



Brand Guidelines

Contents

Logo ³

Colour ⁵

Size ⁶

Isolation ⁷

Error ⁸

Pallete ⁹

Font ¹⁰

Print ¹¹

Online ¹²

The K.I.S.S Marketing Agency - www.thekissagency.com

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Logo

Construction

At all times the logo is to be displayed using the construction opposite. Altering the logo's construction to fit a given task or shape is not permissible. Clean areas of min 10mm should be allowed for when displaying the logo.

Colour Treatment

The logo displayed opposite is known as the standard format logo. This is the format the logo should be displayed where at all possible. In order to keep branding as consistent as possible, this logo is to be used. Differing mediums and background will require varying logos to be used which is discussed later in this Brand Guidelines book.

01



02



Colours

Below are shown the variations in which the logo may appear. On plain white or light textured background the standard logo is to be used wherever possible. Black & white print runs are to use the below B&W logo, while display on a dark background may use the inverted logo. Some discretion & professional awareness is advised on the part of the designer/printer when selecting the correct logo for the job to ensure brand consistency.



Size

Below are indicated the minimum dimensions the logo should be displayed at. This applies to both print, and in corresponding pixel format, to online use. The logo should be allowed 'breathing room' of a min of 10mm either side.



Isolation

When used in isolation on a white background, the standard logo is to be used at all times. Clearance of 10mm all round is required.



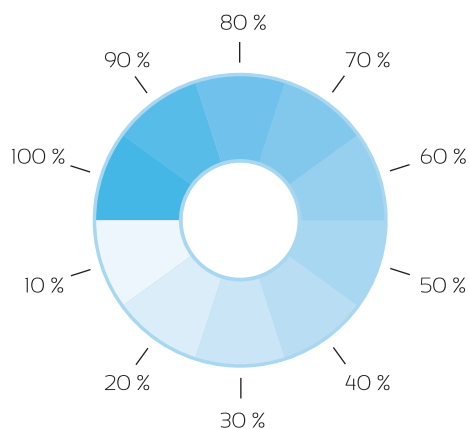
Errors

The following are some examples of how the logo should not be displayed. Restricting the logo to the standard presentation methods outlined will ensure consistency in delivery and ensure proper brand awareness.

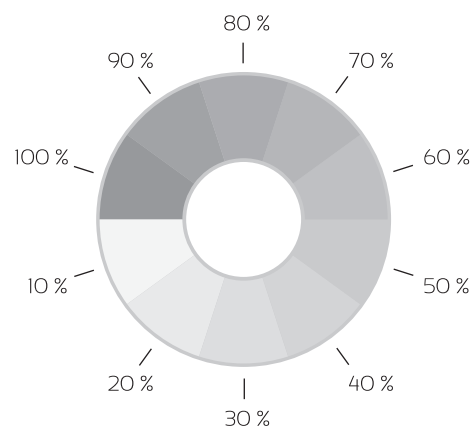


01. Error One Logo is presented at an incorrect angle. **02. Error Two** Logo is displayed using inverted colours. **03. Error Three** Logo is displayed on a background the same colour as one of its elements, rendering that element invisible. **04. Error Four** Logo is skewed and appears distorted.

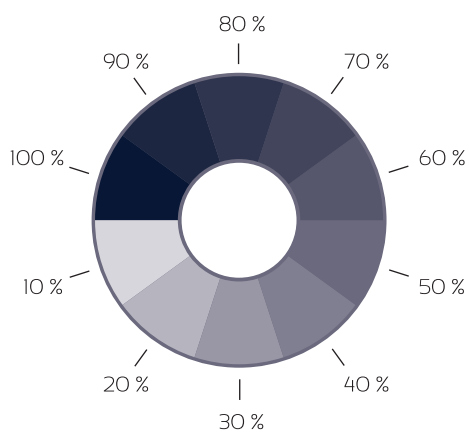
Palette



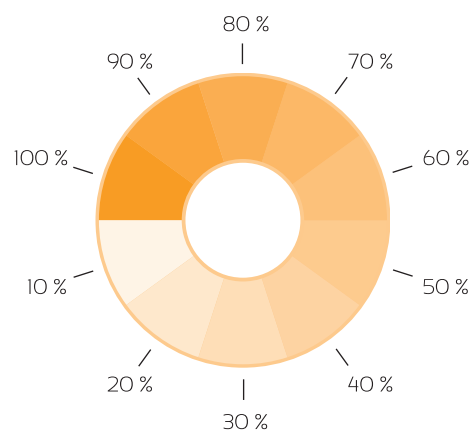
CMYK : 63 / 09 / 01 / 0
RGB : 70 / 182 / 229
HTML : #46B6E5
PMS : 306C



CMYK : 0 / 0 / 0 / 48
RGB : 151 / 153 / 155
HTML : #97999B



CMYK : 98 / 87 / 46 / 59
RGB : 07 / 24 / 54
HTML : #071836
PMS : 289C



CMYK : 0 / 45 / 96 / 0
RGB : 255 / 158 / 21
HTML : #FF9E15
PMS : 1375C

Fonts

Below is an outline of the fonts used in the logo and are permissible to use in conjunction with the design.

Harabara Mais Demo - Main Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Century Gothic - Regular - Complimentary Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Print

The below instances of the logo are to be used whenever a print situation arises.



Online

The below instances of the logo are to be used whenever a onscreen situation arrises.



In the instance for online applications the following maybe used.





Level 1, Unit 4, 4-6 The Kingsway, Cronulla NSW 2230
P.O Box 1478, Cronulla NSW 2230
02 8556 8644 | hello@thekissagency.com | www.thekissagency.com