sizes the worn texture clogs. Use the monogram instead of shrinking the full logo.



Don’t stretch or squash



Don’t rotate or tilt



Don’t recolor outside the palette



Don’t add shadows or effects



Don’t use on low-contrast backgrounds



Don’t retype it in another font

When in doubt, use the supplied artwork exactly as provided.

PRIMARY

Ranch Black

HEX #141414
RGB 20 20 20 CMYK 0 0 0 92

PRIMARY

Bone

HEX #F2EBDD
RGB 242 235 221 CMYK 0 3 9 5

ACCENT

Prairie Rust

#C0562B
RGB 192 86 43

ACCENT

Hay Gold

#D9A441
RGB 217 164 65

SECONDARY

Pasture Sage

#6B7D57
RGB 107 125 87

SECONDARY

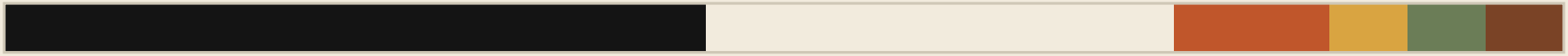
Saddle Brown

#7A4326
RGB 122 67 38

NEUTRAL · Dust

#A8A196 RGB 168 161 150 CMYK 0 4 11 34

PROPORTION



Black and Bone carry the brand; accents add warmth in small doses. CMYK values are approximate conversions — match to a Pantone/print proof before production.

HEADLINES

Source Sans Pro

Black · ALL CAPS

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
0123456789 !?&@#

BODY & UI

Source Sans Pro

Regular · Semibold · Bold · Italic

The quick brown fox jumps over the lazy dog. Bold type for the big moments, plain type for everything else. Keep lines short and spacing generous.

HIERARCHY

HEADLINE — BLACK, ALL CAPS

Subhead — Semibold, sentence case

Body copy — Regular, 10–12 pt, 140% line spacing.

CAPTION — SEMIBOLD, SMALL CAPS TRACKING

Source Sans Pro is free and open source (SIL OFL) via Google Fonts / Adobe Fonts. Fallback: Arial or Helvetica. Headlines should always be set in all caps to echo the stamped wordmark.

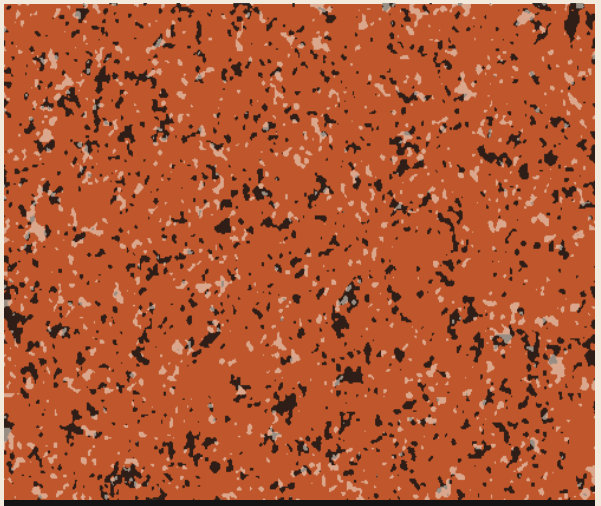
THE BRAND RING

A rounded-dash circle. Use as a frame for photos, badges and stamps.

THE GROUND LINE

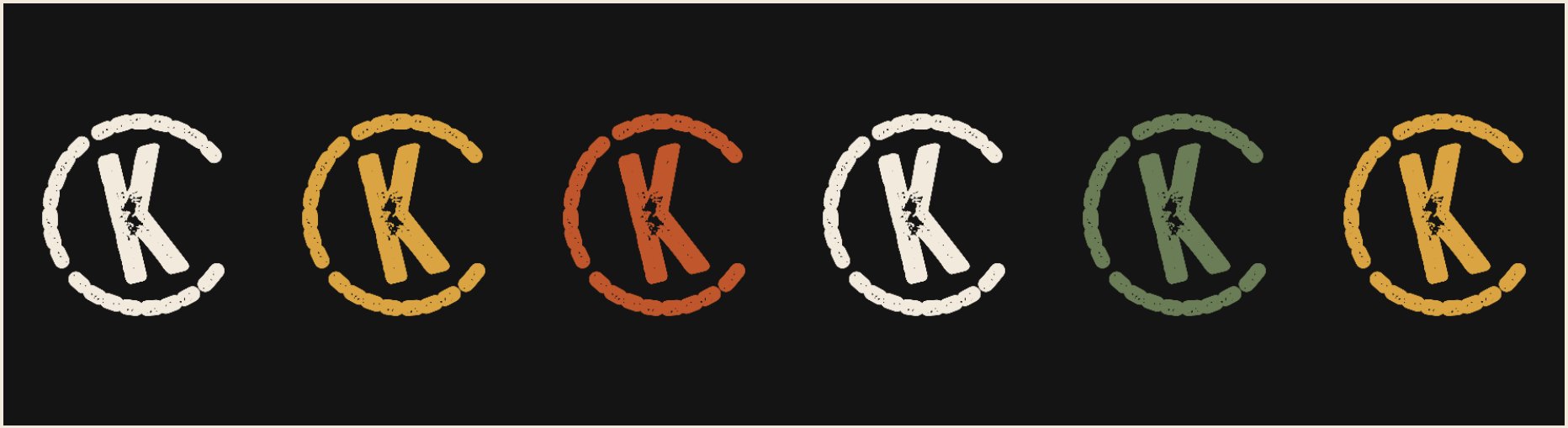
HEADLINE HERE

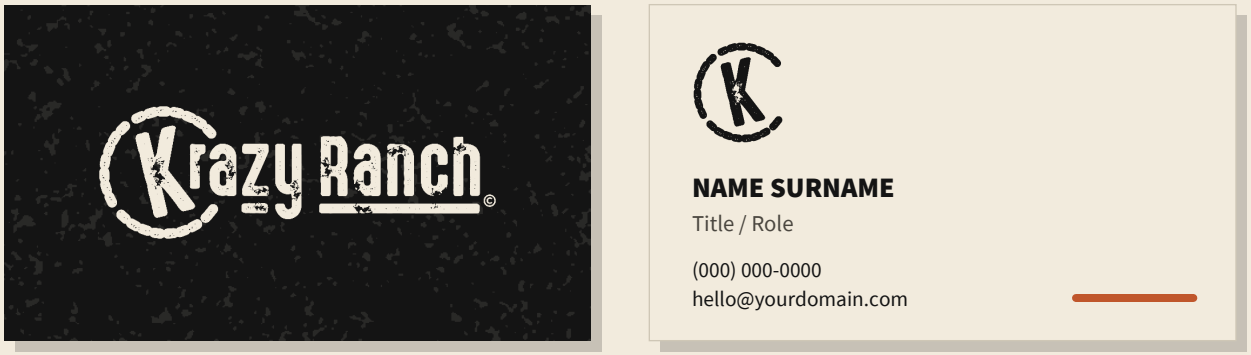
A heavy, round-capped rule borrowed from the logo's underline. Anchor headlines with it.



WEATHERED TEXTURE

Speckle wear for backgrounds and packaging. Keep it subtle behind text.





Business card — front & back (3.5 × 2 in). Contact details are placeholders.



Social avatars — monogram on solid brand colors, centered with room to spare.



Letterhead — logo top-left, ground line at foot.



Product label / hang tag.

THE SHORT VERSION

LOGO	Use the supplied artwork. Black or bone. Never alter it.
SPACE	Keep clear space of “x” (the R’s height) on all sides.
SIZE	Full logo ≥ 1.5 in / 150 px. Otherwise use the monogram.
COLOR	Black & Bone lead; Rust, Gold, Sage, Saddle accent.
TYPE	Source Sans Pro Black caps for headlines; Regular for body.
FEEL	Bold, rugged, playful, honest — and a little worn in.

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