

# Kinsley Branding Guidelines



## What is a brand?

Every business already has a brand, even if it doesn't treat it as one. Our customers (and potential customers) already have a perception of what our business means to them. Building a brand simply means communicating our message to the world effectively and consistently, so they immediately associate our business with their needs. Powerful branding differentiates a company in the minds of consumers.

A brand is more than a name, tagline, or logo. It is the sum of the experiences that we provide our customers, partners and employees, and how we inspire, connect and deliver on our promise; because, when boiled down, a brand is simply that, a promise. By identifying and authenticating our products and services, our brand delivers a pledge of satisfaction and quality. In essence, a brand is the most valuable real estate in the world, a corner of the consumer's mind.

## Our name – the soul of our brand

Our company is rooted in a 50+ year legacy. Ken Kinsley founded Kinsley Equipment Co, Inc, now Kinsley Group, in 1964 to sell, repair, and rent construction/industrial equipment. From selling tools out of a car to one of KOHLER's largest distributors employing over 100 people in six locations throughout New England, we all represent one man's vision of a company based on integrity, knowledge and hard work.

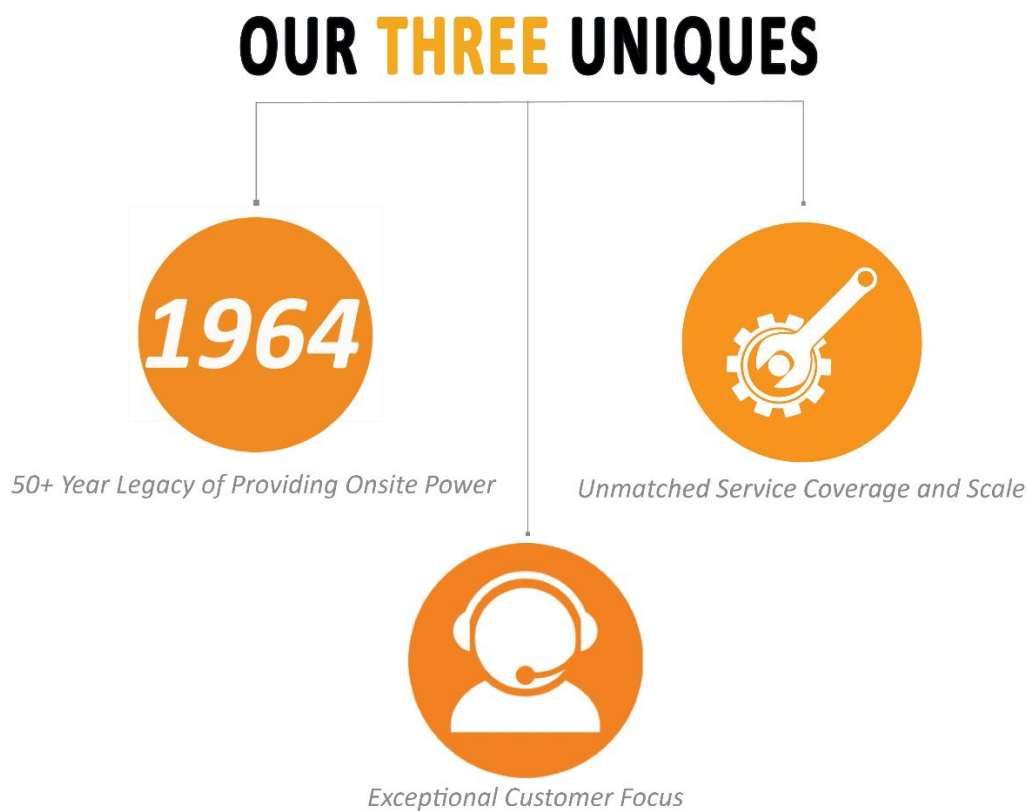
## Our Core Values – the heart of our brand

At Kinsley Group, the Core Values are the guiding force that sets the company apart from other organizations. They are derived from the value system and code of conduct of our founder, Ken Kinsley and set the expectation for behavior and standards within the company. As employees of the Kinsley Group, we strive to conduct ourselves by these values:

- *Do the right thing*
- *Uncompromising Excellence*
- *Pride and Ownership*
- *Team Focused*
- *Growth Oriented*

## Our Key Messages – Why are we unique

Our messages are the framework for communicating about Kinsley. We emphasize:



## Our Voice

Brand voice is the purposeful, consistent expression of a brand through words and prose styles that engage and motivate. The personality of a brand is determined by the words used and sentences written.

Kinsley's voice is clear, active and engaging:

- At Kinsley, we are motivated to serve our customers. We are committed to uncompromising excellence, team-focused and growth-oriented. We are agile and resourceful and this dynamic energy must shine through in the way we speak and write about our brand.
- The simplest expression of an idea is always the most powerful. Because we are sure of our expertise, we don't need to clutter our copy with excessive length or complexity. We express ourselves clearly and candidly and back up all that we say with specific proof. We show our agility by infusing our voice with positive energy, using an active rather than passive voice to engage our readers and listeners.

Writing example:

*Passive:* Additional information can be obtained by employees from our website.

***Active:* Employees can obtain additional information from our website.**

## Brand Identity

A brand's visual identity is the overall look of its communications. Effective visual brand identity is achieved by the consistent use of particular visual elements to create distinction. It is the visual representation of a brand that customers will link to all experiences they have with that brand, including:

- Logo

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- Fonts
- Color Palette
- Other graphics and design elements

## Brand Collateral

- Business Cards
- Website
- Literature
- Email Address
- Boilerplate statements
- Giveaway items
- Templates
- Vehicles, rentals, load banks
- Signage
- Wearables
- Displays
- Forms

## Logos and brand architecture




### Corporate

 The logo features the Kinsley stylized 'E' icon, the word 'KINSLEY' in bold, 'The Energy Solutions Company' in smaller text, and a '50+' anniversary graphic with the text 'years in business'.	For use electronically or for items with short shelf life (business cards, correspondence)
 The logo features the Kinsley stylized 'E' icon, the word 'KINSLEY' in bold, and 'The Energy Solutions Company' in smaller text.	For use on hard goods, graphics, forms, vehicles, items with long shelf life.
 The logo features the Kinsley stylized 'E' icon and the word 'KINSLEY' in bold.	For use on wearables or items when the tagline is not appropriate (signage, uniforms, promotional items, etc.)

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## Division

 The logo features three horizontal, wavy orange lines to the left of the word "KINSLEY" in bold black uppercase letters. Below "KINSLEY" is the tagline "POWER SYSTEMS" in a smaller, grey, spaced-out uppercase font.	For use on Kohler-specific items or services, such as stickers on generators
 The logo features three horizontal, wavy orange lines to the left of the word "KINSLEY" in bold black uppercase letters. Below "KINSLEY" is the tagline "RENTAL POWER" in a smaller, grey, spaced-out uppercase font.	For use on rental generator equipment
 The logo features three horizontal, wavy orange lines to the left of the word "KINSLEY" in bold black uppercase letters. Below "KINSLEY" is the tagline "ENERGY SYSTEMS" in a smaller, grey, spaced-out uppercase font.	For use all KES related items, brochures, graphics, giveaways, etc.

## Logo Usage Guidelines

The Kinsley logo is made up of three elements: a graphic symbol, the Kinsley name and the tag line or division name. Together these elements are known as a "logo lock-up" meaning that they are locked into a specific relationship and form a single unit. The elements may not be rearranged or the relationship altered in any way to change the logo's graphic integrity.

### Correct Usage

The Kinsley logo should be used consistently in all instances. The logo may be used in color, black, or white, as shown below:



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Never alter the Kinsley logo in any way. This includes adding or deleting elements, changing fonts, using unauthorized colors, adding artistic filters, tilting the logo or stretching it.



## Color Palette

Color is an important element of brand identity. Like the iconic red of Coca-Cola® and the unmistakable brown of UPS®, color helps your audience identify who you are at a glance.

Black, gold and grey are the primary brand colors for Kinsley. Correct usage of these colors is vital to upholding the visual legacy of the Kinsley brand. Depending on the method of printing, color formulas may vary slightly, in order to control this, the Pantone, RGB and CMYK formulas are listed below:

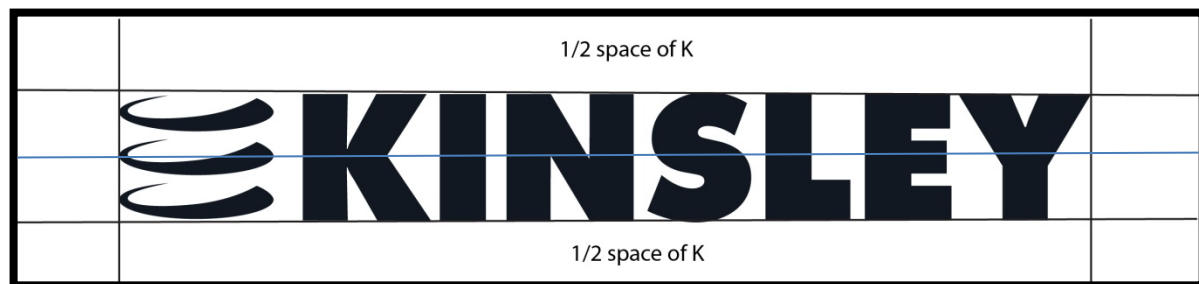
PANTONE	RGB	CMYK
 PANTONE 130C	Gold R = 247 G = 168 B = 0	Gold C = 2% M = 37.5% Y = 100% K = 0%
 PANTONE 2755C	Blue R = 0 G = 0 B = 102 Hex 000066	Blue C = 100 M = 98 Y = 21 K = 31

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	<p>Black</p> <p>R = 17 G = 24 B = 32</p>	<p>Black</p> <p>C = 60% M = 40% Y = 20% K = 100%</p>
	<p>Gray</p> <p>R = 138 G = 138 B = 141</p>	<p>Gray</p> <p>C = 0% M = 0% Y = 0% K = 60%</p>

## Minimum Logo Clear Space

The Kinsley logo must be surrounded with adequate clear space to ensure maximum prominence and visual impact. Though some applications call for more, when placing the logo, always maintain a clear space at least equal to half the height of the "K" around all sides.





# Typography

The Kinsley official font is the Calibri font family. Calibri is a font that was created to accentuate strength, but is known for its warmth and rounded lines.

ABCDEabcde12345\$@

Calibri Regular

ABCDEabcde12345\$@

Calibri Light

In the event that Calibri font is not available, Arial font is a suitable substitution.

ABCDEabcde12345\$@

Arial Regular