KDECAN

LOGO
LIBRARY

1. **Brand Guidelines** (with color references for commercial use, print collateral and for developers and designers to maintain brand consistency)

2. **Logos** .png and .jpeg (.png file extensions allow the logo to keep a transparent background; no white block behind logo)

3. **Icon** (icon by itself to be used as needed)

4. **Social Media** (sized per social media requirements)

5. **Email Signature** (for use in email)

6. **Vector Files** (for commercial printers, designers, developers and other companies that may need to incorporate the logo)

7. **Fonts Used in Brand** (in case a child brand or supporting branding is necessary in the future)

8. **Logo Versions and Applications** (horizontal and vertical versions of the logo for different uses)

LOGO - **PROCESS** COLOR

KDECAN

This logo may be used for offset printed pieces done in full color. It can also be used for web, digital printing or on-screen graphics. Examples: company folder, flyers and website.

CMYK

C0 M83 Y92 K12

LOGO - **SPOT** COLOR

KDECAN

This logo may be used for offset printing with spot colors. Examples: company stationery, signage, and labels.

PMS colors (spot colors) are not accurate on-screen compared to pantone book when checking colors for signage or any material created using spot colors.
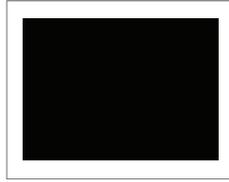
PMS

KDE Orange (Lab)

BLACK LOGO

KDECAN

The black logo may be used for all offset printed pieces that are done in one color. Example: newsprint ads.

C0 M0 Y0 K70

WHITE LOGO

KDECAN

The white logo may be used with colored backgrounds. Examples: over photography, on a banner, or with any application that has a reversed identity color application.

COLORS

**Spot
Color** | True Black

**Process
Color** | C - 74%
M - 68%
Y - 67%
K - 90%

**Web
Color** | R - 0
G - 0
B - 0
web #000000

SPOT COLORS

All print collateral, including business cards, letterhead, notecards, notepads, envelopes, and signage may use offset printing with pantone colors specified here in the library for ideal color consistency. The spot logo is also ideal for screen printing materials. Note: PMS colors (spot colors) are not accurate on-screen. The pantone book is the best way to view how the color will print.

PROCESS COLORS

For CMYK full color printing materials, such as company folder, flyers, and banners, please use the CMYK logo. The CMYK logo may also be used for print collateral if printing digitally.
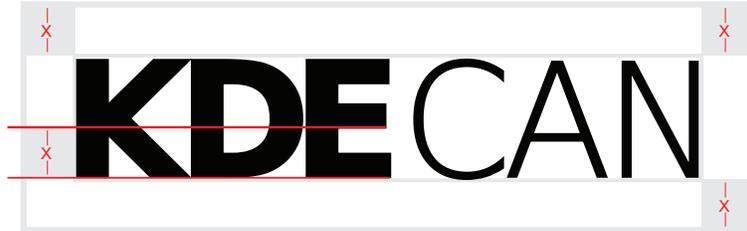
WEB COLORS

Colors may not be consistent when printing digitally. The web reference color above is used for web-site design and development as well as digital marketing, including email marketing, social media, and web ads.

UNACCEPTABLE USES AND SAFETY AREAS

The KDE CAN logo should always stand apart from its surroundings. It should maintain a clear area equal to the height between the bottom of the "E" and the bottom of the crossbar on the "E" around logo to protect the visual integrity of the mark.

The following examples illustrate incorrect uses of the logo. Although numerous incorrect uses might be possible, these are intended to show common examples of improper use.

TYPOGRAPH

DeJaVu Sans Light

COMPLEMENTARY TYPOGRAPHY

ALL CAPS TYPOGRAPHY

Use this as sub-typography for paragraphs or sentences.

Open Sans Light & Regular

Novecento Bold & Light