



Brand Guidelines

Visual standards & assets for press, partners, and media.

Welcome to Keycafe

Keycafe is the smart key management platform trusted by thousands of businesses worldwide — from Airbnb hosts and auto dealerships to global enterprises like Hilton, Amazon, Avis, and Toyota. Our SmartBox hardware and cloud software combine to give organizations real-time control and full visibility over every key, in every location.

This document is your reference for using the Keycafe brand correctly across editorial, partner, and marketing channels. Following these guidelines keeps our identity consistent, recognizable, and trusted — wherever it appears.

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The Logo

Our logo is the most visible expression of the Keycafe brand. The interlocking rings represent connection, access, and control — the core promise of our platform. Always use the official artwork; never recreate or modify it.

PRIMARY MARK



Use on white or light backgrounds whenever possible.

Variants



Full color
Primary



Midnight green
Mono dark



White
On dark

Clear space

Maintain padding equal to the height of the ring icon on all sides. Never let other elements crowd or overlap the logo.

X



Minimum size

To preserve legibility, do not reproduce the wordmark below 80 px wide on screen or 24 mm in print.



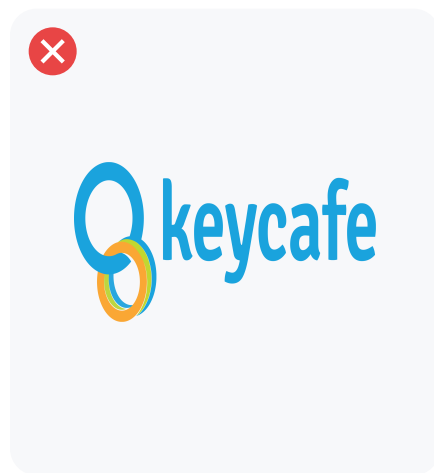
80 px (web)



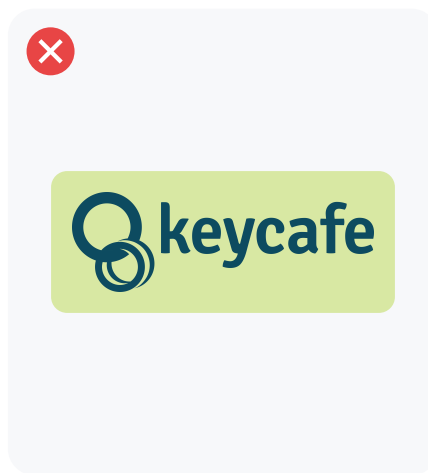
24 mm (print)

Logo Misuse

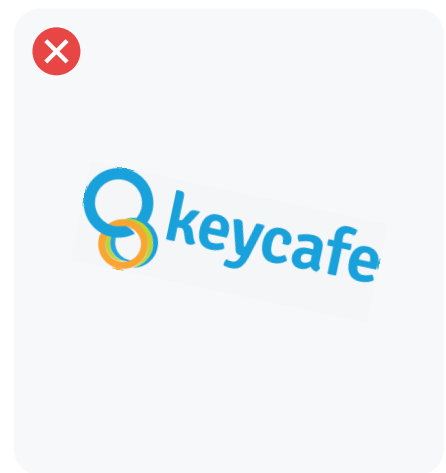
Consistency builds recognition. Please avoid these common mistakes when applying our logo across your work.



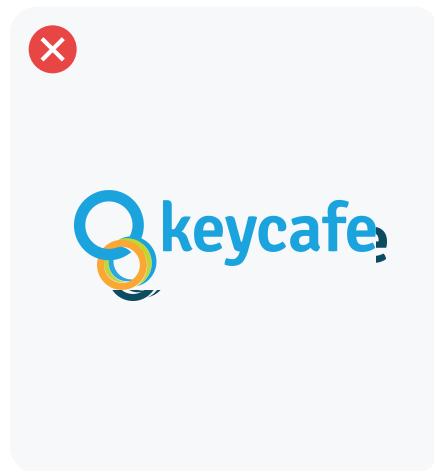
Don't stretch



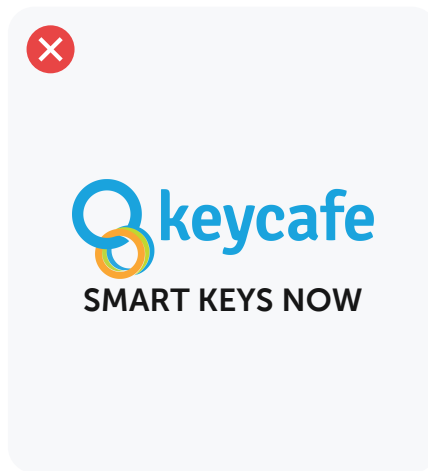
Don't recolor



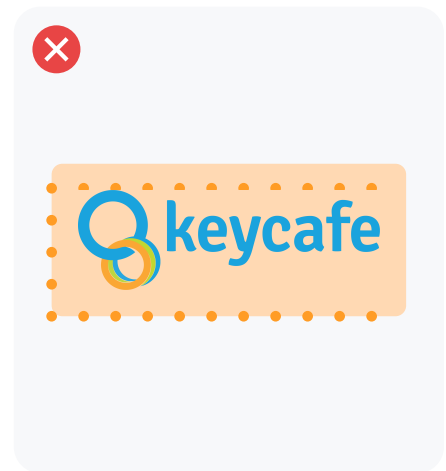
Don't rotate



Don't add effects



Don't crowd



Don't use on busy backgrounds

Color

Our palette pairs a confident orange call to action with a deep trustworthy teal and a bright accent blue. Use color intentionally to guide attention and reinforce hierarchy.

Keycafe Orange

Primary action · CTAs · highlights

HEX #FF9C25
RGB 255, 156, 37

Midnight Green

Section backgrounds · headings · footers

HEX #0D4B60
RGB 13, 75, 96

Accent Blue

Links, tags, secondary

#07A7E0

Primary Hover

Hover for primary actions

#E88D1F

Dark Hover

Hover for dark surfaces

#0A3D4F

Text

Primary body text

#161616

White

Navbar, cards, canvas

#FFFFFF

Light Background

Alternating sections

#F7F8FA

Section Background

Slightly darker section

#EEF0F3

Border

Dividers, subtle borders

#CFD8DD

Tip: reserve Keycafe Orange for actions and emphasis — using it broadly weakens its punch.

Typography

Museo Sans is our primary typeface. Its geometric forms with subtly humanist details give us a confident, modern voice that reads cleanly at every size. Use Museo Sans everywhere — on the web, in decks, and in printed materials.

Aa

Museo Sans
100 · 300 · 500 · 700 · 900
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 . , ; ! ? & @ # %

Type scale

DISPLAY
900 · 36 pt

Smart keys.

H1
700 · 24 pt

Smart key management at scale

H2
700 · 18 pt

Built for every industry

H3
500 · 14 pt

Real-time control, full visibility

BODY
300 · 11 pt

Keycafe gives organizations real-time control over every key.

CAPTION
100 · 9 pt

Use for fine print, captions, and footnotes.

System fallback stack: "Museo Sans", "Helvetica Neue", Arial, sans-serif

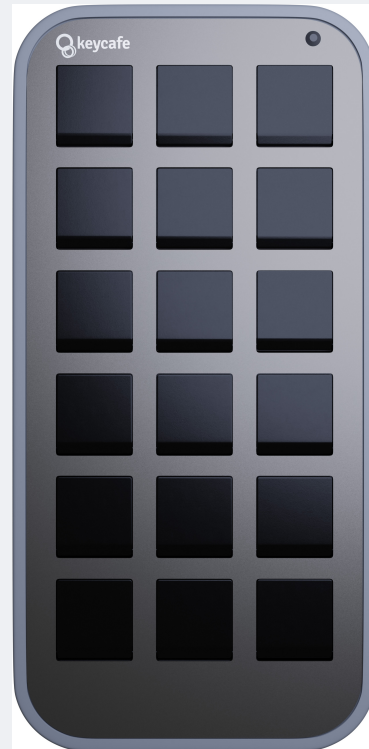
Hardware & Imagery

When picturing the Keycafe product, use these official hardware shots. Show the SmartBox cleanly against a neutral or branded background, and avoid stickers, cropping into the logo, or recoloring the device.



Keycafe SmartBox

Modular hardware, expandable to thousands of keys.



Expansion module

Add capacity as your operation grows.

Imagery guidelines

- Use the official product renders for press, partner, and marketing materials.
- Pair hardware shots with clean, uncluttered backgrounds — never busy patterns.
- Do not recolor, distort, or composite Keycafe hardware onto branded backdrops.
- Always credit “Image courtesy of Keycafe” when republishing on external sites.

Voice & Personality

Keycafe sounds confident and practical — like a trusted operator who knows the job. We help businesses solve real problems, so we lead with clarity over cleverness. Friendly, never flippant. Expert, never aloof.

Confident

We know our space and speak with quiet authority.

Practical

We focus on outcomes — time saved, control gained.

Friendly

Approachable. Free of jargon and intimidation.

Precise

We're a security product. Words have weight.

How we write

DO

- + Lead with what the reader gains.
- + Use plain language and short sentences.
- + Be specific: name the industry, the saving, the result.
- + Say "SmartBox," "Keycafe Public," "Keycafe Shield."
- + Use sentence case for headings.

DON'T

- Don't use hype words like "revolutionary" or "game-changing."
- Don't bury the benefit in features lists.
- Don't capitalize random Nouns.
- Don't shorten the company name to "KC" or "Keycafé."
- Don't make security promises you can't back up.

Let's get in touch.

For press, media, or product enquiries — or to request uncompressed logo files and additional hardware photography — please reach out using any of the channels below.

PRESS & MEDIA

media@keycafe.com

Story ideas, interviews, photography requests

GENERAL ENQUIRIES

keycafe.com/contact

Sales, support, anything else

DOWNLOADS

Brand kit, logo files & product photography

keycafe.com/press · email media@keycafe.com for high-res assets

FOLLOW

linkedin.com/company/keycafe · instagram @keycafe_inc

facebook /mykeycafe · youtube @Keycafe