

HAMMERHEAD

Karoo

Styleguide for 2024 Release

Karoo



For the Karoo logo, always ensure that there is clear space equal to 25% of the logo’s height on all sides.



Due to the weight and scale of the Karoo logo, it is important to vary the scale and orientation at which the logo is shown in marketing materials.

Karoo

In select instances, it is permissible to display a Karoo logo that is cut off around the “o” so long as the full word is implied.

Karoo

1500 PX

Karoo

100 PX

The XL version of the Karoo logo should be displayed at 1000px or larger.
The standard version has a minimum display size of 100px.

HAMMERHEAD

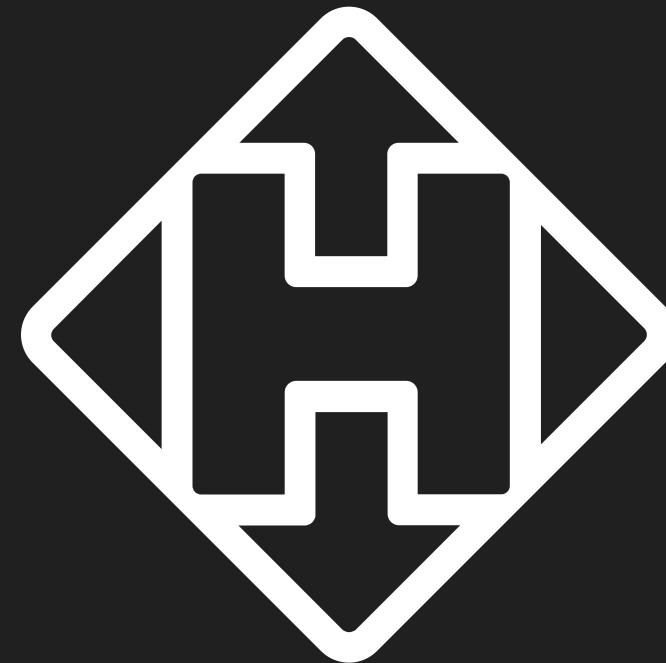
HAMMERHEAD

This is the Hammerhead wordmark. It should be used in all cases where possible to represent the brand.

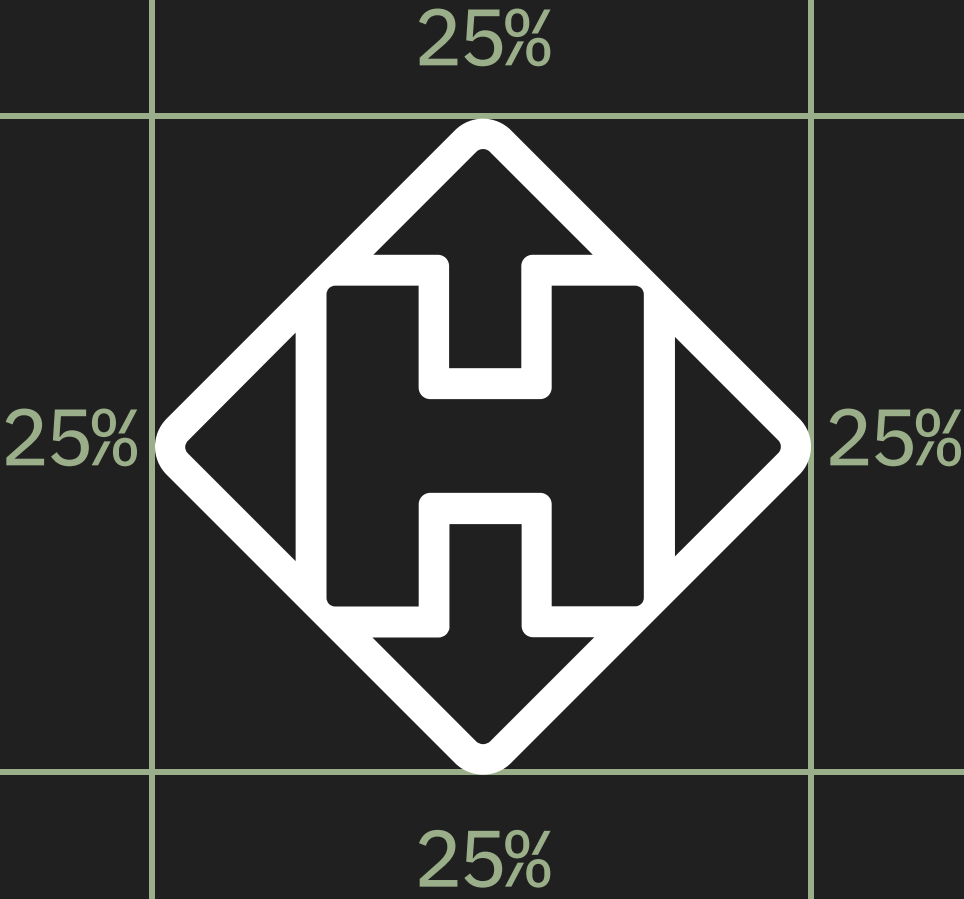
HAMMERHEAD



The Hammerhead logo should feature clear space equal to the “H” within the logo.



This is the Hammerhead diamond logo (styled in text as <H>). It should only be used where space does not permit the wordmark to be used.



The large version of the Karoo logo should be displayed at 500px or larger. The small version has a minimum display size of 100px and a maximum of 499px.



Hammerhead is a brand name – Karoo is a product. Karoo should not be used except in cases that the product is referred to, and it is also acceptable to refer to the product with reference to the manufacturer ie. “Hammerhead Bike Computer.”

Karoo

Karoo

The Karoo logo should ideally be used on either black or charcoal.
Do not use the brand yellow in combination with this logo.

Karoo



Color accents can be used sparingly around the Karoo branding – either featuring the Karoo gradient or the Hammerhead brand yellow (#FFE900).

See the road ahead.

See the road ahead.

See the road ahead.

See the road ahead.

The branding of Karoo should be focused on black and charcoal. These colors can be used for the Hammerhead brand but should be avoided in materials specifically for Karoo.





The brightness of the screen should always be shown at the maximum setting to ensure that quality of the screen is emphasized.



Information about photos or the Karoo device can be highlighted using our metadata styling.

