

1 LOGO

Brand logo color norms

There are three different versions of the KMC logo:
full-color, unicolor, and reverse out

1 Full-color brand logo

The three full-color versions are (Pantone), (CMYK) and (RGB)
Applicable to all external communication materials such as print ads, TV commercials, attached items, and digital media Please use these logo versions if possible

2 Full-color outline brand logo

The full-color outline brand logo is applicable to all external communication materials such as print ads, TV commercials, attached items, and digital media These version should be used logo when it is difficult to distinguish the logo color from the background color

Unicolor brand logo

Unicolor logos are applicable to image and text output and creation if technical restrictions apply. Unicolor black is applicable to fax materials.

Gold- or silver-colored logos are ideal for special printing effects such as hot foil stamping (silver/gold) or gold/silver ink printing or to meet special technical requirements.

Reverse-out brand logo

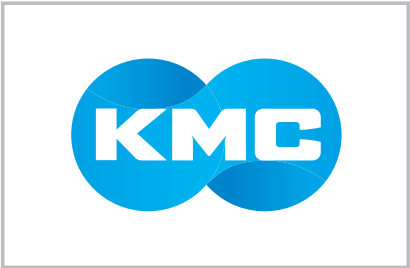
It is not recommended to use this version for main communication purposes. It can be used for certain off-line media such as background plates and office supplies. Generally speaking, preference should be given to the full-color logo versions The reverse-out version should be used for blue, black, gold, or silver backgrounds or other background colors in accordance with actual conditions.

The CMYK-version is ideal for brochures, publications, leaflets, and flyers.

The Pantone-version is ideal for business cards, letter paper, publications, attached items, while the RGB-version is suitable for (RGB) digital media.

A-1.4

1 Full-color brand logo



2 Full-color outline brand logo



Minimum dimensions

3 Unicolor brand logo-Regular version



4 Reverse-out brand logo

