

VERTICAL



HORIZONTAL



PRIMARY

SECONDARY

CORPORATE IDENTITY STANDARDS

These standards outline the proper usage of the KIS logo. The artwork provided is for use in all forms of communication which require the KIS logo.

LOGO

This logo was created as part of a visual identity system that establishes and promotes KIS. The relationship of the mark to the logotype should not be altered in any way. Always reproduce the logo from the electronic artwork provided.

TYPEFACE

The typeface used in this logo is ITC ANN# and **DIN BOLD**. Do not change the size, proportion, or letter spacing of the logotype. Do not change the typeface of the logotype. This typeface can be purchased at myfonts.com.

SIZE

When reduced proportionally none of the logos should be used under 3/4" wide. Black is the best color choice when printing at small sizes.

FORMATS

The logo is provided in .eps, .jpg and .png formats. If a format needed is not provided one may be created from the .eps file.

.EPS

This file type should be your first choice when printing your logo. This is the highest quality available and should be used for all printed material when applicable.

.JPG

This file type should be your second choice when printing your logo.

.PNG

This file type should be used internally, for presentations and email signatures.

COLORS

The list below will outline the proper usage for all color formats.



SPOT (PRINT)
 PANTONE® BLACK U
 PANTONE® 390 U

FOUR COLOR (DIGITAL PRINT)
 C0 M0 Y0 K100
 C28 M0 Y99 K13

HTML (WEB)
 000000
 97A926

RGB (VIDEO)
 R0 G0 B0
 R151 G169 B38