



STYLE GUIDE

COLOR PALETTE



PANTONE® 287 BLUE
CMYK: C - 100, M - 84, Y - 19, K - 10
RGB: R - 0, G - 51, B - 142
HEX: 00338e



PANTONE® 7543 SILVER
CMYK: C - 36, M - 25, Y - 22, K - 0
RGB: R - 165, G - 174, B - 182
HEX: a5aeb6

LOGO USAGE MINIMUM SIZE REDUCTION



1" wide or 96 pixels

Logo must not be reproduced at a size smaller than 1" wide or 96 pixels.

LOGO CLEAR SPACE



The minimum exclusion zone margin is based on the square dimension of the depth of the "M" in our logo. With all logos, a clear space of one X must be maintained on all sides.

The exclusion zone should be measured from the farthest edge of the logo on all sides. No element may encroach on this space.

LOGO RULES

The consistent and correct use of the KAP logo is essential. It builds consistency and credibility when applied correctly across different materials.



When using the logo over dark backgrounds, always use the reverse logo.



In special instances, the icon may be used as a stand-alone support element as a screen of black or silver. Shown: 15% black.

NEVER allow the logo to appear pixelated or distorted, appear on its side or at an angle, add elements inside the logo, alter the colors, substitute font type or redraw the logo.

TYPOGRAPHY PREFERRED STYLES

PREFERRED COPY

Open Sans Light & *Light Italic*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Regular & *Regular Italic*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Bold & Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ACCENT FONT

Fairview
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789