How much can three chevrons do?

An identity and stationery system for 3K Essentials.



Make the initials the anchor.

The primary lockup makes 3K the first thing people see. Three fading chevrons extend from the K above the widely spaced Essentials line.

ORIGINAL PRIMARY ARTWORK



Keep the shape on two grounds.

The full-colour mark uses teal and blue-grey on white. The reversed version shifts the initials and descriptor to white while retaining the staggered chevrons.

PRIMARY MARK ON PAPER



REVERSED MARK ON TEAL



Make the fade part of the system.

Teal carries the strongest contrast and anchors the stationery. Two softer blue-greys carry the fade across the chevrons.



Teal	Blue-grey	Pale grey	White
#217A89	#9FB1B7	#C5D0D4	#FFFFFF

COLOURS SAMPLED FROM THE ORIGINAL 3K ESSENTIALS ARTWORK

Use the chevrons beyond the logo.

The letterhead pulls the chevrons away from the name. They can sit at the edge of a sheet or recede into the page as a watermark.

ORIGINAL CORNER DETAIL



ORIGINAL LETTERHEAD WATERMARK

See the mark at stationery scale.

On the sheet, the pattern recedes behind the writing area. On the teal card, the reversed lockup becomes the main visual.

PORTFOLIO MOCKUP USING ORIGINAL STATIONERY ARTWORK



A small motif with room to move.

The initials carry recognition across the two lockups. The chevrons give other surfaces a way to feel like 3K Essentials.

3K ESSENTIALS

Connect the unconnected.



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Let's get connected!

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