



Identity/Graphic Standards

LOGO GUIDELINES



PRIMARY LOGO

The primary Kinetic logo should be used whenever possible for packaging, print and other promotional materials.



DECAL LOGO

The decal logo is used on the Kinetic trainers and products.



SECONDARY LOGOS

The secondary Kinetic logos are simplified versions of the logo and should be used in place of the primary logo and decal when reproduced for small areas.



LOGO USAGE



CLEAR SPACE

To secure legibility and impact, the Kinetic logo should be surrounded by a minimum percentage of clear space that equals the width of the "K" in Kinetic. This area separates the logo from other elements such as headlines, text, imagery and the edge of the document. Too little space can lead to confusion between the logo and outside elements, resulting in difficulties with legibility and communication.

MINIMUM SPACE

The Kinetic logo should never be reproduced smaller than the minimum size requirements to avoid printing difficulties. The logo should never be reproduced smaller than 1.25 inches wide.

INCORRECT USE



Do not stretch logo.



Do not change the color of the logo.



Do not combine elements from primary and secondary logo.



Do not try to recreate the logo using an alternate typeface.



Pantone 368c



4-color Process
c57 m0 y100 k0



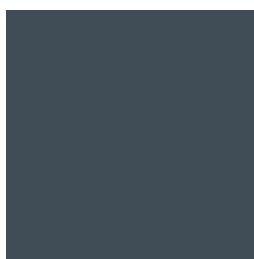
web: 7A C1 42



Pantone 432c



4-color Process
c23 m2 y0 k77



web: 45 55 60

COLOR APPLICATION

Color plays a very important part in maintaining the integrity of a logo and establishing a brand identity.

When reproducing these colors, you should indicate that it be "printed to match" these Pantone numbers. For accurate color reproduction, only Pantone, Inc., pigments should be used. However, process colors may be used to simulate these inks when necessary.



1-Color Logo



Reversed Logo



The 2-Color Logo should only be reproduced on white backgrounds.

Sample Typeface: Memphis Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890!@#\$&?

Sample Typeface: Memphis Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890!@#\$&?

Sample Typeface: Memphis Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890!@#\$&?

Sample Typeface: Conduit ITC Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890!@#\$&?

MEMPHIS MEDIUM

Should be used for body copy.

MEMPHIS BOLD

Should be used for emphasizing words or lines of copy.

MEMPHIS EXTRA BOLD

Should be used for headlines.

CONDUIT ITC Light

Should be used for call boxes, footnotes, etc.