



GRAPHIC STANDARDS MANUAL

produced and maintained by kynley michal, © 2011

Contents

introduction	3
Purpose • Benefits	
identity overview	4
Components • The Logo • Color • Typography	
kevlors group, LLC logo	5
The Logo	
margin and size requirements	6
Minimum Logo Size • Minimum Logo Margins	
color application	7
Color Logo Configurations	
logo configurations	8
Unacceptable Logo Configurations	
color palette	9
kevlors group, LLC Color Palette	
typography	10
kevlors group, LLC Font Library	
design samples	11
Letterset • Consistent Design Elements • Company Apparel • Promotional Material	
contact information	15

introduction

Purpose

The following pages contain detailed guidelines for implementing the kevlors group's identity system in a variety of applications.

The purpose of this Graphic Standards Manual is to add consistency to all printed and digital communication. This will provide staff, partners, and the general public with a clear idea of who we are as each piece of communication relies upon and compliments the established standards.

Benefits

The benefits of adhering to a consistent identity system are far reaching in the marketplace. Consistency in the presentation of the kevlors group identity will build stability and raise the level of recognition in the community at large. Therefore, we ask our staff and partners to adhere to the standards presented in this manual to promote and support the kevlors group identity.

The strength of this system relies upon consistent implementation. Do not hesitate to ask if there are any areas requiring further explanation.

identity overview

Components

The look and feel of the kevlors group identity is determined by three basic components: the logo, color, and typography. These elements have been carefully designed and arranged to project a coherent, pleasing, and meaningful identity for the kevlors group, LLC. Your intelligent application throughout a wide variety of media will ensure the continued strength of our visual presence.

The Logo

The identity, comprised of a logomark and logotype, conveys the importance of connection in our fast paced digital world. Proper and improper use of the kevlors group logo are discussed later in this guide.

Color

The primary colors of the kevlors group logo are Pantone® 7473 C and black. For specifics on color usage in the logo as well as other options in the kevlors group's color palette see Color Usage section in this guide.

Typography

A small library of fonts has been selected to support the kevlors group identity in a variety of applications. For the specific faces and their appropriate uses see Typography section in this guide.

kevlors

group, LLC



AaBbCc

kevlors group, LLC logo

The Logo

The kevlors group logo is the core piece that the entirety of our identity is based. Consequently, the construction and placement of the logo are of the utmost importance in maintaining the integrity of our identity.

Although the system is set up to be flexible, please review this manual to find the best way to support the kevlors group's image within your application. By adhering to all of the principles that govern its usage, we ensure that our logo remains a powerful and consistent representation of our identity.



margin and size requirements



Minimum Logo Size

Maintaining this minimum size will ensure legibility of the logomark and readability of the logotype. This minimum size of 1 inch wide is intended only for use in situations where the kevlors group is appearing as a “footnote” (ie, as a sponsor’s logo on an advertisement or handbill). For other logo applications including forms and promotions, etc., please keep the logo above 2” in width.

Minimum Logo Margins

Margin is the clear space around the logo that is free from any other text or graphic element. Adequate margin prominently stages the logo and enhances the supporting typography and imagery.

The overall personality of the kevlors group’s identity is the usage of a lot of white space. In general, the objective is to provide as much clear space as possible.

X = the height of “group, LLC”

color application

Color Logo Configurations

The continued success of the logo depends largely on the correct use of color. The examples below demonstrate the preferred color system.

Logo in Black & White

The most common and flexible use of the logo will be in black and white. The logo should not be screened, nor should any drop shadows be placed under the logo.

Logo in Color

The only portion of the logo that receives color is the solid piece of the logomark. Pantone® 7473 C is the preferred color for the logo, but may on very rare occasions be substituted with one of the other colors from the kevlors group Color Palette.

Logo Over Color or Images

If the logo appears over color fields keep the logo a solid white or black. Avoid placing the logo over an image whenever possible.

Please use the logo that best stands out on the background (keep in mind that even in a full-color piece, it may be the black and white logo). When necessary, knock out the entire logo.



logo configurations



Unacceptable Logo Configurations

These samples demonstrate how the kevlors group logo should never appear. Always use the official reproduction artwork that is provided by the kevlors group (this is available upon request).

Samples of Misuse

- a. Do not spread the elements further apart.
- b. Do not distort the logo.
- c. Do not rotate the logo.
- d. Do not use just the logomark.
- e. Do not use just the logotype.
- f. Do not swap out the colors.

color palette

kevlors group, LLC Color Palette

Color plays a key role in the visual expression of the kevlors group visual style. The kevlors group palette consists of five Pantone® colors: 7473, 368, 7413, 710, and black which are matched to the Pantone Solid Coated Selector. These are the only acceptable color choices when developing marketing material.

Also provided for ease of use is the CMYK configuration, the RGB configuration, and the HEX number. Depending on the medium used, one of the four systems provided should be the best fit. Please consult the designer or printer to ensure final colors match these specifications.

The preferred version of the logo is the black and white version of the logo. When color is applied to the logo the preferred color is 7473, but on rare occasions other colors from this palette may be used for the logomark. Any colors from outside this palette are unacceptable for use in the kevlors group identity.

R.30 G.157 B.139
C.74 M.0 Y.36 K.8
HEX #1E9D88



PANTONE® 7473 C

R.105 G.190 B.40
C.63 M.0 Y.97 K.0
Hex #69BE28



PANTONE® 368 C

R.212 G.123 B.34
C.1 M.62 Y.95 K.2
Hex #D47B22



PANTONE® 7413 C

R.222 G.69 B.97
C.0 M.84 Y.41 K.0
Hex #DE4561



PANTONE® 710 C

R.30 G.30 B.30
C.100 M.100 Y.100 K.100
Hex #1E1E1E



BLACK

typography

kevlors group, llc Font Library

Whether it is used as an ad headline or as body copy in a directory, typography is an integral component of the kevlors group, LLC identity.

One type family with two styles, Quicksand Regular and Light, have been chosen to be used exclusively in all kevlors group, LLC media.

Quicksand Regular

Quicksand Regular is a light, unique sans serif face that is used for the kevlors group logo. This face should be used primarily for headlines. On occasion it can function as a subheadline face.

Quicksand Light

Quicksand Light is just a thinner style of the same family and should only be used for body copy.

Please note that there are other styles available in the type family, but that those styles (particularly Dash and Bold) should not ever be used for in any kevlors group, LLC promotional material.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Quicksand Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Quicksand Light

design samples

Letterset

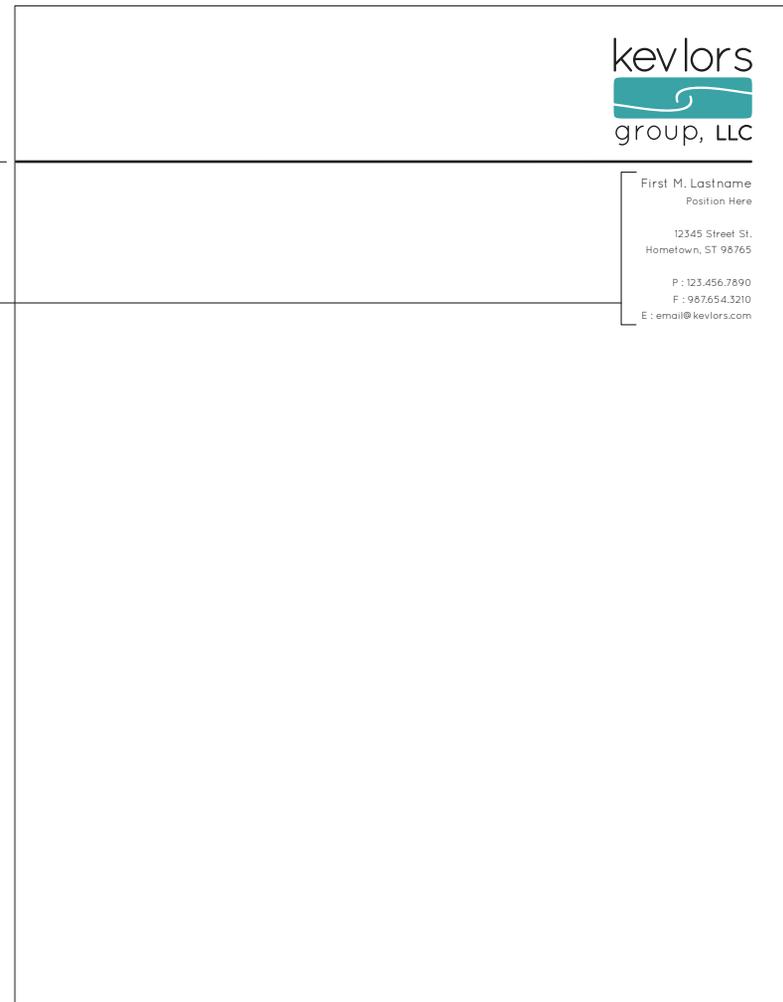


design samples continued

Consistent Design Elements

2 pt rule with rounded caps that runs across width of the paper

text aligned to the closest margin with exception for large bodies of text which are left aligned



design samples continued

Company Apparel

official company polo



- white polo with embroidered logo
- worn at client meetings, conventions, etc. with khakis or slacks

design samples continued

Promotional Material

casual promotional tshirt



contact information

Please direct any further questions about the corporate identity onto the Marketing Manager. Use of the kevlors group, LLC corporate identity is limited to creatives hired on by the company and for class exercises for students. To download the vector files of the logo please contact the Marketing Manager with a brief explanation of the need for the files. The company does retain the right to refuse giving out the files to any persons as management deems appropriate.

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