Koch & Co Pty Ltd Brand Guidelines

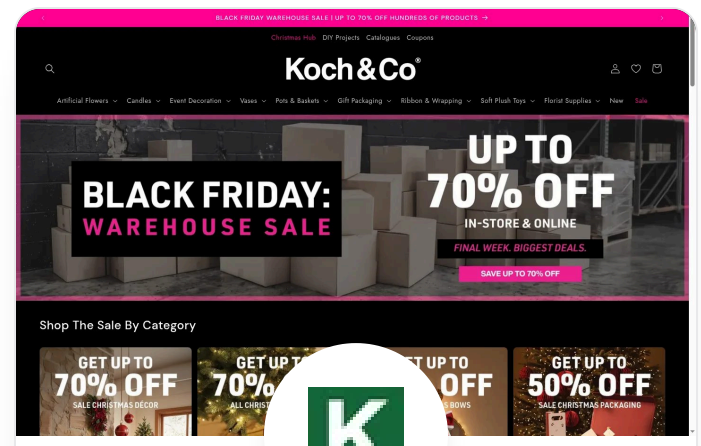
Unofficial · read from koch.com.au

Koch & Co: Decor, Florals & Gifting

Shop our online superstore for event decoration, gifting, candles, florist supplies & more. Delivering Australia wide. Lowest prices. Offering wholesale.

What are Koch & Co Pty Ltd's brand colors and fonts?

Koch & Co Pty Ltd uses DM Sans for headings and Jost for body text. Its website is built on white **#FFFFFF** and black **#000000**. No single brand color stands out on the homepage, apart from a pink **#FF0092** accent on its links. Read from koch.com.au on 26 November 2026.



VISUAL IDENTITY

Brand	Koch & Co Pty Ltd
Website	koch.com.au ↗
On Gravity	Koch & Co Pty Ltd's Gravity profile →
Main color	None stands out
Palette	12 colors
Headings	DM Sans
Body text	Jost
Logo	WEBP · PNG · JPG
Favicon	WEBP
Mode	Dark
Read on	26 November 2026
Status	Unofficial

Koch & Co Pty Ltd Logo: Transparent PNG and SVG Download

The Koch & Co Pty Ltd logo read from koch.com.au is available here as transparent PNG and JPG. It is displayed at 300 × 55 px in the site's header, about 5.5 times wider than it is tall. The site's favicon is provided as WEBP.

On white

On black

No background · dark

No background · light

Icon

The checkered tiles show the logo with no background. PNG files have a transparent background and measure 482 × 88 px. The single-color versions are recolors of the logo read from the site. The Koch & Co Pty Ltd name, logo and brand assets are trademarks of their owner. Gravity is not affiliated with or endorsed by Koch & Co Pty Ltd.

Koch & Co Pty Ltd Brand Colors: Palette and HEX Codes

Koch & Co Pty Ltd's website is built on white **#FFFFFF** and black **#000000**. No single brand color stands out on the homepage, apart from a pink **#FF0092** accent on its links.

HEX	Color	RGB	HSL	CMYK	Observed use
#FFFFFF	White Ink	255, 255, 255	0°, 0%, 100%	0, 0, 0, 0	Background, button, icon, link
#000000	Black Background	0, 0, 0	0°, 0%, 0%	0, 0, 0, 100	Background, icon, link, fill
#FF0092	Pink Accent	255, 0, 146	326°, 100%, 50%	0, 100, 43, 0	Background, link, fill, text

#797068	Taupe	121, 112, 104	28°, 8%, 44%	0, 7, 14, 53	Border, button, fill
#2B2C2D	Dark gray	43, 44, 45	210°, 2%, 17%	4, 2, 0, 82	Icon, text
#0000EE	Blue	0, 0, 238	240°, 100%, 47%	100, 100, 0, 7	Link
#DD4124	Red	221, 65, 36	9°, 73%, 50%	0, 71, 84, 13	Icon, text
#0730C5	Blue	7, 48, 197	227°, 93%, 40%	96, 76, 0, 23	Icon
#B7ACA2	Taupe	183, 172, 162	29°, 13%, 68%	0, 6, 11, 28	Button, fill
#D7D6D6	Light gray	215, 214, 214	0°, 1%, 84%	0, 0, 0, 16	Border
#001128	Navy	0, 17, 40	214°, 100%, 8%	100, 58, 0, 84	Text
#B2FCE4	Light green	178, 252, 228	161°, 93%, 84%	29, 0, 10, 1	Icon

CMYK values are computed from the screen values and are indicative. Click a color to copy its code.

Koch & Co Pty Ltd Fonts

On its homepage, Koch & Co Pty Ltd sets its headings in DM Sans and its body text, menu and buttons in Jost. Both fonts are hosted by the site itself.

DM Sans

Used for: headings

Medium 500

Hosted by the site itself. Its license is not known: check with the type foundry before reusing it.

Jost

Used for: body text, buttons, menu

Regular 400

Hosted by the site itself. Its license is not known: check with the type foundry before reusing it.

Export the Koch & Co Pty Ltd Brand Kit

Koch & Co Pty Ltd's colors and fonts read from koch.com.au are ready to copy as CSS variables, as design tokens in JSON and as a Tailwind configuration.

Figma

Copy the brand board, then paste it into Figma (Ctrl or Cmd + V). If pasting does nothing, drag the SVG board into your Figma file.



Files

To create Figma variables, open the Variables view, create a collection and drag the variables file into it (Professional plan and above). The tokens file can be imported into Figma with the Tokens Studio for Figma ↗.

CSS variables

```
:root {
  --color-ink: #FFFFFF;          /* white */
  --color-background: #000000;   /* black */
  --color-accent: #FF0092;       /* pink */
  --color-taupe: #797068;        /* taupe */
  --color-dark-gray: #2B2C2D;    /* dark gray */
  --color-blue: #0000EE;         /* blue */
  --color-red: #DD4124;          /* red */
  --color-blue-2: #0730C5;       /* blue */
  --color-taupe-2: #B7ACA2;      /* taupe */
  --color-light-gray: #D7D6D6;   /* light gray */
  --color-navy: #001128;         /* navy */
  --color-light-green: #B2FCE4;  /* light green */
```

Design tokens (JSON)

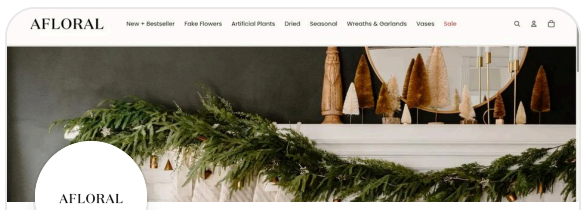
```
{
  "color": {
    "ink": {
      "$value": "#FFFFFF",
      "$type": "color"
    },
    "background": {
      "$value": "#000000",
      "$type": "color"
    },
    "accent": {
      "$value": "#FF0092",
      "$type": "color"
```

Tailwind CSS

```
// tailwind.config.js
module.exports = {
  theme: {
    extend: {
      colors: {
        kochcom: {
          ink: '#FFFFFF',
          background: '#000000',
          accent: '#FF0092',
          taupe: '#797068',
          'dark-gray': '#2B2C2D',
          blue: '#0000EE',
          red: '#DD4124',
```

Koch & Co Pty Ltd Competitors and Similar Brands

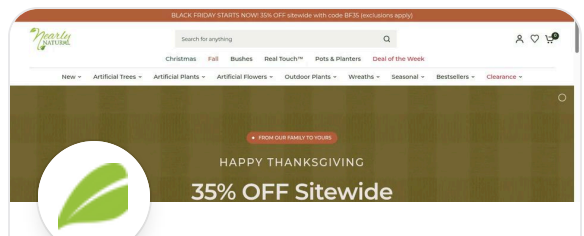
The brands closest to Koch & Co Pty Ltd are Afloral, Nearly Natural and leafplants.co.uk, according to Gravity's similarity score.



Afloral

Artificial Flora · US

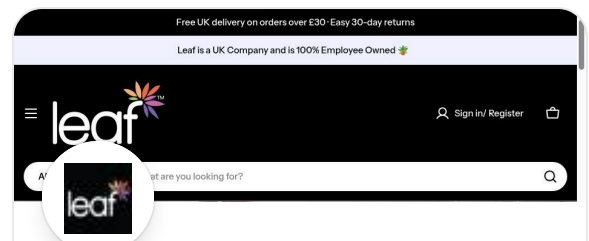
227.3k visits / month · similarity 77



Nearly Natural

Artificial Flora · US

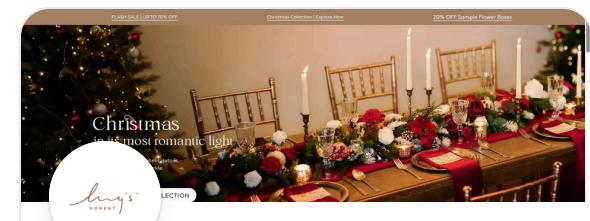
251.3k visits / month · similarity 73



leafplants.co.uk

Artificial Flora

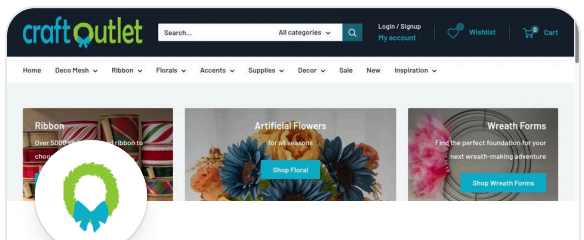
4.8k visits / month · similarity 71



lingsmoment.com

Weddings

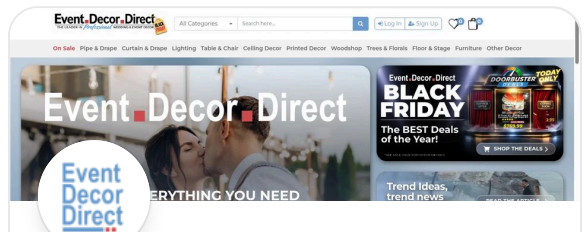
142.7k visits / month · similarity 71



Craft Outlet

Arts & Crafts · US

182.3k visits / month · similarity 70



Event Decor Direct

Weddings

127.6k visits / month · similarity 68

Similarity is precomputed by Gravity from catalogues, prices, estimated traffic, markets and site types on 30 October 2026; visits are estimated.

Koch & Co Pty Ltd's Visual Identity in Use

Discover

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ROLE	FONT	WEIGHT	SIZE	COLOR	DETAILS
Headings	DM Sans	Medium 500	25.2 px	#ffffff	letter-spacing 0.63px · line-height 32.4px
Body text	Jost	Regular 400	16 px	#ffffff	letter-spacing 0.6px · line-height 28.8px
Buttons	Jost	Regular 400	15 px	#001128	letter-spacing 1px · line-height 18px
Menu	Jost	Regular 400	14 px	#ffffff	letter-spacing 0.6px · line-height 18.2px
Button 1	background **#ffffff**		text #001128		radius 7px
Button 2	background **transparent**		text #ffffff		radius 0px
Button 3	background **#797068**		text #f4f4f4		radius 7px

Koch & Co Pty Ltd Brand Guidelines FAQ

What are Koch & Co Pty Ltd's brand colors and fonts?

Koch & Co Pty Ltd uses DM Sans for headings and Jost for body text. Its website is built on white **#FFFFFF** and black **#000000**. No single brand color stands out on the homepage, apart from a pink **#FF0092** accent on its links. Read from koch.com.au on 26 November 2026.

What does the Koch & Co Pty Ltd logo look like?

The Koch & Co Pty Ltd logo read from koch.com.au is available here as transparent PNG and JPG. It is displayed at 300 × 55 px in the site's header, about 5.5 times wider than it is tall. The site's favicon is provided as WEBP.

How do I download the Koch & Co Pty Ltd logo?

The Koch & Co Pty Ltd logo can be downloaded on this page as transparent PNG and JPG, in a dark and a light version. The "Download all" button bundles every file into one.

Can I use the Koch & Co Pty Ltd logo?

The Koch & Co Pty Ltd name and logo are trademarks of their owner, and Gravity does not grant any right to use them. Using them to refer to the brand is usually tolerated, but check Koch & Co Pty Ltd's own brand guidelines or ask the company before any commercial use.

What are Koch & Co Pty Ltd's brand colors?

Koch & Co Pty Ltd's website is built on white **#FFFFFF** and black **#000000**. No single brand color stands out on the homepage, apart from a pink **#FF0092** accent on its links.

What is Koch & Co Pty Ltd's main color HEX code?

No single brand color stands out on Koch & Co Pty Ltd's homepage. Its main text color is white **#FFFFFF** and its background is black **#000000**.

What font does Koch & Co Pty Ltd use?

On its homepage, Koch & Co Pty Ltd sets its headings in DM Sans and its body text, menu and buttons in Jost. Both fonts are hosted by the site itself.

Is Koch & Co Pty Ltd's font free to use?

DM Sans is hosted by Koch & Co Pty Ltd's own website and its license is not known: check with the type foundry before using it. Jost is hosted by Koch & Co Pty Ltd's own website and its license is not known: check with the type foundry before using it.

Who are Koch & Co Pty Ltd's competitors?

The brands closest to Koch & Co Pty Ltd are Afloral, Nearly Natural and leafplants.co.uk, according to Gravity's similarity score.

How do I use Koch & Co Pty Ltd's colors in Figma or in code?

In Figma, copy the brand board from this page and paste it, or import the variables file. In code, copy the CSS variables, the Tailwind configuration or the design tokens in JSON from the Export section.

Where do these brand guidelines come from?

They were read automatically by Gravity from the koch.com.au homepage on 26 November 2026: the colors, fonts and logo are those the site displays. They are not official and may differ from Koch & Co Pty Ltd's internal brand book.

Who are the Koch & Co Pty Ltd brand guidelines for?

This page brings together Koch & Co Pty Ltd's visual identity as it appears on its website: color codes, fonts, ready-to-download logos and files for Figma or code. It is useful for anyone who needs to talk about the brand, work with it or draw inspiration from it.

The Koch & Co Pty Ltd team: share a single link with partners, agencies, retailers and journalists so they find the right logo, colors and fonts right away, without email back-and-forth or outdated files. Claim this brand. Why claim it: the brand corrects its own logo, colors and information; its partners, search engines and AI assistants then find the right assets, which helps its visibility in search; it can respond to the data published on its Gravity page; and it can receive its Gravity badge, to display on its website or announce on LinkedIn.

Designers: get the exact HEX, RGB and CMYK codes, the fonts and the logo as SVG or transparent PNG, and bring the palette into Figma in a few clicks.

Developers: copy the CSS variables, the Tailwind configuration or the JSON design tokens to build for Koch & Co Pty Ltd without guesswork.

Agencies and freelancers: prepare a proposal, a campaign or a pitch for Koch & Co Pty Ltd that respects its identity from the very first mockup.

Marketing and partnership teams: create co-branded visuals, ads or event materials that match the brand's look.

Journalists, bloggers and content creators: illustrate an article or a video about Koch & Co Pty Ltd with the logo and colors used on its website.

Retailers and marketplaces: present Koch & Co Pty Ltd's products in a store or a catalog with the right brand elements.

Students and branding enthusiasts: study how Koch & Co Pty Ltd builds its visual identity and compare it with its competitors'.

Commercial use of the logo and brand assets requires Koch & Co Pty Ltd's permission: see the notice at the bottom of this page.

Koch & Co Pty Ltd (koch.com.au) presents itself as: "Shop our online superstore for event decoration, gifting, candles, florist supplies & more. Delivering Australia wide. Lowest prices. Offering wholesale." This page gathers its visual identity as it appears on the site: 12 colors with their codes, 2 fonts and their uses, and the logo ready to download.

Unofficial brand guidelines, read automatically from the koch.com.au homepage.

Brand guidelines read automatically from **koch.com.au** on 26 November 2026. Colors, logos and fonts are those of the site; roles (brand, secondary…) are estimated from the homepage.

Fonts belong to their foundries: this page does not offer them for download. Unofficial brand guidelines. The Koch & Co Pty Ltd name, logo and brand assets are trademarks of their owner. Gravity is not affiliated with or endorsed by Koch & Co Pty Ltd.

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