

LOGO – THE K LW BRANDMARK

BASIC ELEMENTS

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The K LW logo is made up of three elements: the wordmark, the symbol and the endorsement.

THE WORDMARK

Created using specially drawn letters, the K LW logo is unique. Therefore, it should never be redrawn or manipulated in any way.

THE PICTUREMARK

It symbolises speed, modernity and focus – combined with a strong signal colour.

THE ENDORSEMENT

The endorsement should compliment the K LW logo and is intended to ensure strong, mutually-beneficial association between the 2 brands.

These three elements are locked together in a fixed relationship and should never be altered in any way.

YOU WILL FIND THE MASTER ARTWORK ON THE CD-ROM PROVIDED WITH THESE GUIDELINES AND THE LOGO DATABASE.

For further information about file specifications, please contact: Aleksey Orishechok, Manager on Design and Polygraphy at K LW.



The size of the logo is measured by its width.

To ensure that the logo is sufficiently visible, the width of the logo should never be smaller than 16 mm.

When a logo smaller than 16mm is necessary, the special logo (page 11 et sqq.) should be used.

SIZE

Recommended logo sizes for standard formats have been made. When printing special formats, please select the most similar format as a reference point for the size of the logo.

Format	mm
DIN A1	86
DIN A2	60
DIN A3	42
DIN A4	30
DIN A5	22
DIN A6	16
DL	22
US Letter	30



Smallest size: 16 mm width

To ensure that the K LW logo is immediately recognisable and always legible, it must appear with an area of clear space that is free of other elements such as type or imagery.

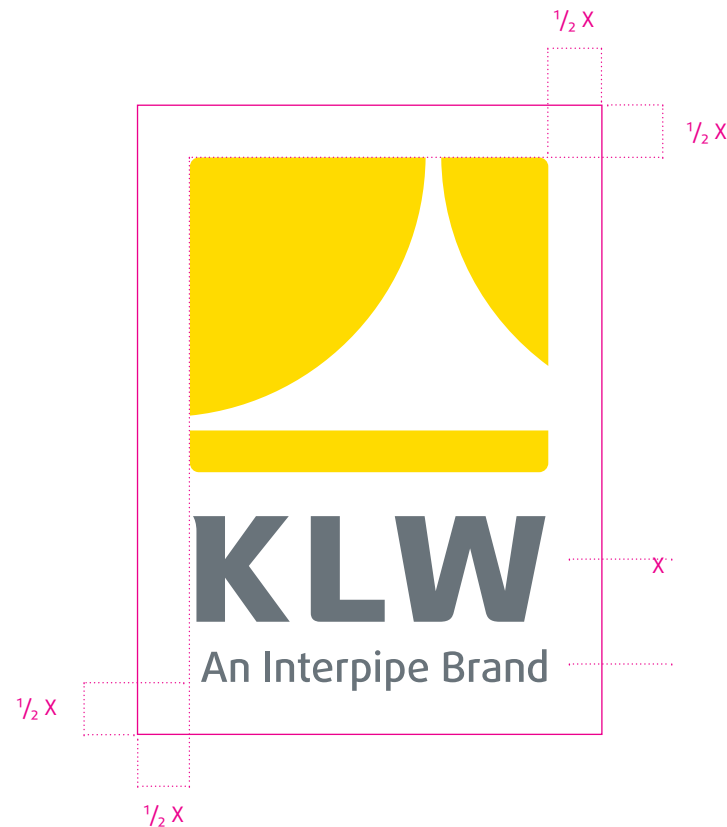
The outer box around the K LW logo shows the minimum area of clear space that is permitted as illustrated.

The minimum clear space is just that, a minimum – the more space permitted around the logo, the greater its visual dignity.

In order for the minimum clear space to be easy to use, it's in the form of an invisible rectangle in all digital originals. The rectangle allows the logo to be automatically centred in most layout programs.

BASIC RULES

- The K LW logo is surrounded by a minimum area of clear space which remains free of other elements at all times
- The clear space may not be altered
- The clear space is defined by the height of the word mark
- The clear space does not define the position of the logo on any format



LOGO – REPRODUCTION VERSIONS

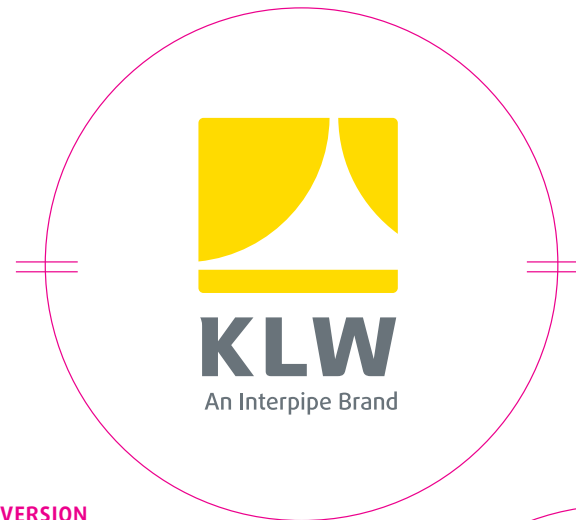
BASIC ELEMENTS

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The K LW logo should preferably always be used in the colour version on a white background. However, if colour print is not possible, you may refer to the black + white version or a negative white version as illustrated.

BASIC RULES

- The colour version of the K LW logo is the preferred version
- The K LW logo may only be featured in the colour versions shown here
- The colour version of the K LW logo is always reproduced on a white background. No other colours or backgrounds are allowed



COLOUR VERSION
printed in K LW Yellow
and K LW Grey on a
white background



NEGATIVE VERSION
printed negative white
on a black background

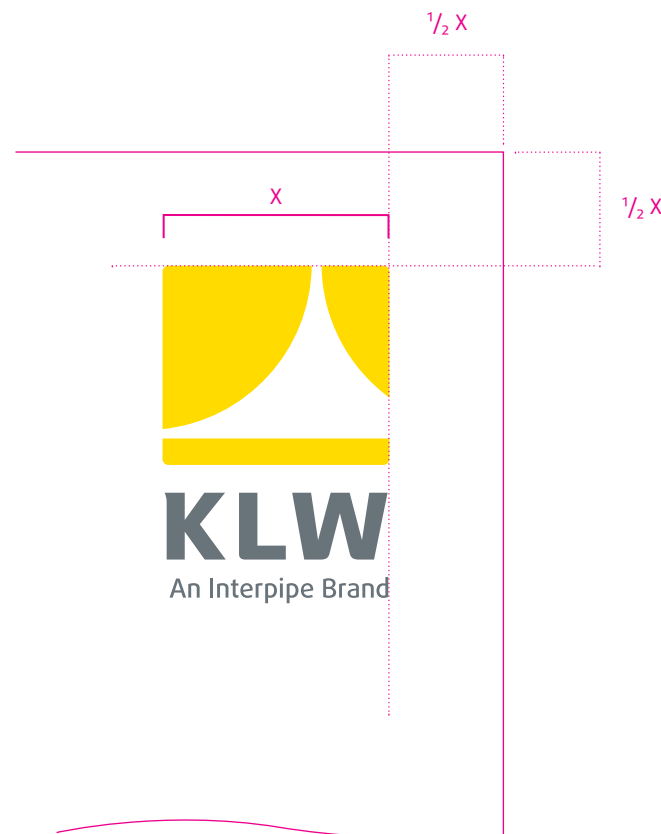


BLACK + WHITE VERSION
printed in 100 % black
on a white background

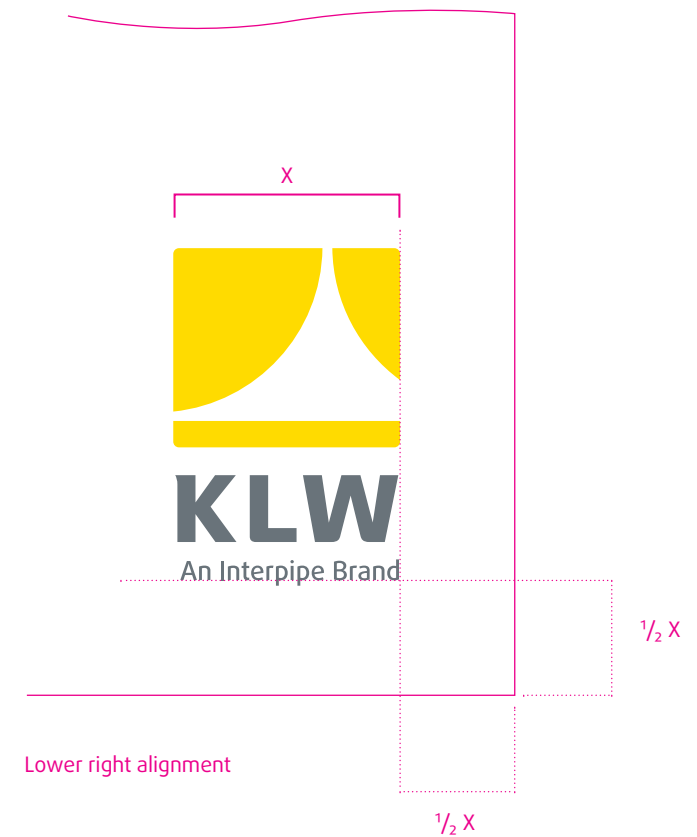
LOGO – POSITION

To ensure the consistent application of the logo, a fixed position of this unique element has been defined for all formats.

The logo should generally be right aligned within the format. The space between the logo and the margin is equal to the $\frac{1}{2}$ width of the logo, defined as $\frac{1}{2} X$.



Upper right alignment



Lower right alignment

The KLW special logo is made up of three elements: the wordmark, the symbol and the endorsement.

THE WORDMARK

Created using specially drawn letters, the KLW special logo is unique. Therefore, it should never be redrawn or manipulated in any way.

THE SYMBOL

It symbolises speed, modernity and focus - combined with a strong signal colour.

THE ENDORSEMENT

The endorsement should compliment the KLW logo and is intended to ensure strong, mutually-beneficial association between the 2 brands.

These three elements are locked together in a fixed relationship and should never be altered in any way.

YOU WILL FIND THE MASTER ARTWORK ON THE CD-ROM PROVIDED WITH THESE GUIDELINES AND THE LOGO DATABASE.

For further information about file specifications, please contact: Aleksey Orishechok, Manager on Design and Polygraphy at KLW.



If however the use of the KLW Logo is not possible, the KLW special logo is available.

It is used for small applications such as give aways, to ensure the legibility of the logo and the endorsement.

All defined specifications of the KLW logo also apply for the KLW special logo. Exceptions are described on the following pages.

The size of the KLW special logo is measured by its width.

The KLW special logo is only to be used for special applications such as banners, pens and other small applications.

To ensure that the logo is sufficiently visible, the size of the KLW special logo should never be smaller than 25 mm (8 mm picturemark width).



smallest size

To ensure that the KLW special logo is immediately recognisable and always legible, it must appear with an area of clear space that is free of other elements such as type or imagery.

The outer box around the KLW special logo shows the minimum area of clear space that is permitted as illustrated.

The minimum clear space is just that, a minimum – the more space permitted around the logo, the greater its visual dignity.

In order for the minimum clear space to be easy to use, it's in the form of an invisible rectangle in all digital originals. The rectangle allows the logo to be automatically centred in most layout programs.

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KLW SPECIAL LOGO – REPRODUCTION

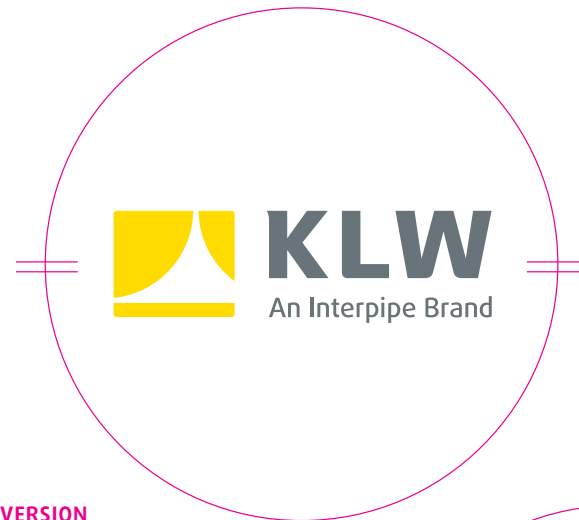
BASIC ELEMENTS

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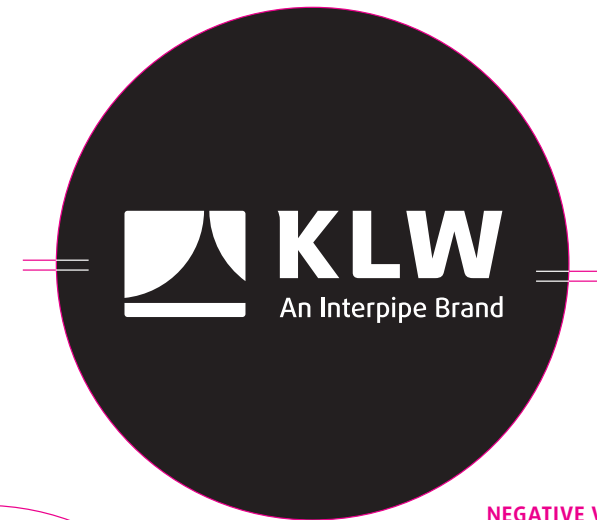
The KLW logo should preferably always be used in the colour version on a white background. However, if colour print is not possible, you may refer to the black + white version or a negative white version as illustrated.

BASIC RULES

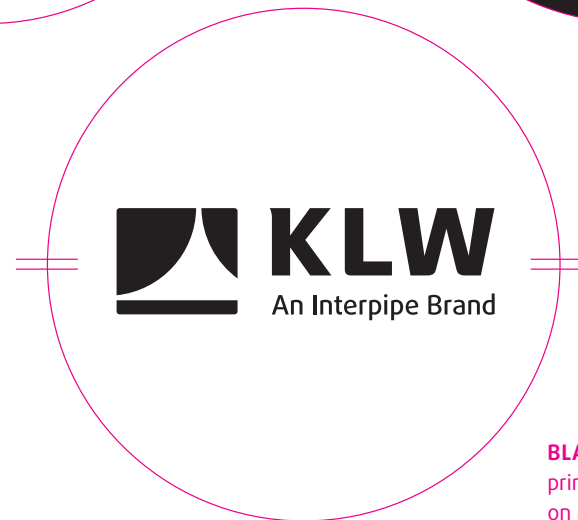
- The colour version of the KLW special logo is the preferred version
- The KLW special logo may only be featured in the colour versions shown here
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COLOUR VERSION
printed in KLW Yellow
and KLW Grey on a
white background



NEGATIVE VERSION
printed negative white
on a black background



BLACK + WHITE VERSION
printed in 100 % black
on a white background

LOGO – PROHIBITED USE

BASIC ELEMENTS

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Building a successful identity for K LW depends upon the consistency with which the K LW logo and K LW special logo is applied. Incorrect use of the K LW logo and K LW special logo, however slight, will reduce the overall impact of the K LW identity.

To ensure consistent and accurate reproduction, the guidelines outlined in this document should be applied. The K LW logo and K LW special logo should only ever be reproduced using master artwork, which can be found on the K LW Design Guidelines CD-ROM.

This page illustrates only a few examples of prohibited use of the K LW logo and K LW special logo, focusing on the two most important considerations – legibility and changing the logo.

All these examples apply to the K LW logo and the K LW special logo.

