

# Brand Guidelines

Version 1, September 2025



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# BRANDING AND COMMUNICATIONS THAT ARE CLEAR, CONCISE, CONSISTENT AND RELEVANT TO OUR TARGET AUDIENCE



**Critical National Infrastructure**

**UK DATA CENTRES: THE NEXT STEPS NEEDED TO DRIVE THE UK'S DIGITAL TRANSFORMATION**

If data is the lifeblood of the modern economy then data centres are the beating heart that keep it flowing.

The UK is leading the way in Europe on data centre provision, helping the country make the most of innovative technologies such as cloud storage and AI which will reshape the way we work, rest and play for centuries to come.

We live in an increasingly digitised world. The internet, smartphones and cloud computing have revolutionised our lives, yet as recently as 2020 data centres were "the most important industry you've never heard of!". The Covid pandemic changed all that, bringing data centres to public awareness thanks to the crucial part they played. Data centres kept us connected throughout the pandemic, providing the infrastructure required to shift to remote working, to keep in touch with friends and family, even providing crucial support for vaccine research<sup>1</sup> and development.

Unsurprisingly given their centrality to modern life, data centres have recently been designated as Critical National Infrastructure (CNI)<sup>2</sup>, putting them on the same footing as energy, water and emergency services

The designation brings government support in preparing for and weathering emergencies and attacks, safeguarding our data when we need it most. The only surprise is how long it took for the designation to come!

The government has also underscored its commitment to placing Britain at the forefront of the digital age with its AI Opportunities Action Plan, which calls for investment in infrastructure and in the people who will power the digital revolution forward.

We welcome both of these developments wholeheartedly, but what does all of this mean in practice? What does the government need to do for the UK to truly become "an AI taker", not an AI taker?"

In this white paper, we look at six recommendations from the Kao Data team. Each recommendation focusses on a specific action the government can take to help raise the data centre industry to the next level, putting Britain on the best possible footing for success.

1 The UK Data Centre Sector: The most important industry you've never heard of. May 2020. Tech UK  
2 https://www.gov.uk/government/news/critical-national-infrastructure-2023-24-what-are-the-implications  
3 https://www.gov.uk/government/news/critical-national-infrastructure-2023-24-what-are-the-implications

# Welcome

To reflect the exceptional nature of our business, we've developed a vibrant, energetic and distinctive brand. These guidelines outline the core visual elements of our identity and provide clear direction on how to apply them effectively. By using them consistently we ensure all our communications present our business with clarity, professionalism and the impact it deserves.

If you have any questions the marketing team are here to help, please get in touch with Adam or Lizzy



**Adam Nethersole**  
VP Marketing  
[adam.nethersole@kaodata.com](mailto:adam.nethersole@kaodata.com)



**Lizzy McDowell**  
Director of Marketing  
[lizzy.mcdowell@kaodata.com](mailto:lizzy.mcdowell@kaodata.com)



# Brand Language

# Brand Language

## Company Name

### Kao Data

The company name must always be written as **Kao Data** to maintain brand recognition and clarity. Both words should be capitalised, with a single space between them, and never abbreviated or hyphenated.

The name should not be altered to: KAO Data, KAO, KaoData, Kao Data Centres or any other variation.

## Industry Reference

### Data Centres

As a UK-headquartered company, all references to the industry should follow British English spelling and style. Therefore, use data centre (singular) and data centres (plural) in all written communications. This ensures consistency with our brand identity and reflects our position as a UK-based organisation.

to be... take firm steps to... wherever it's found. That means... people to enter and stay within the industry... years to come, and tapping new pools of talent both at home and abroad. ”  
Kalay Moodley CPO, Kao Data



**Data centres engineered for AI.**

**Award winning multi-site colocation**

Kao Data leads the industry, pioneering the development and operation of data centres engineered for AI and advanced computing. With a hyperscale-inspired and industrial scale compute. We provide our customers with a secure, scalable compute.



**100mw**  
wind farm would be largest in Europe proposed 2030

**£50bn**  
renewable energy retail value pa.



...already seen in Dublin<sup>21</sup> and Amsterdam<sup>22</sup> what can happen when energy provision fails to keep up with demand: operators have suffered and expansion plans put on hold – all due to a limited horizon power availability.  
...presents a particularly stark warning. Its data centre market is growing by 15% annually, until in 2019 the municipality... 20% of the city... develop their

# Logo

# Logo

To maintain brand integrity, the Kao Data logo must never be altered or recreated.  
Always use the official artwork files provided by the marketing team.  
Available at: <https://kaodata.com/discover/assets>

There are two versions available:

- Primary logo
- Secondary logo with strapline



Primary Logo



Secondary Logo

# Logo Options

The primary and secondary logos are available in three colour variants, providing the flexibility to choose the most appropriate option for different backgrounds. This ensures optimal legibility across both print and digital applications.

1. Coloured symbol/dark wordmark
2. Coloured symbol/white wordmark
3. White symbol/white wordmark

Primary Logo



Primary Logo reversed



Primary Logo white



Secondary Logo with strapline, navy



Secondary Logo with strapline, white

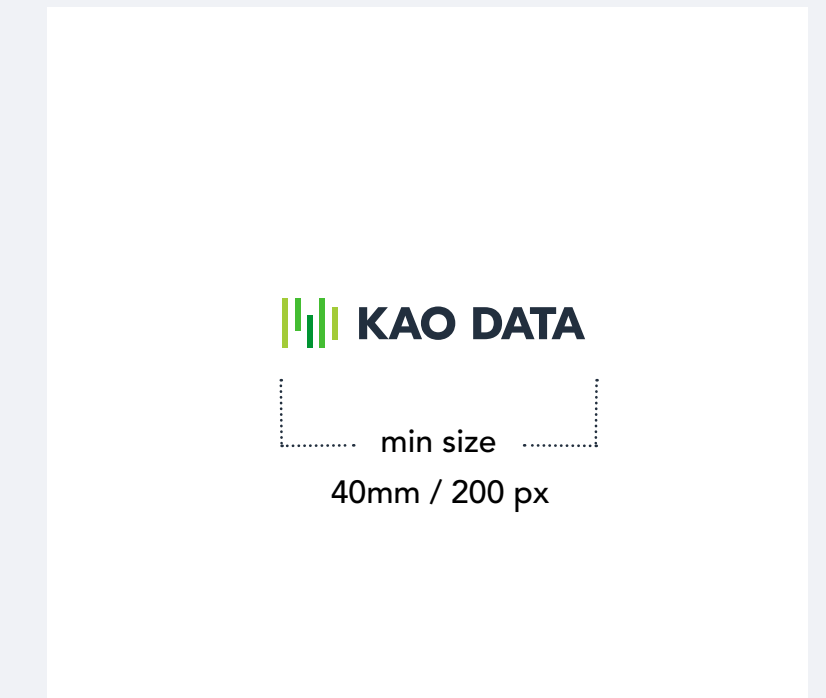


# Clear Space

To maintain visual impact and ensure legibility, a minimum clear space must be maintained around the logo at all times. This clear space prevents overcrowding by other elements such as text, images, or graphic features, and helps the logo stand out consistently across all applications.

The Kao Data logo must always be used as a single, unified element and should never be separated, recoloured, or distorted in any way. Its proportions and spacing have been meticulously designed and must remain unchanged. The logo should never appear smaller than the minimum size illustrated here to ensure clarity and legibility.

The colour bands from the logo symbol may be used as graphic elements in professional marketing materials, provided prior approval is obtained from the marketing team. These elements are intended to enhance creative design, but must never be used in a way that mimics or suggests the logo itself.



## Guide to setting the clear area

The minimum required clear space is defined by the X-height of the symbol within the logo. No other elements should encroach on this area, ensuring the logo remains clean, prominent, and instantly recognisable.



# Logo Do's & Don'ts

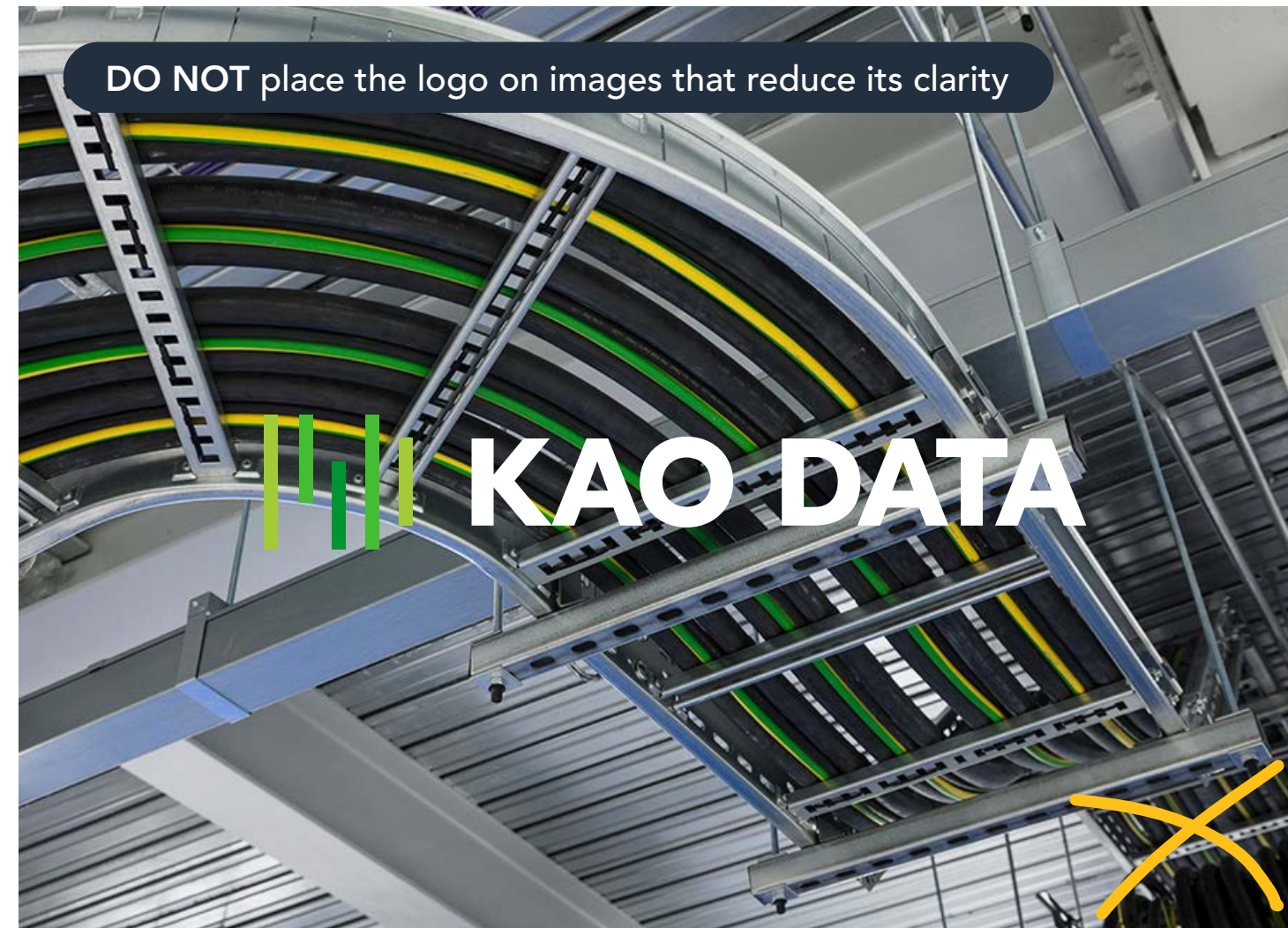
Below are a few examples showing how to correctly place and select the appropriate logo. The logo must not be altered in any way. Do not break it apart, reposition elements to create a new logo, distort its proportions, or change its colours.

When selecting the correct logo, always consider the background image or colour to ensure the logo remains clear, visible, and easily recognisable.

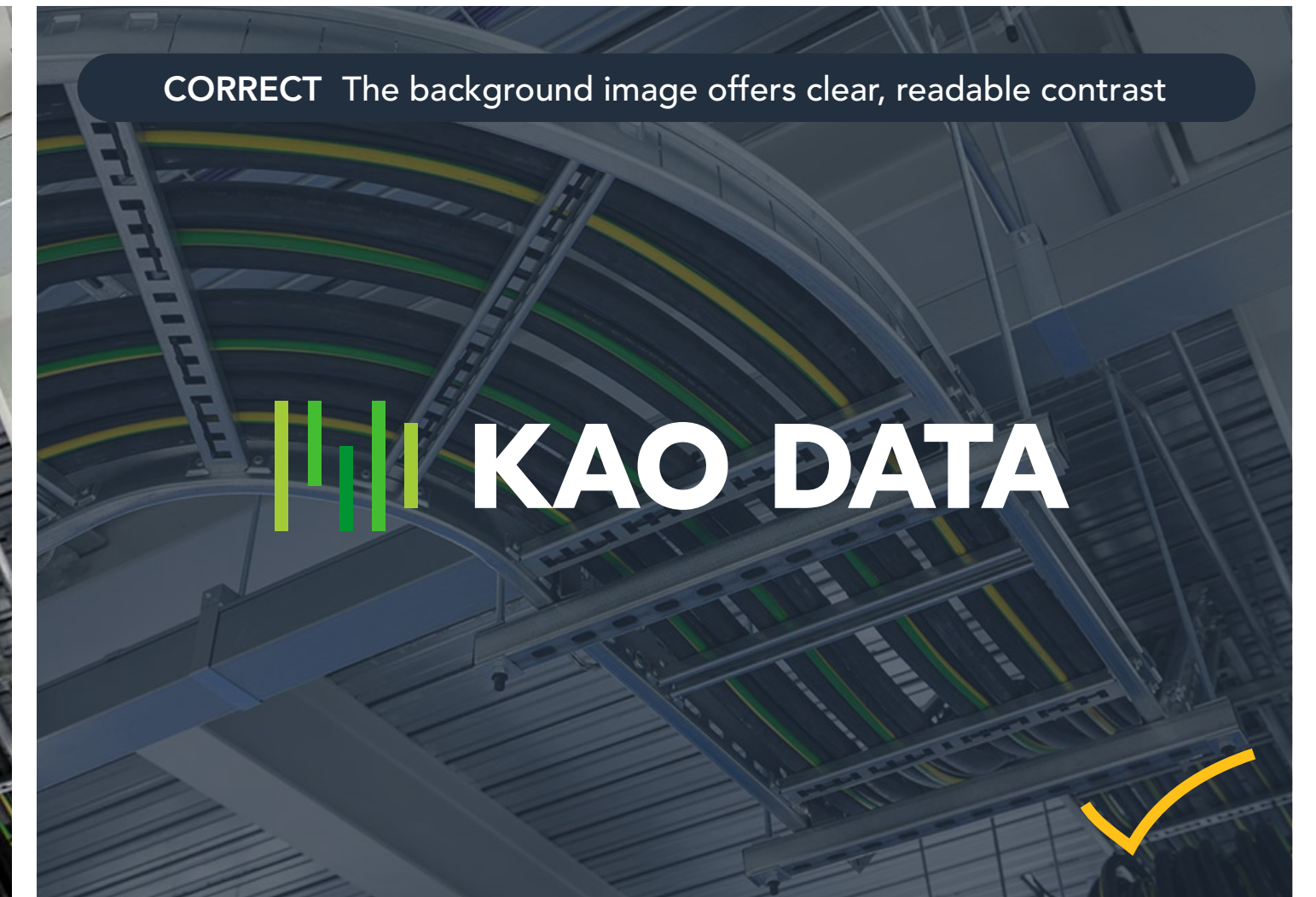
DO NOT reposition the green symbol to create a new logo



DO NOT place the logo on images that reduce its clarity



CORRECT The background image offers clear, readable contrast



DO NOT place the Secondary logo underneath the icons



DO NOT place the logo on images that reduce its clarity



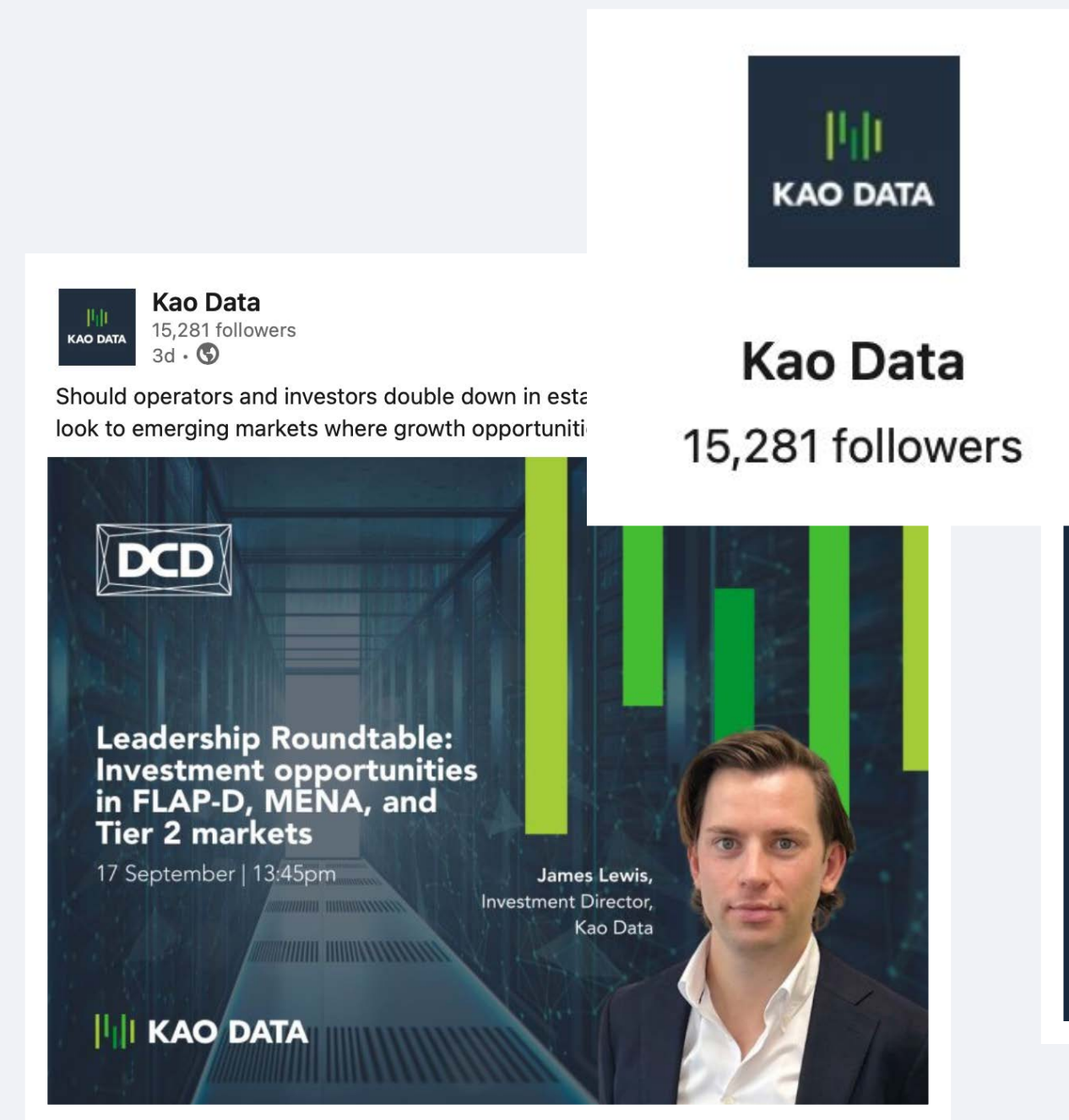
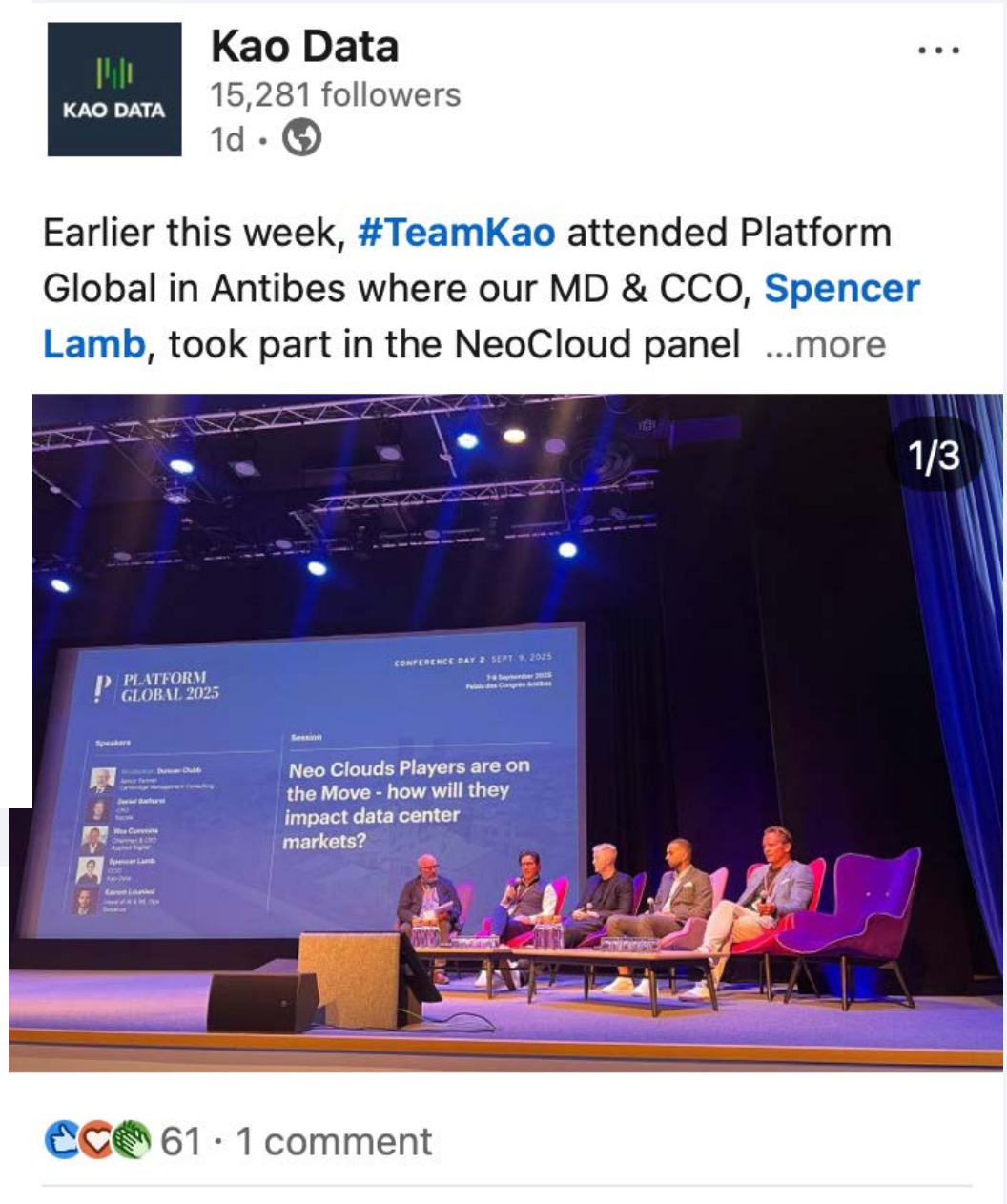
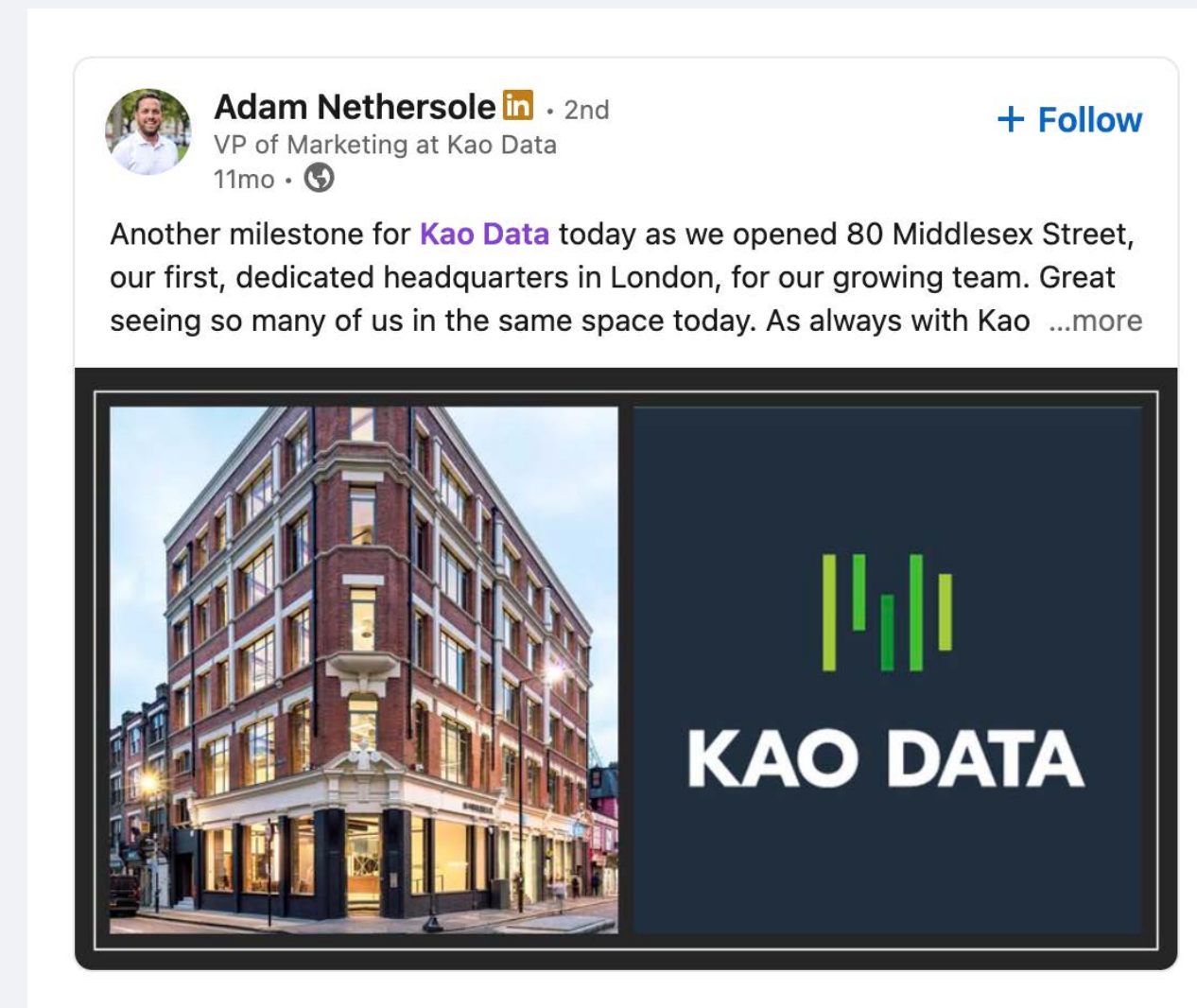
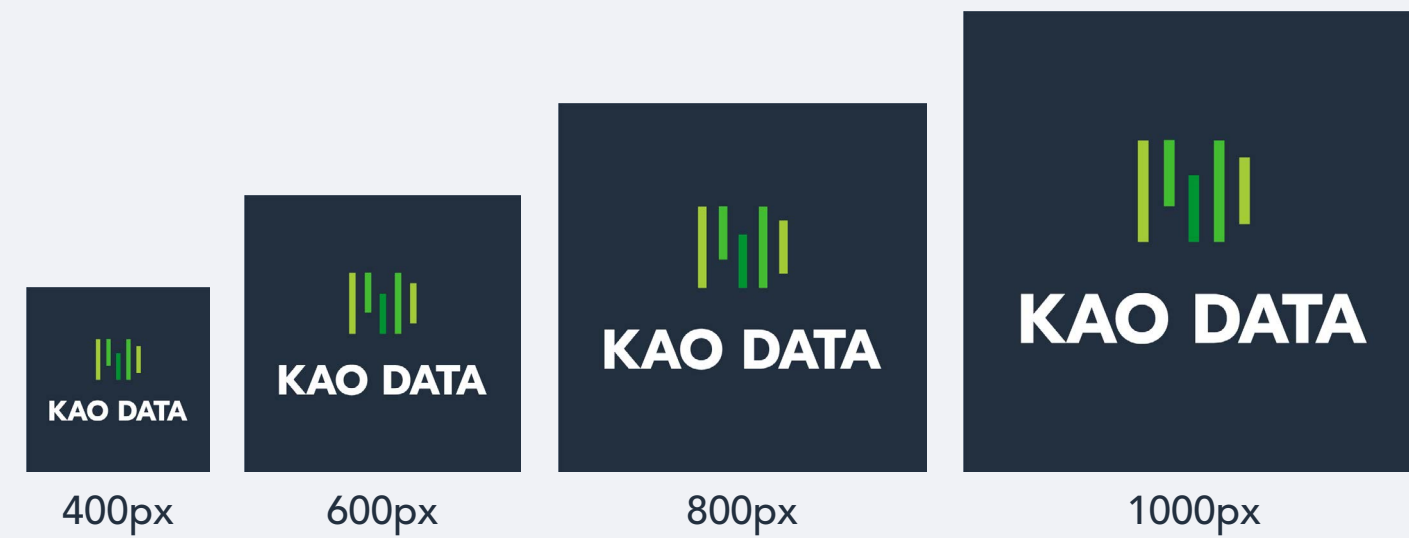
CORRECT The background image offers clear, readable contrast



# Logo - Social Media

A suite of compact logos have been created for use on social media, these have been designed to specific sizes to make sure they work well on both desktop and mobile devices.

The social media logo is available in the following sizes:



# Colour Palette

# Primary Colours

The colour palette is a vital part of our brand identity, helping ensure consistency and recognition across all mediums. The primary brand colours must be used exactly as specified to maintain visual integrity and coherence in both digital and print applications. Each colour has been carefully selected to reflect the tone and values of our brand.

For accuracy across different platforms, colour specifications are provided in HEX (for digital use), RGB (for screens and web), and CMYK (for print). Always match colours to the values listed below to avoid inconsistencies.

Dark Grey

HEX #222F3E  
RGB 34 47 62  
CMYK 89 / 71 / 49 / 55  
Pantone® 533C

Green

HEX #44BD32  
RGB 68 189 50  
CMYK 69 / 0 / 97 / 0  
Pantone® 360C

Light Green

HEX #A3CB38  
RGB 163 203 56  
CMYK 45 / 0 / 89 / 0  
Pantone® 367C

Dark Green

HEX #009432  
RGB 0 148 50  
CMYK 84 / 13 / 100 / 2  
Pantone® 347C

# Secondary Colours

The secondary colour palette is designed to complement the primary brand colours and provide additional flexibility in layout and design. These colours can be used to highlight content, create visual hierarchy, or introduce variety across materials, while still maintaining a cohesive brand look and feel.

While secondary colours offer creative range, they should be used thoughtfully and never overpower or replace the primary palette in key brand assets. Always use the specified HEX, RGB, and CMYK values to ensure consistency across digital and print applications.

Purple

HEX #821B93  
RGB 82 27 147  
CMYK 84 / 100 / 2 / 2

Light Grey

HEX #F0F2F6  
RGB 68 189 50  
CMYK 7 / 4 / 3 / 0

Yellow

HEX #FFC117  
RGB 255 193 23  
CMYK 0 / 25 / 97 / 0

Denim Blue

HEX #1E4973  
RGB 30 73 115  
CMYK 100 / 75 / 30 / 14

# Typography

# Typography

Font Name: **Avenir LT Std**

# Avenir

## Avenir font

Avenir was chosen for its wide range of font weights and its clean, open appearance, making it suitable for both large and small formats in in-house and professional design applications.

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 ~!@#\$%^&\*(\_)+ "<>;/?  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890 ~!@#\$%^&\*(\_)+ "<>;/?**

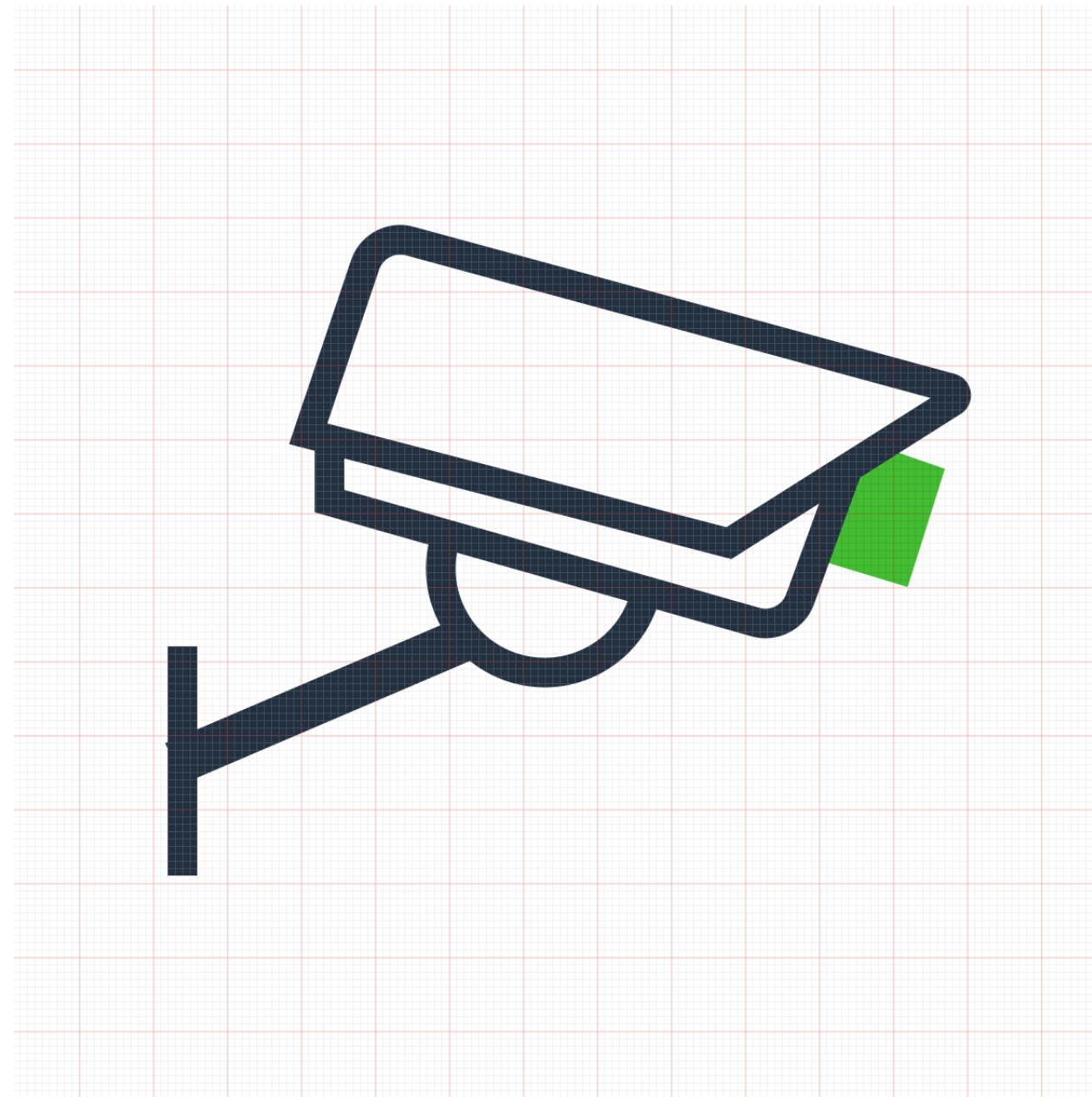
- 35 Light
- 35 *Light Oblique*
- 45 Book
- 45 *Book Oblique*
- 55 Roman
- 55 *Oblique*
- 65 Medium
- 65 *Medium Oblique*
- 85 Heavy
- 85 *Heavy Oblique*
- 95 Black
- 95 *Black Oblique*

# Icon Suite

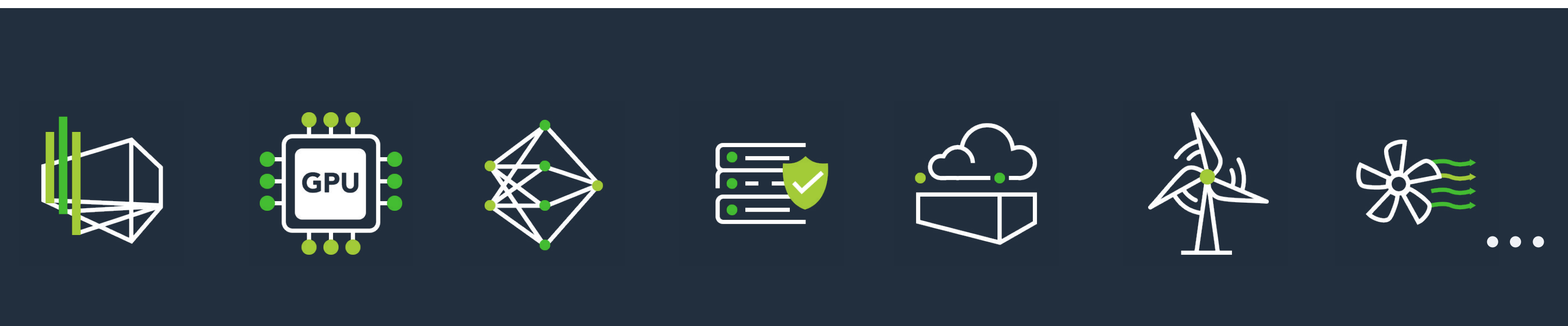
# Icon Suite

Kao Data has an image bank of icons. These icons have been drawn up so that the line weight and colouring is consistent and they should not be altered or recoloured. There are two versions for each icon, this allows for it to be placed on a light or a dark background. All icons are available as transparent .png files.

When placing multiple icons together on the page, please make sure they are all imported at the same scale, so that their line weights and sizing appear consistent.



Logo suite designed for a light background



Logo suite designed for a dark background

# Supporting Assets

# Data Centres

Pre approved images are available to download from our website: <https://kaodata.com/discover/assets>



KLON-01 (Harlow)

(12)



KLON-02 (Harlow)

(1)



KLON-05 (Northolt)

(1)



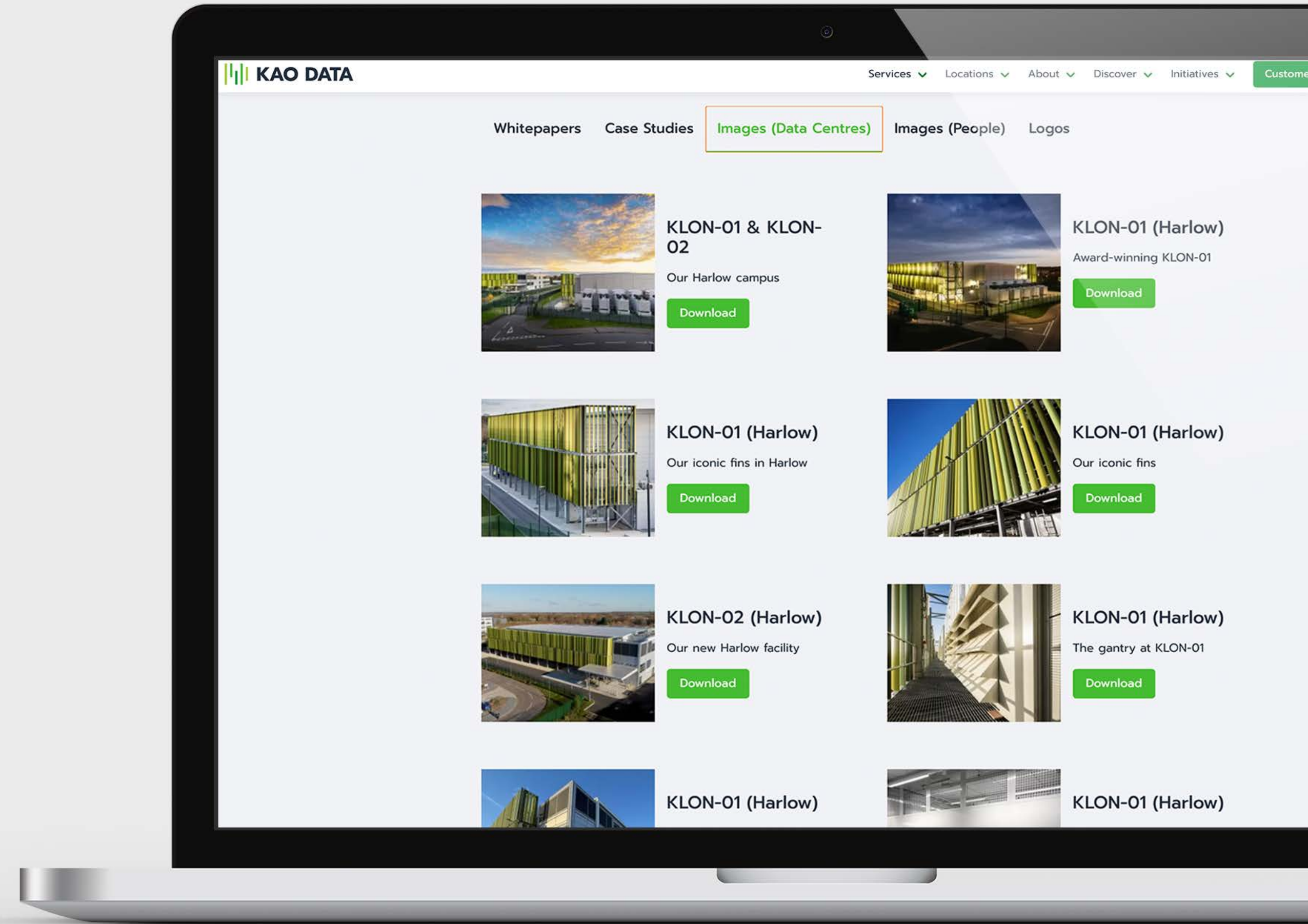
KLON-06 (Slough)

(3)



KMAN-01 (Manchester)

(2)



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# Thank you

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Adam Nethersole  
VP Marketing  
adam.nethersole@kaodata.com

Lizzy McDowell  
Director of Marketing  
lizzy.mcdowell@kaodata.com

