



kinetic

brand style guide

updated 05.28.2013

signature guidelines

We love our logo and want to treat it nicely.

There are two variations of the Kinetic logo - vertical and horizontal. Choose the version that best fits the physical layout in which it will be used. It is important to always display these logos as shown without any modification.

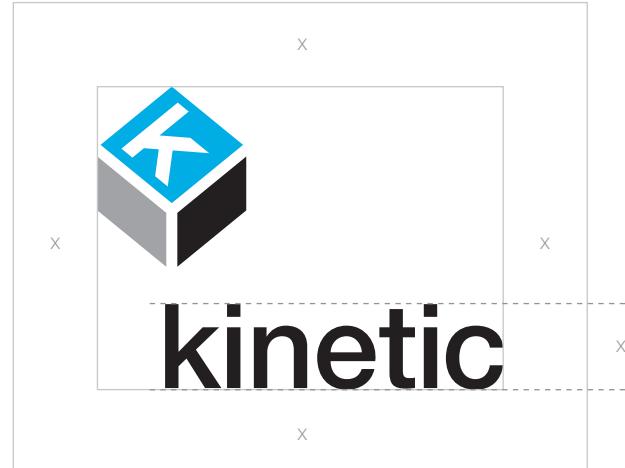


clear space requirements

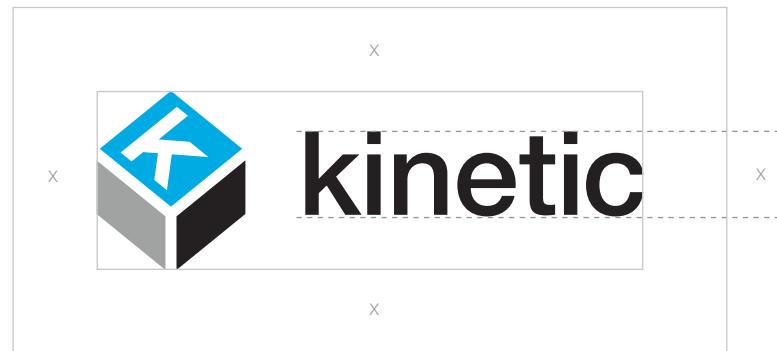
Our logo is a bit claustrophobic - give it some breathing room.

Please observe the clear space requirements as shown on the right to maintain visual impact. This includes keeping the clear space free of photos, graphics, and text.

The clear space is equal to the height of the logotype.



Vertical Signature



Horizontal Signature

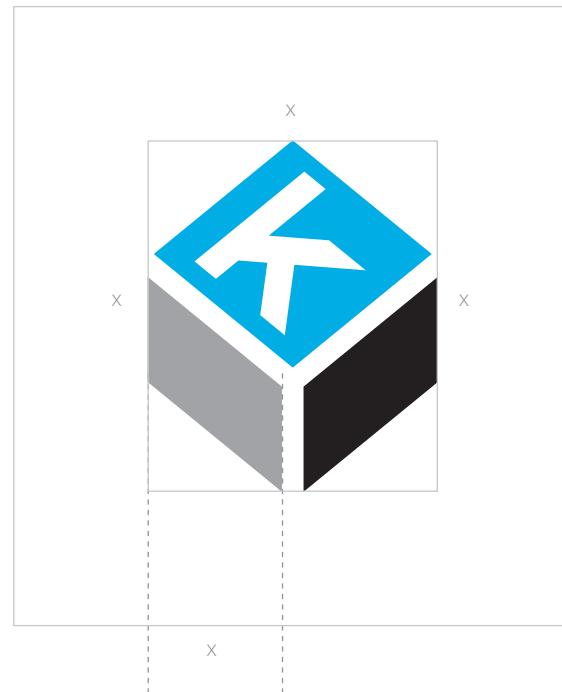
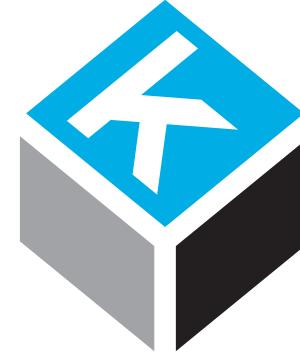
brandmark usage

The iconic cube

The brandmark may be used separately from the logotype, however, the logotype may never be separated from the brandmark.

Using the cube separate from the logotype is reserved for Kinetic use only.

The clear space when using only the brandmark is equal to the width of the gray side of the cube.



colors

Our beloved “Kinetic Blue” and all that comes with it.

Consistent use of our colors is vital to maintaining our brand. Please only use the following color formulas and percentages for use in our logo and other elements related to our brand.



Pantone Coated: Pantone Process Cyan C
CMYK: 100 0 0 0
RGB: 0 174 239
Hexcode: #00ADEF



Pantone Coated: Pantone Cool Gray 6 C
CMYK: 0 0 0 43
RGB: 161 163 166
Hexcode: #A1A3A5



Pantone Coated: Pantone Process Black C
CMYK: 0 0 0 100
RGB: 0 0 0
Hexcode: #000000

signature color usage

We like color - show it off as much as possible.

1. Full Color Logo - One of the preferred options to be used on white or light gray only.
2. Full Color Reversed - The other preferred option to be used on black or dark gray only.
3. Solid Black Signature - This is not the preferred option and should only be used due to production limitations. The signature should ONLY be used in black. Be sure that there is enough contrast between the background and signature.
4. Solid White Signature - This is not the preferred option and should only be used due to production limitations. The signature should ONLY be used in black. Be sure that there is enough contrast between the background and signature.

1



kinetic

2



kinetic

3



kinetic

4



kinetic

incorrect signature usage

Our logo is a picky one.

Please be sure to use our logo as it is presented in these guidelines without modifications - the following visuals are helpful guidelines on what not to do.



Do not remove any portion of the signature except when using the full brandmark on its own.



Do not change any colors on the signature.



Do not reposition or rotate the logotype or brandmark except for the specified vertical and horizontal formats.



Do not use any other non-approved typeface.



Do not distort the logotype or brandmark.



Do not use the black signature on a dark background.



Do not allow any other elements to be placed within the clear space.



Do not use the full color signature on a cyan background.



Do not combine the logotype or brandmark with any other elements.



Do not obscure the signature in any way.

primary typography

Gotta love a Swiss font.

As with our logo, consistent use of our typeface reinforces Kinetic's brand identity.

Helvetica Neue LT Std 45 Light

24 pt

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
1234567890&.,,:'\$¢%!?(*)

18pt

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,,:'\$¢%!?(*)

14pt

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,,:'\$¢%!?(*)

12pt

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,,:'\$¢%!?(*)

10pt

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,,:'\$¢%!?(*)

questions?

We appreciate you taking the time to protect our brand.

If you have any questions or feedback, please contact us at
design@kinetic.com.

