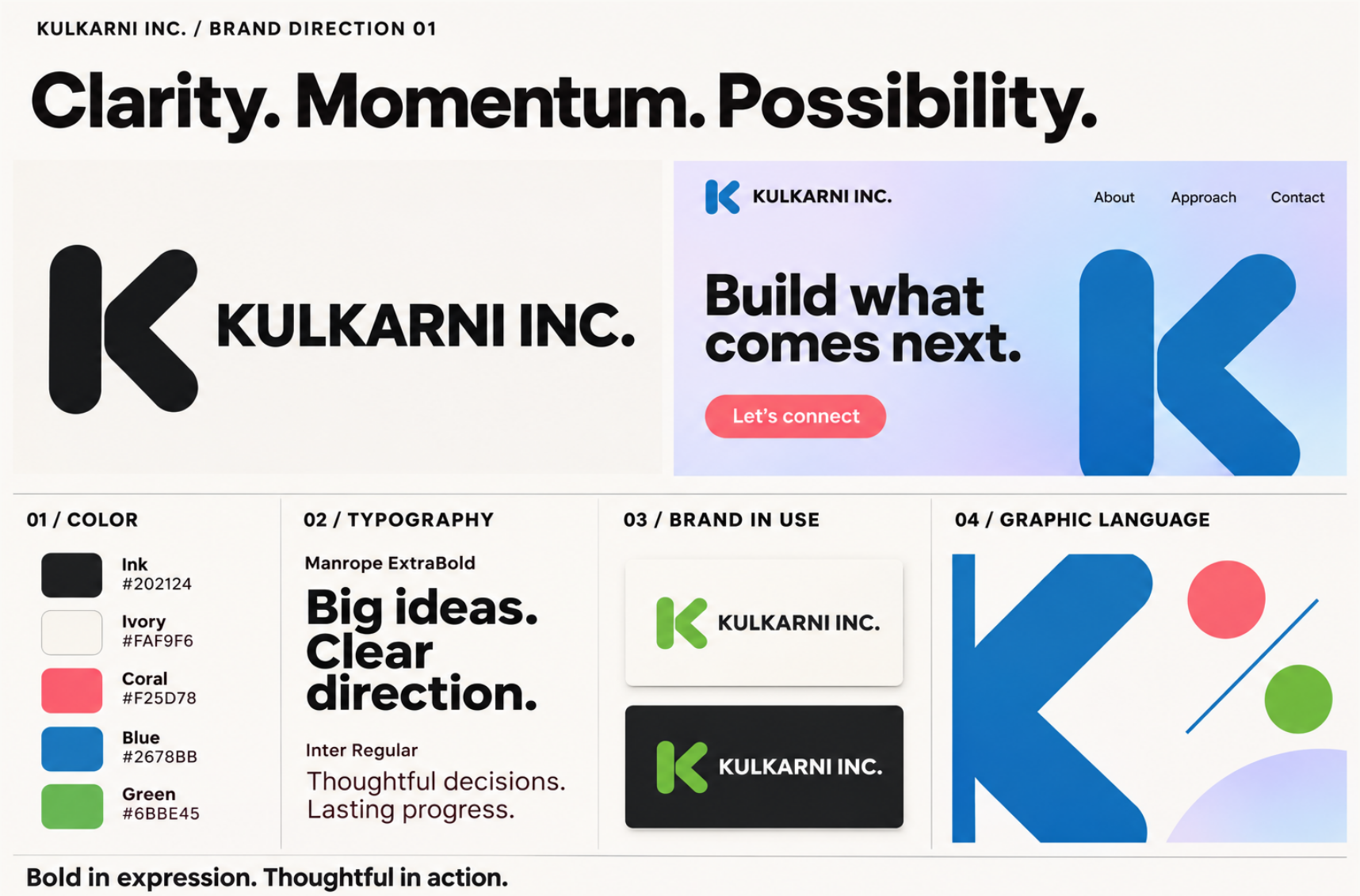
# Clarity. Momentum. Possibility.

A proposed identity for a confident, approachable company. Share this guide with your website builder as the design brief.



# One name. One clear signature.

Primary identity: Kulkarni Inc. | Compact identity: custom geometric K

## Logo system

Use a rounded geometric K beside the wordmark **KULKARNI INC.** The K is the compact signature for a favicon, social avatar, or slide corner. Introduce the full company name before relying on the symbol alone.

**Master artwork:** The visual board is a concept reference. Redraw and approve one consistent vector K before publishing; do not crop the generated image to make production logos.

## Rules for consistent use

**Clear space:** At least half the symbol height on every side.

**Minimum size:** Start at 24 px for the symbol and 160 px for the horizontal lockup; verify at actual size.

**Approved versions:** Ink on ivory; ivory on ink; blue K with ink wordmark.

**Avoid:** Stretching, rotation, shadows, gradients inside the master mark, or independently changing its proportions.

## Voice and messaging

**Headline:** Build what comes next.
**Supporting line:** Thoughtful decisions. Lasting progress.
**Tone:** Direct, considered, optimistic. Describe what the company does and who it serves in plain language. These lines are proposed copy, not cleared trademarks.

# Bold type. Purposeful color.

Use these exact values as the website source of truth. The concept image is illustrative and may vary slightly.

| Ink | Ivory | Blue | Coral | Green | Lavender |
|---|---|---|---|---|---|
| #202124 | #FAF9F6 | #2678BB | #F25D78 | #6BBE45 | #E9E4FF |

## Typography

**Headlines:** Manrope 800
**Body:** Inter 400
**Navigation / labels:** Inter 500-600
**Fallback:** system-ui, sans-serif

Use 56-80 px desktop hero headings, 36-44 px on mobile, and 16-18 px body text at 1.5-1.65 line height. This PDF uses a neutral fallback for specifications.

## Color and layout

Keep most surfaces ivory or white. Use blue as the primary accent, coral for selected highlights, and green sparingly. Use ink text on coral and green; check all final contrast combinations.

Use subtle lavender-to-pale-blue gradients behind content, generous whitespace, 12 px card radii, and 8 px spacing increments. Avoid busy patterns behind text.

# Build instructions for your AI builder

Implementation brief for Claude or another website builder. Business details still need to be supplied by the owner.

## Page structure

**1. Header:** Logo, About, Approach, Contact.

**2. Hero:** Large left-aligned headline; short business description; one CTA. Original K artwork on the right over a faint gradient.

**3. What we do:** Three concise service cards, using verified business offerings.

**4. Approach:** Three clear steps explaining the engagement.

**5. About:** Accurate company story and leadership.

**6. Contact / footer:** Verified contact details, legal name, and relevant policies.

## Implementation requirements

Build a responsive, accessible page with semantic headings, visible keyboard focus, labeled forms, reduced-motion support, and WCAG AA contrast.

Use a maximum content width of 1200 px, 24 px desktop grid gaps, and 20 px mobile side padding. Stack the hero and cards on small screens. Use a solid ink CTA with ivory text if accent-button contrast is uncertain.

Do not invent testimonials, clients, results, regulatory status, office addresses, or services. Keep missing business information clearly marked in a review draft. Do not ship a nonfunctional contact form.

**Inspiration:** talentplus.com and the supplied screenshot inform the bold typography, soft gradients, and bright accents. Create an original composition; do not reuse its copy, logo, or five-dot plus motif.

# Brand assets and registration planning

U.S. planning notes only. No name, slogan, or logo in this guide has been cleared or confirmed registrable.

## Possible filing candidates

**Custom K:** Consider a design-mark application after final artwork and clearance.

**K + KULKARNI INC.:** Consider protection for the complete combined identity.

**KULKARNI / KULKARNI INC.:** Review potential surname refusal with counsel; adding Inc. does not necessarily resolve it.

**Taglines:** Lower priority. Ordinary promotional language may not function as a mark.

**OFFICIAL REFERENCES**

Trademark and service-mark basics

Possible grounds for refusal

Comprehensive clearance search

Goods and services

## Before launch

Confirm the legal owner, actual goods/services, and countries requiring protection. Search similar words and designs in federal, state, and common-law sources.

TM may identify goods and SM services without federal registration. Use the registration symbol only after registration and for covered goods/services.

Deliver final SVG and PNG logos, light/dark variants, favicon, font files or approved sources, exact color tokens, and responsive page layouts. The visual board is not a production asset library.