



Brand Identity & E-commerce Strategy

A clear mark. An open brief.

CONFIRMED ASSETS



Identity Core

The geometric wordmark is the primary authority. Identity work is focused on protecting and expanding this visual anchor.

Brand Name

Confirmed spelling: **KT&CO**.

STRATEGIC UNKNOWNNS

Product & Market

Core category, target customer profile, and price positioning require definition to inform the commerce UX.

Operating Model

Fulfillment methods, inventory management, and regional vs. international scope remain to be confirmed.

Identity direction: Own the contrast.



POSITIVE USAGE



NEGATIVE USAGE

From logo to a usable system

CORE PALETTE



Pitch Black #111111

Studio Gray #666666

Paper White #FFFFFF

TYPOGRAPHY

Archivo Bold

Primary headlines and authority statements.

Inter Regular

Informational text, labels, and commerce data.

LOGO HANDLING

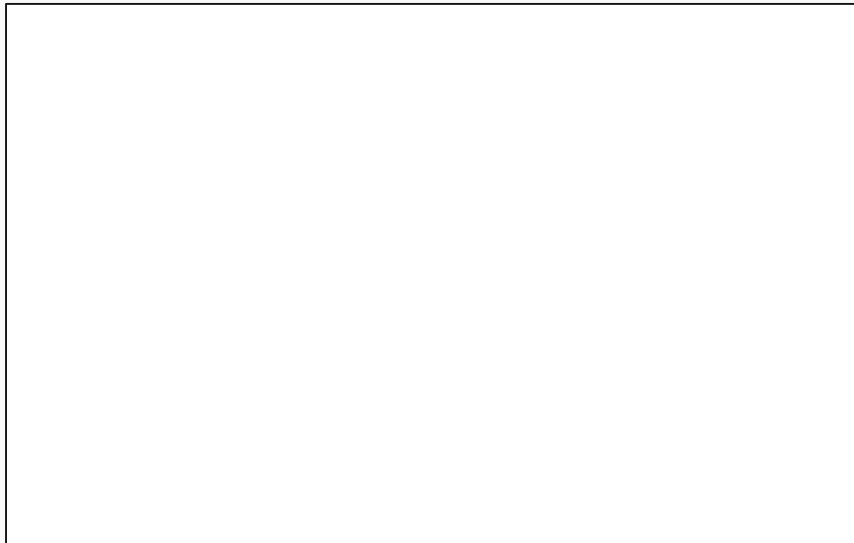
- Maintain 40% height clear space around the wordmark.
- Do not scale below 120px width in digital applications.
- Use 1px rules as supporting structural elements.

Commerce starts with the offer

<div>01 / DEFINE</div> <div>The Product Taxonomy</div> <div>Map the catalog hierarchy, variants, and specifications before choosing a technical platform.</div>	<div>02 / MODEL</div> <div>Operational Logic</div> <div>Confirm inventory tracking, fulfillment zones, and payment provider requirements.</div>	<div>03 / DESIGN</div> <div>The Trust Layer</div> <div>Build confidence through clear pricing, honest availability, and transparent return policies.</div>	<div>04 / DEPLOY</div> <div>Phased Release</div> <div>Launch a core collection (MVP) to gather real visitor behavior before full catalog expansion.</div>
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| This strategy remains platform-agnostic until product and operational requirements are confirmed.

Product pages should resolve hesitation



- **Visual Proof**
High-resolution, honest photography from multiple angles with zoom capability.
- **Immediate Specs**
Clear pricing, available stock status, and variant selectors (size/color).
- **Friction Reduction**
Transparent shipping costs, estimated delivery dates, and return policies on-page.
- **Technical Detail**
Material composition, dimensions, and care instructions to inform high-intent buyers.

Earn attention. Learn from behavior.

Organic Foundation

Search Alignment Structured metadata and high-value product descriptions for discoverability.

Content Rhythm Editorial storytelling that connects the identity to the products.

Paid & Social

Channel Selection Prioritize platforms where high-contrast, modern visuals outperform noise.

Consented Growth Build a direct relationship through email lifecycle marketing.

Measurement

Baseline Data Establish conversion rates and acquisition costs before scaling spend.

Funnel Health Monitor drop-off from product discovery to successful checkout.

Validate. Build. Improve.

PHASE	DELIVERABLES	BRAND OWNER INPUTS
PHASE 01	<div>Identity & Foundation</div> <div>Extended identity system, typography, core palette, and landing-page MVP.</div>	Confirm product category, target market, and primary competitive landscape.
PHASE 02	<div>Commerce Core</div> <div>Product taxonomy, payment integration, and core collection storefront launch.</div>	Supply product photography, pricing structure, and fulfillment procedures.

Ready to define the core commerce offer?

CONTACT RENO LABS