



Design Concept

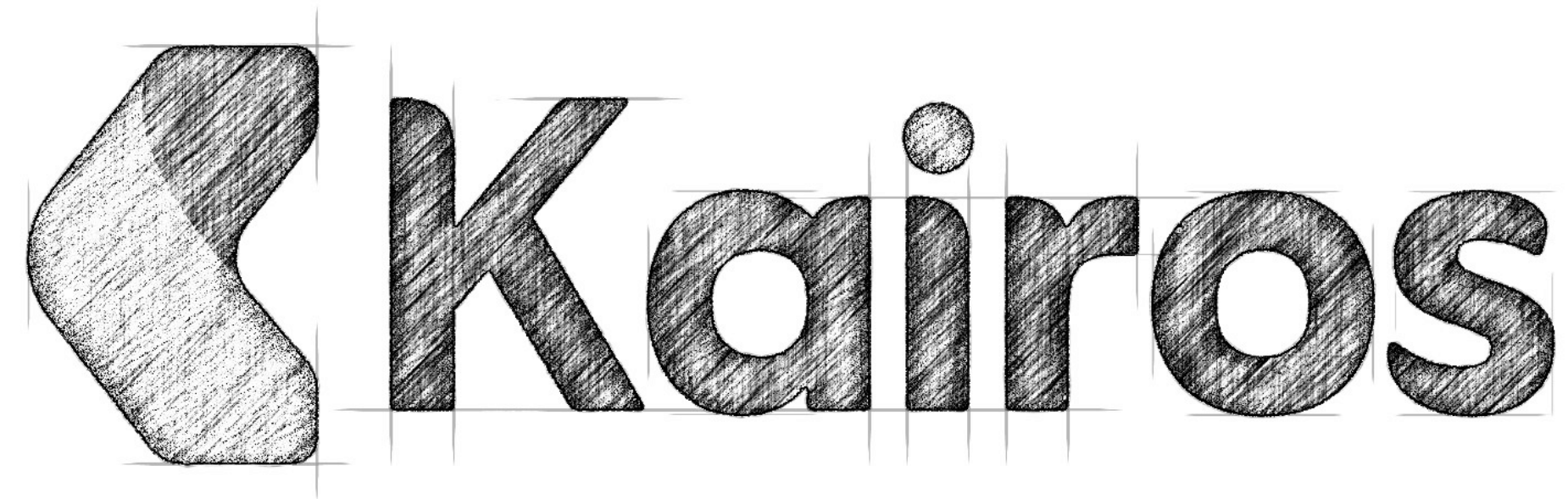
The logo for Kairos Logistics Tanzania Limited reflects the company's core values of efficiency, reliability, and innovation. **The custom “K” symbol is dynamic and modern, combining geometric precision with fluid curves to represent motion, direction, and the seamless coordination of logistics operations.** This abstract mark also reflects the integration of the company's diverse services—from customs clearance to freight forwarding—into one cohesive system.

The color palette features royal blue and Sea blue, chosen to **convey professionalism, trust, and a forward-thinking mindset.** Royal blue symbolizes stability and expertise, while Sea blue **adds a sense of innovation and clarity.** Together, these colors reflect the company's balanced approach—grounded in industry knowledge but open to modern logistics solutions. The cyan dot on the “i” **adds a subtle yet powerful detail, suggesting precision, focus, and a global outlook.**

The typography complements the symbol with a clean, bold sans-serif typeface **that projects strength, modernity, and approachability.** The rounded, well-spaced letters make the brand feel trustworthy and accessible, aligning with Kairos Logistics' customer-centric approach. Every element is intentionally crafted to give the logo a sense of balance, making it visually **appealing and meaningful.**

Designed with versatility in mind, the logo performs well across various mediums—from websites and business cards to fleet branding and warehouse signage. **It embodies the company's mission to deliver dependable, customized logistics services and its vision of becoming a leader in the Tanzanian and regional logistics sector.**

Altogether, this logo is a powerful visual expression of a company built on excellence, trust, and future-ready logistics solutions.

















Typeface

Our main typeface is **Lexend** for both creative use and Formal use

Lexend

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

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Brand Colors

Royal Blue: Denotes stability, intelligence, and trustworthiness—values critical in supply chain and logistics operations.

Sea/Ocean Blue: Conveys clarity, innovation, and efficiency—attributes of a forward-thinking logistics firm equipped to handle modern supply chain complexities.

Malibu


HEX 57C5FC
RGB 87,197,252
CMYK 65,22,0,1

Royal Blue

HEX 336AEA
RGB 51,106,234
CMYK 78,55,0,8

Steven Nyangoe
Chief Operating Officer



 +255 747 549 977

 steven@kairosgroutz.com

 Kairos Logistics Tanzania Limited
Lumumba Complex, Plot no. 28-31
Lumumba Street. P.O Box 2639,
Dar es Salaam, Tanzania







