

KASKA

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# BRAND PRESENTATION.

KASKA COMPANY LIMITED.

COMPLETE BRAND  
PRESENTATION.

09.FEBRUARY.  
MONDAY - 2026

# 1. BRAND OVERVIEW.

- INTRODUCTION
- WHY DOES IT EXISTS ?
- WHOM DOES IT SERVE ?
- WHAT DO WE STAND FOR ?
- HOW DO WE LEAD ?
- WHAT SETS US APART ?
- WHERE ARE WE HEADED ?

## **1.1 Introduction:**

The **KASKA** logo represents strength, reliability, and technical precision core qualities essential in equipment rental, construction, lifting solutions, and general engineering services. The circular symbol integrated with the letter **"K"** conveys unity, motion, and continuity, reflecting a company that keeps projects moving efficiently and safely. The bold, simplified construction of the mark ensures instant recognition while projecting confidence and industrial authority.

### **1.1.1 Mission:**

To provide reliable, efficient, and safe equipment rental and engineering solutions that empower clients to execute projects with confidence, precision, and speed.

### 1.1.2 Vision:

To become a leading and trusted partner in equipment hire, construction, lifting, and engineering services by setting industry standards in quality, safety, and innovation.

### 1.1.3 Core Values:

- » **Reliability:** Delivering equipment and services that perform consistently under demanding conditions.
- » **Safety:** Prioritizing safety in operations, equipment handling, and client support.
- » **Efficiency:** Enabling faster project execution through dependable machinery and skilled expertise.
- » **Integrity:** Operating with honesty, accountability, and professionalism.
- » **Technical Excellence:** Applying engineering knowledge to solve complex operational challenges.

**1.2 Why does it exist:**

**KASKA** exists to bridge the gap between project ambition and execution by providing access to high performance equipment and engineering expertise without the burden of ownership.

**1.4 What do we stand for:**

KASKA stands for strength, dependability, and engineering driven solutions. Every service reflects a commitment to performance, safety, and professionalism.

**1.3 Whom does it serve:**

The company serves contractors, developers, construction firms, industrial operators, infrastructure projects, and engineering teams requiring dependable equipment and technical support.

**1.5 How do we lead:**

We lead through operational discipline, modern equipment, skilled personnel, and a customer-first mindset ensuring projects stay on schedule and within scope.

**1.6 What sets us apart:**

- » Robust, well-maintained equipment.
- » Engineering-backed service delivery.
- » Fast response and flexible rental solutions.
- » Strong safety culture.
- » Clear, professional communication.

**1.7 Where are we headed:**

**KASKA** is focused on expansion, modernization of equipment fleets, and long-term partnerships positioning itself as a cornerstone brand in engineering and heavy equipment solutions.

# 2. TYPOGRAPHY & FONT USED.

- FONT USED
- REASONS FOR THE SELECTION

## 2.1 Font used:

The logo uses Bakbak One Regular, a bold and industrial-inspired typeface that perfectly complements the company's operational nature. The font's strong geometry and solid stroke weight communicate power, stability, and confidence qualities essential in construction and lifting industries.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

**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.**

## 2.2 Reasons for the selection:

- » **High visibility** across signage, machinery branding, and uniforms.
- » **Strong industrial character** aligned with engineering and heavy equipment.
- » **Clear legibility** at both large and small scales.
- » **Modern yet rugged appearance**, ensuring long-term brand relevance.



# 3. COLOR PALLETE.

- COLOR USED
- COLOR IN GRADIENTS

### 3.1 Color used:

#### **Dark Charcoal #232323:**

This color represent strength, professionalism, and durability. It conveys seriousness and trust, reinforcing the brand's engineering authority and reliability in high-risk, high-value operations.



#### 3.1.1 Reasons for selection:

- » Symbolizes stability and control.
- » Enhances readability and contrast.
- » Reflects industrial strength and professionalism.

#### COLOR CODE - #232323

C - 71%	R - 035	H - 290
M - 65%	G - 035	S - 0
Y - 64%	B - 035	B - 13
K - 72%		

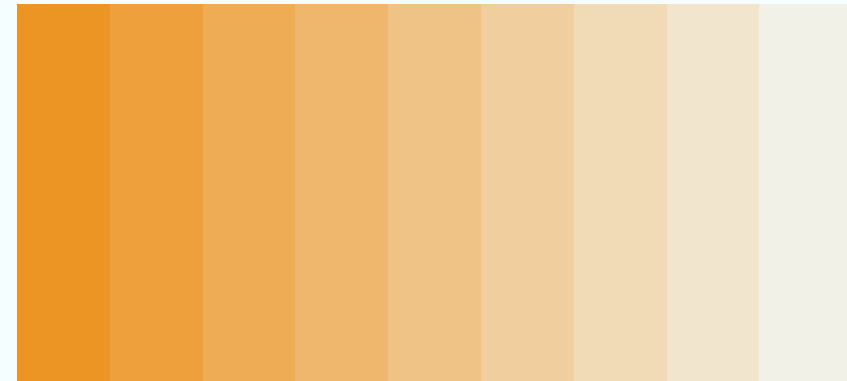
### 3.1 Color used:

#### **Industrial Orange #ED9625:**

Orange is associated with energy, action, and safety—commonly used in construction and lifting environments. It draws attention while signaling activity and readiness.

#### 3.1.1 Reasons for selection:

- » Represents productivity and momentum.
- » Enhances visibility in industrial settings.
- » Adds warmth and approachability to a strong brand.



#### COLOR CODE - #ED9625

C - 71%    R - 035    H - 290  
M - 65%    G - 035    S - 0  
Y - 64%    B - 035    B - 13  
K - 72%

# 4. LOGO REVEAL.

- PRIMARY LOGO
- SECONDARY LOGO
- ICON LOGO
- PATTERNS

4.1 Primary Logo:



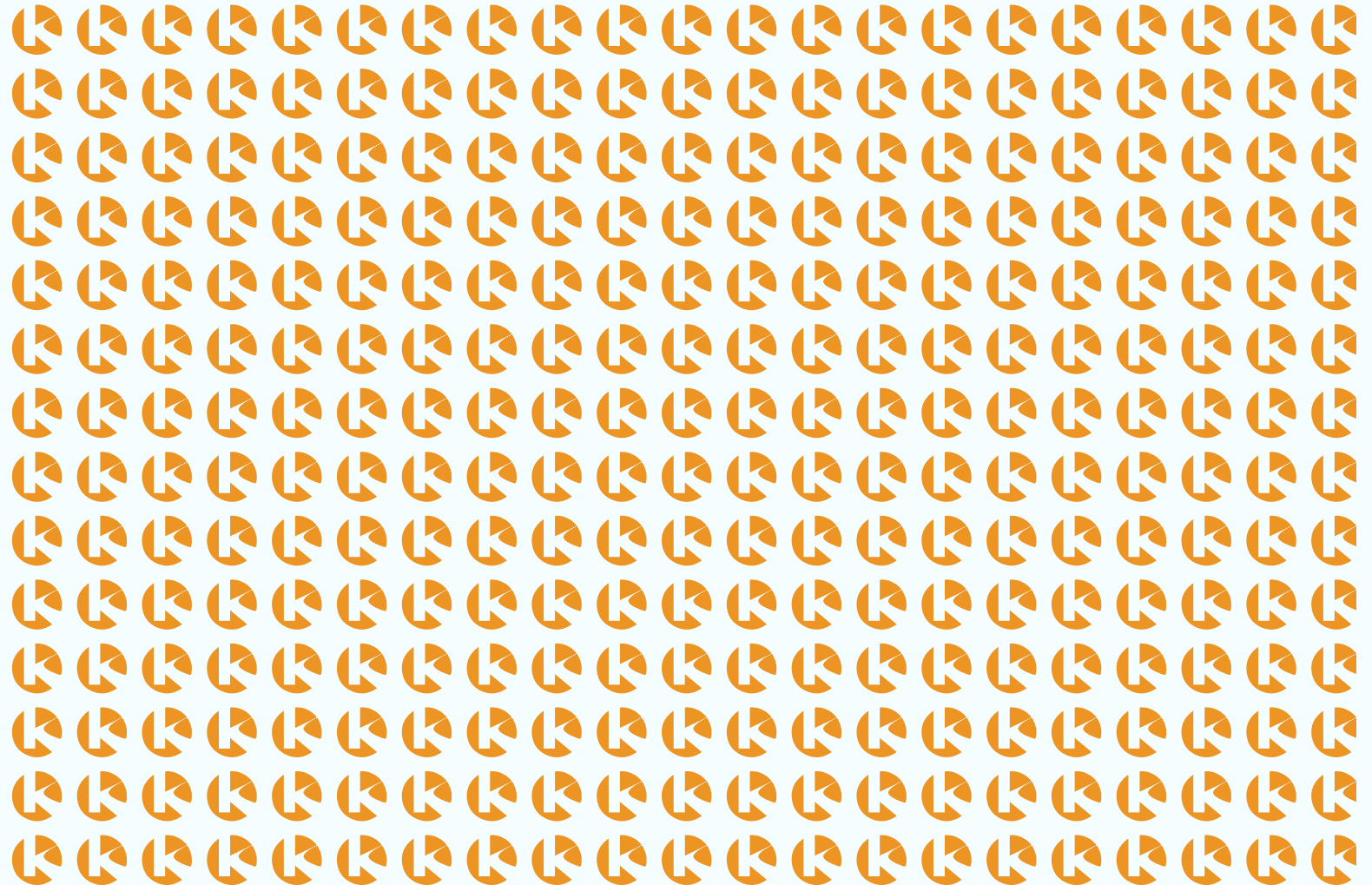
4.2 Secondary Logo:



4.3 Icon Logo:



4.3 Patterns:



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# 5. LOGO IN USE.

- APPLICATION OF THE LOGO

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Thankyou..!