KELSO™
TRADE TOOLS

**BRAND IDENTITY
STANDARDS GUIDE**
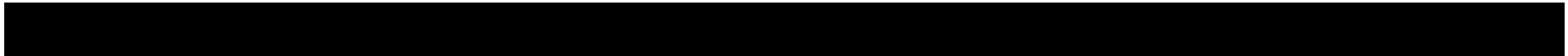
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KELSO
TRADE TOOLS

PRIMARY COLOR LOGO

The primary COLOR version of the Kelso logo consists of the white logo/wordmark knocked out of a blue (Pantone 3015) box with the words TRADE TOOLS in the same blue **and** the blue (Pantone 3015) logo/wordmark sitting on a white box with the words TRADE TOOLS in white.

The Kelso logo/wordmark may be used as large as require, as it has been provided in an EPS vector format which allows it to be enlarged to any format. This includes building signage and way finding systems, truck signage, banner and billboards for various advertising and marketing applications.

The primary logo may not be used for permanent product applications (i.e. pad print and silk screen).

KELSO™
TRADE TOOLS

BLUE COLOR
PANTONE 3015
CMYK: 100.30.0.20

BLACK
PANTONE BLACK
CMYK: 0.0.0.100

KELSO™
TRADE TOOLS

KELSO
TRADE TOOLS

PRIMARY
BLACK & WHITE
LOGO

The primary BLACK & WHITE version of the Kelso logo consists of the white logo/wordmark knocked out of a 100% black box with the words TRADE TOOLS in black **and** the 100% black logo/wordmark sitting on a white box with the words TRADE TOOLS in white.

The Kelso logo/wordmark may be used as large as required, as it has been provided in an EPS vector format which allows it to be enlarged to any format.

The primary logo may not be used for permanent product applications (i.e. pad print and silk screen).

KELSO
™
TRADE TOOLS

BLUE COLOR
PANTONE 3015
CMYK: 100.30.0.20

BLACK
PANTONE BLACK
CMYK: 0.0.0.100

KELSO
™
TRADE TOOLS

LOGO STANDARDS

KELSO
TRADE TOOLS

SECONDARY COLOR LOGO

The secondary COLOR version of the Kelso logo consists of the white logo/wordmark knocked out of a blue (Pantone 3015) box **and** blue (Pantone 3015) logo/wordmark sitting on a white box.

The Kelso logo/wordmark may be used as large as require, as it has been provided in an EPS vector format which allows it to be enlarged to any format. This includes building signage and way finding systems, truck signage, banner and billboards for various advertising and marketing applications.

The secondary logo may be used for permanent product applications (i.e. pad print and silk screen).

KELSO™

BLUE COLOR
PANTONE 3015
CMYK: 100.30.0.20

BLACK
PANTONE BLACK
CMYK: 0.0.0.100

KELSO™

KELSO
TRADE TOOLS

SECONDARY BLACK & WHITE LOGO

The secondary BLACK & WHITE version of the Kelso logo consists of the white logo/wordmark knocked out of a 100% black box **and** 100% black logo/wordmark sitting on a white box.

The Kelso logo/wordmark may be used as large as required, as it has been provided in an EPS vector format which allows it to be enlarged to any format.

The secondary logo may be used for permanent product applications (i.e. pad print and silk screen).

KELSO™

KELSO™

BLUE COLOR
PANTONE 3015
CMYK: 100.30.0.20
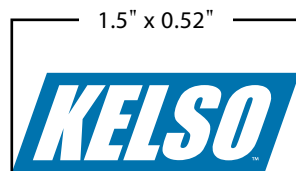
BLACK
PANTONE BLACK
CMYK: 0.0.0.100

KELSO
TRADE TOOLS
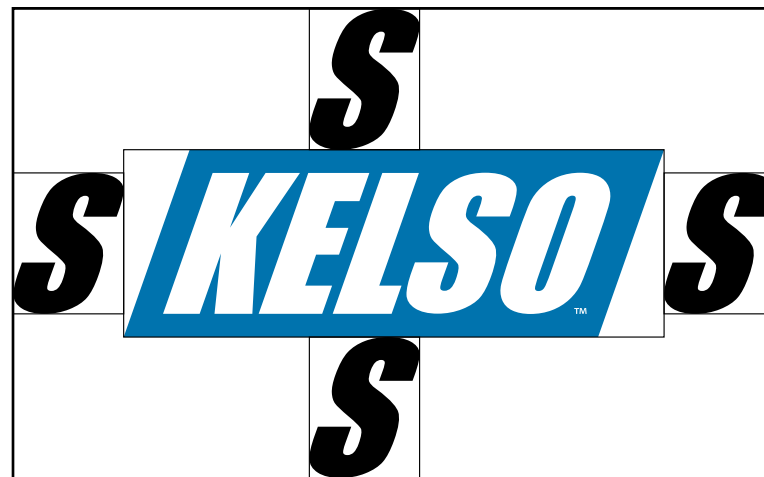
LOGO CONSTRUCTION GEOMETRICS

A minimum clear space equal to the height of the Kelso logo should be maintained around the bottom edge and sides of the logo.

To maintain readability, the logo can only be reproduced to a minimum size of 1.5 inches wide.

1.5" x 0.6444"

1.5" x 0.52"

BLUE COLOR
PANTONE 3015
CMYK: 100.30.0.20

BLACK
PANTONE BLACK
CMYK: 0.0.0.100

LOGO TYPOGRAPHIC USAGE

FONT FAMILIES

The Myriad Pro font family is to be used for support type in the design of all corporate materials. The Arial font family may be used where Myriad Pro is not available, such as for applications on the web.

MYRIAD PRO REGULAR
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$&(.,"";:!?)

MYRIAD PRO BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$&(.,"";:!?)

ARIAL REGULAR
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$&(.,"";:!?)

ARIAL BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$&(.,"";:!?)

BLUE COLOR
PANTONE 3015
CMYK: 100.30.0.20

BLACK
PANTONE BLACK
CMYK: 0.0.0.100

UNAUTHORIZED USAGE OF PRIMARY LOGO

Do not add any effects that may hinder legibility or distract from the logo

Do not condense or stretch logo

Do not re-arrange the logo elements

BLUE COLOR
PANTONE 3015
CMYK: 100.30.0.20

BLACK
PANTONE BLACK
CMYK: 0.0.0.100

Do not remove the word Kelso from box

KELSO
TRADE TOOLS

Do not add any effects that may hinder legibility or distract from the logo

Do not condense or stretch logo

Do not re-arrange the logo elements

BLUE COLOR
PANTONE 3015
CMYK: 100.30.0.20

BLACK
PANTONE BLACK
CMYK: 0.0.0.100

Do not remove the background box from the word Kelso