



## Logo Style Guide

January 2013

## Kii COLORS



PANTONE 151



CMYK 0, 48, 95, 0



RGB 248, 151, 40



HEX #F89728

## Kii LOGO



### Specification

When possible, please use Kii's orange logo. When not possible, black or white logos can be used; please obtain permission in these special cases prior to use.

## LOGO CLEAR SPACE



### Purpose

Logo should be free of visual interference.

### Specification

Minimum clear space must be left around the logo defined as one third of the logo height.

## USAGE RESTRICTIONS



**Do not rotate.**



**Do not distort.**



**Do not change colors.**



**Do not add shadows or other styles.**



**Do not use backgrounds that are similar to logo colors.**



**Do not outline.**



**Do not use the logo on a busy background.**



**Do not modify the logo design.**