



Primary Wordmark

Kruse + Company wordmark on blue background.
White lettering with company blue "drop-shadow". Product identifier ("electric bicycles") should be used when the logo is on the square field, but may be eliminated when appropriate.

Alternates



Dark-blue letters with drop-shadow



Chiseled White letters on dark background*

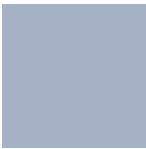


Chiseled Dark letters on white background*

Brand Colors



Kruse Blue
CMYK - 32,16,0,52
RGB - 82,103,123
HEX - 52677B



Company Blue
CMYK - 20,10,0,20
RGB - 163,185,205
HEX - A3B9CD

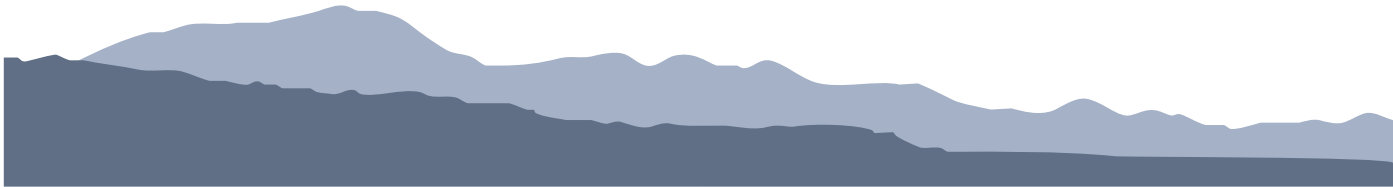


Pacific Blue
CMYK - 65,45,38,8
RGB - 100,121,133
HEX - 647985

White - CMYK - (0,0,0,0)
Black - CMYK - (0,0,0,100)

Designs may incorporate other, non-brand colors where appropriate but the company name and field should never be orange or red. The use of rose-gold or pink tones are encouraged if appropriate to the context and design.

Brand Assets



Mountain Silhouettes (color and scale may vary based on design)