

# BRAND GUIDELINES

## LOGO



The correct Kinetic logo should feature the mark, be in full colour blue or in full colour white if used on dark backgrounds. The icon versions are suitable for use only on small format prints i.e as an overlay watermark on videos used for social media.

## TYPOGRAPHY

Our official brand font is Raleway for headings and Helvetica for body text. In scenarios where these fonts cannot be used (i.e. emails), Calibri is acceptable.

### HEADINGS: RALEWAY

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### BODY TEXT: HELVETICA

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## COLOURS

### Kx



HEX 2E4680  
RGB 46, 70, 128  
CMYK 64, 45, 0, 50



HEX 6EC6D9  
RGB 43, 78, 85  
CMYK 49, 9, 0, 15

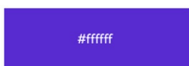


HEX 9CDBE9  
RGB 61, 86, 91  
CMYK 33, 8, 0, 9

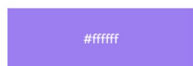
### Pulse



HEX 6231E5  
RGB 38, 19, 90  
CMYK 57, 79, 0, 10



HEX 572BCF  
RGB 34, 17, 81  
CMYK 58, 79, 0, 19

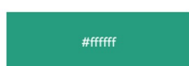


HEX 9C7EF0  
RGB 61, 49, 94  
CMYK 35, 48, 0, 6

### Student Life



HEX 2A9460  
RGB 16, 48, 38  
CMYK 72, 0, 35, 42



HEX 269D7F  
RGB 15, 62, 50  
CMYK 76, 0, 19, 38



HEX 1CA093  
RGB 11, 63, 58  
CMYK 83, 0, 8, 37