



LOGO LIBRARY

1. **Brand Guidelines** - Includes color references for commercial use and print collateral to maintain brand consistency.
2. **Logos** - in .png and .jpeg - File extensions allow the logo to keep a transparent background so there is no white block behind logo.
3. **Icon** - The icon is by itself.
4. **Social Media** - File is sized per social media requirements.
5. **Email Signature** - Signature is for use in email.
6. **Vector Files** - Files are used by commercial printers, designers, developers and other companies that may need to incorporate the logo.
7. **Fonts Used in Brand** - Features acceptable fonts for supporting branding.
8. **Logo Versions and Applications** - Versions of the logo available for different uses.

BRAND GUIDELINES

KDE DIRECT

LOGO - PROCESS COLOR



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



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)

REVERSED LOGO



REVERSED LOGO



BLACK LOGO

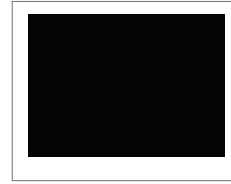
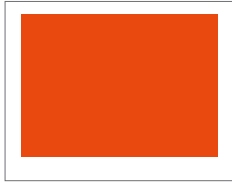


The black logo may be used for all offset printed pieces that are done in one color. Example: newsprint ads.

■ C0 M0 Y0 K70



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.



Spot Color | KDE Orange (Lab)

Spot Color | True Black

Process Color | C - 8%
M - 86%
Y - 100%
K - 1%

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

Web Color | R - 220
G - 74
B - 38
web #dc4a26

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 above 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 folders, flyers, and banners, please use the CMYK logo. The CMYK logo may also be used for print collateral if printing digitally.

WEB COLORS

The web reference color above is used for website design and development as well as digital marketing, including email marketing, social media, and web ads.

BRAND GUIDELINES

UNACCEPTABLE USES AND SAFETY AREAS

The KDE Direct logo should always stand apart from its surroundings. It should maintain a clear area equal to the height between the bottom of the word “Direct” and the crossbar on the “t” 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.



LOGO TYPOGRAPHY



DejaVuSans