



BRAND GUIDELINES

CORRECT LOGO USAGE, VALUES AND SUPPORT



kinexus

ECONOMY • WORKFORCE • COMMUNITY

Primary Colors



Green

PMS 605

Values:

R:201

G:210

B:44

C:25

M:4

Y:100

K:0

HEX:

C9D22C



Blue/Green

PMS 3135

Values:

R:68

G:121

B:133

C:76

M:41

Y:40

K:9

HEX:

447985



Sky Blue

PMS 306

Values:

R:55

G:166

B:219

C:69

M:18

Y:1

K:0

HEX:

35A7DB



Grey

PMS 7546

Values:

R:89

G:89

B:91

C:64

M:56

Y:53

K:28

HEX:

59595B



Blue

PMS 293

Values:

R:43

G:57

B:144

C:100

M:95

Y:5

K:0

HEX:

2B3990



Primary Typeface:
Impressum Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Typeface:
Avenir 45 Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Tertiary Typeface:
Avenir 85 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Black and White Use of Logo



Logo on White/Light Background



« Logo appearance against a light/white background



« Logo appearance against a dark background

Use of Logo

