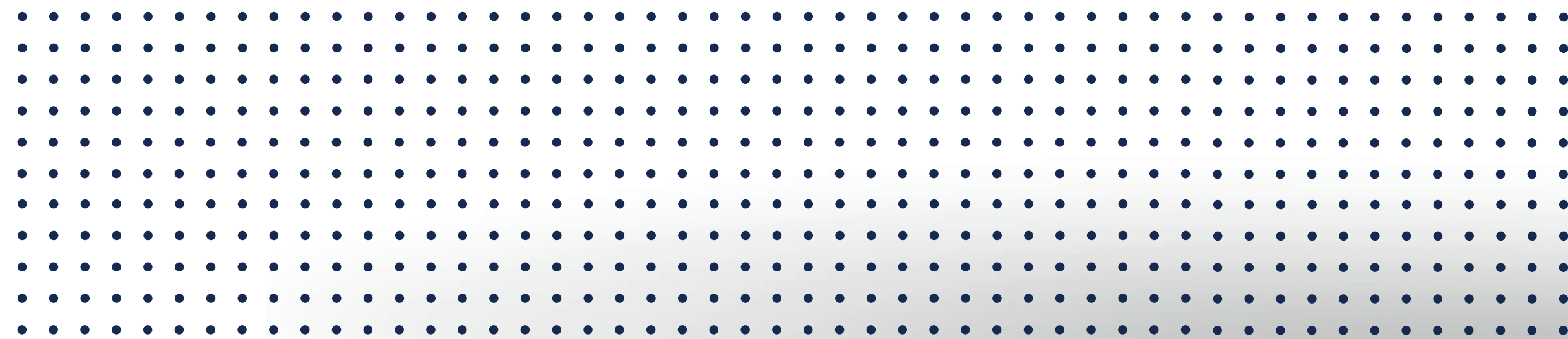


NOVEMBER 2024



BRANDBOOK

digital version



GENERAL GUIDELINE



This document was developed to shape the image of basic corporate identity elements of the Kinegge Group of companies and is intended to be used by its employees of the company and its partners. Visual Identity Guidelines – is a detailed description of brand's philosophy, reflected in a graphic form. It is vitally important to adhere to the standards, typographic treatments, colors and other constituents of a corporate visual identity. Violating adopted graphic elements, brand integrity is disrupted and company's reputation could be jeopardized.

These guidelines will introduce you the main elements of Kinegge Group corporate style and will help you to evade major mistakes in designing and filling out advertising and public materials.

TABLE OF CONTENTS



4 Logotype

Instructions of logotype usage: dimensions, colors, recommendations for logotype orientation.

12 Colors

Detailed description of color scheme in various variations, its codes and names.

15 Typography

Description of the fonts used and their correct application.

17 Patterns

Types of patterns and their use.

19 Business docs

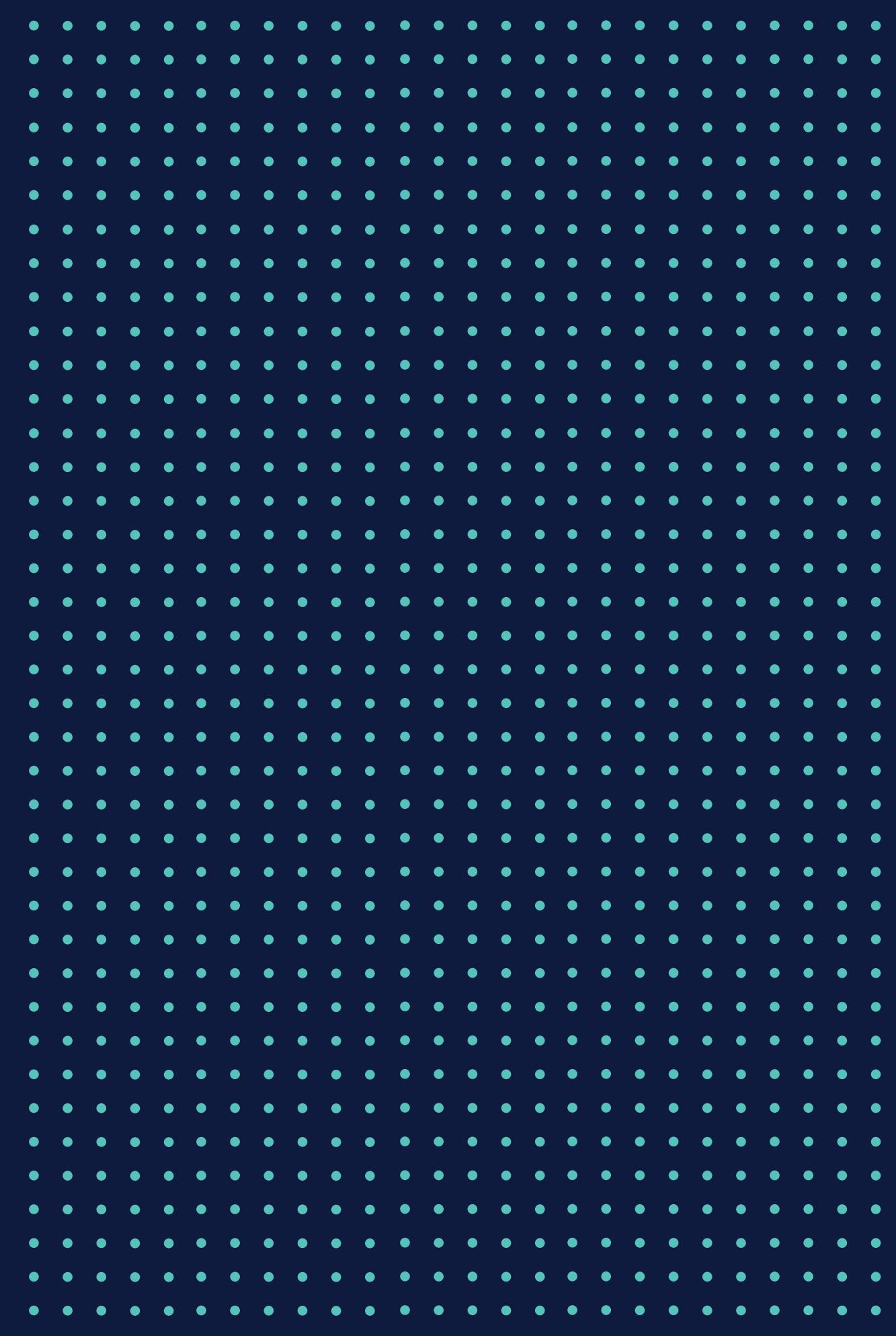
Examples of company's letterheads, business cards, envelopes.

23 Merchandise

Examples of company's bags, mugs, etc.

27 Products

Examples of company's navigation and local items.



LOGOTYPE

04

LOGOTYPE

Idea

The logo and name of Kinegge are inspired by the concept of kinetic energy, the force that drives motion. The company's constant forward movement, dynamic energy, and thirst for growth are all reflected in its logo.

In the silhouette of the logo, we see a person in motion, representing the company's drive towards knowledge and new achievements. The shape of the logo also incorporates the letter "K" from the company name, as well as simple shapes that represent physical equations.

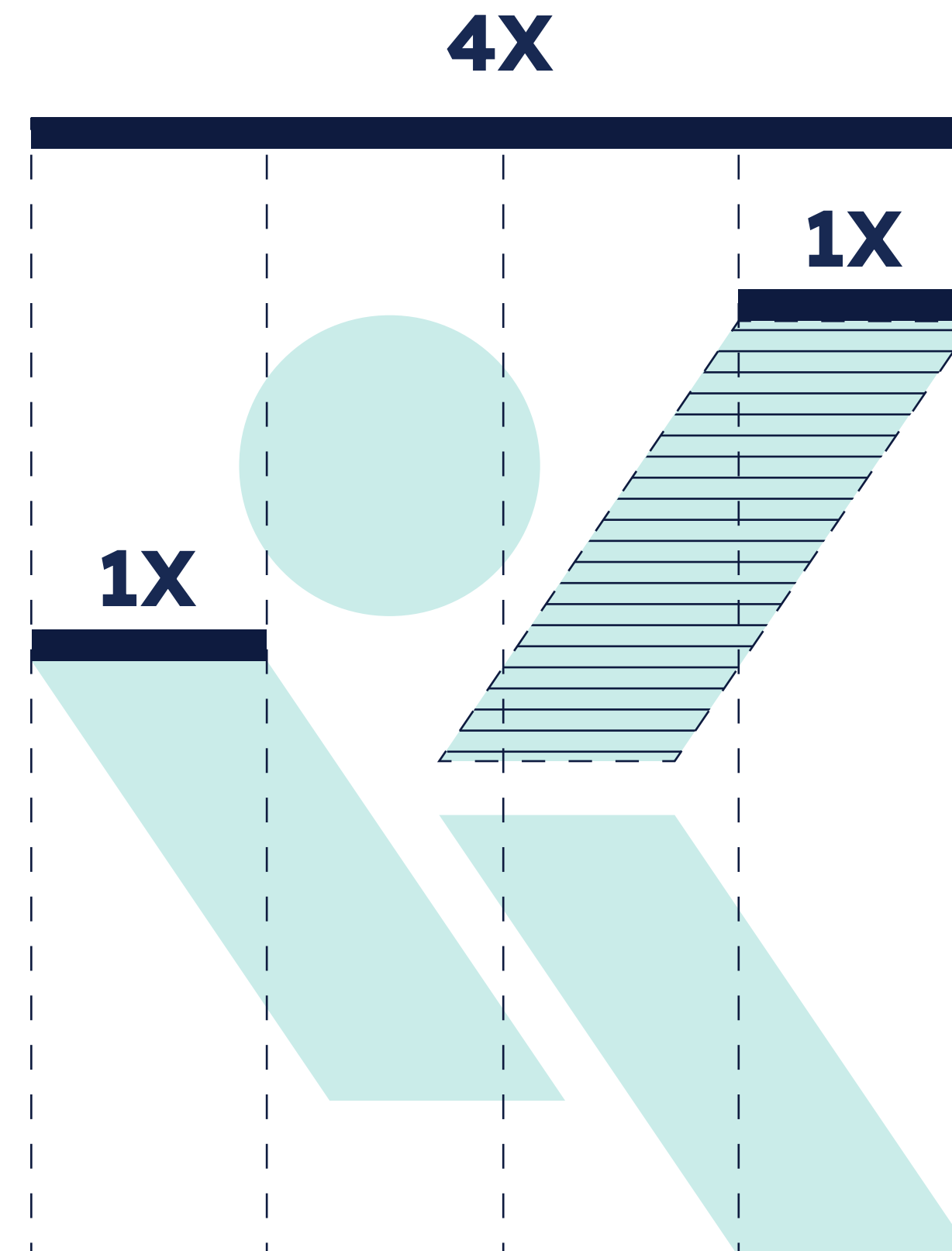


LOGOTYPE



Structure

The logo has a simple and mathematical structure. Its proportions are determined by the size of a constant X , which represents the width of the inclined elements in the logo. The logo must be 4 times the width of X , and this rule must be followed on all media.



LOGOTYPE



Terms of use

The logotype is the main visual identity of a brand, and it can be represented only in horizontal and single sign variations.



LOGOTYPE



Combined Corporate Block

It is acceptable to use logotypes with descriptor to define areas of Kinegge's business activities: Nuclear, Motion Control, Energy, Robotics.

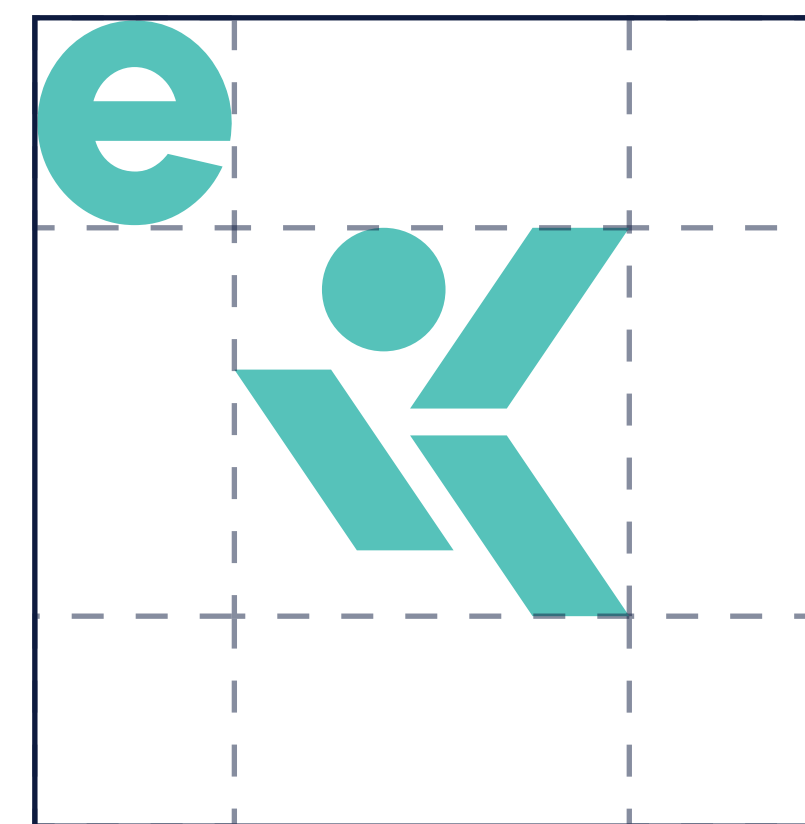


LOGOTYPE



Logotype safe zone

The logotype restricted area is its integral part. This is a free space surrounding the logo on all sides, visually highlighting the logo on the media body and drawing attention to it. The figures show restricted area of logotypes. No text or graphic items can be placed inside this field. The safe zone is designated by letter e from the wordmark. The minimum size of the logo is 28mm for full logo and 13mm for sign. It is forbidden to use a smaller logo.



 **kinexgge**

28mm



13mm

LOGOTYPE



Correct ways to reproduce logotype on various backgrounds



LOGOTYPE



Logotype in Monochrome

In cases, when it is impossible to use colorful logotype representation or fullcolor printing, it is acceptable to use monochrome logotype: dark version on a light background and light version of logotype on a dark background.





COLORS

12

COLORS



Main Corporate Colors

HEX format is used to represent digital colors. CMYK is used in printing with traditional ink, such as in offset and digital printing processes. Pantone, on the other hand, is used for more precise and vivid displays, such as silk screen printing and embossing. For offset printing, Pantone can also be used as a secondary color. In some cases, similar shades may be added to existing colors to solve design challenges, but the difference between them should not exceed three hues.

Astronaut HEX 2C4278 CMYK 94 78 24 10 PANTONE P 103-15 C	Scampi HEX 6266AC CMYK 71 60 0 0 PANTONE P 99-6 C
Fountain Blue HEX 60BFBB CMYK 62 0 32 0 PANTONE 7472 C	Zodiac HEX 1F2A50 CMYK 100 89 38 35 PANTONE 2768 C



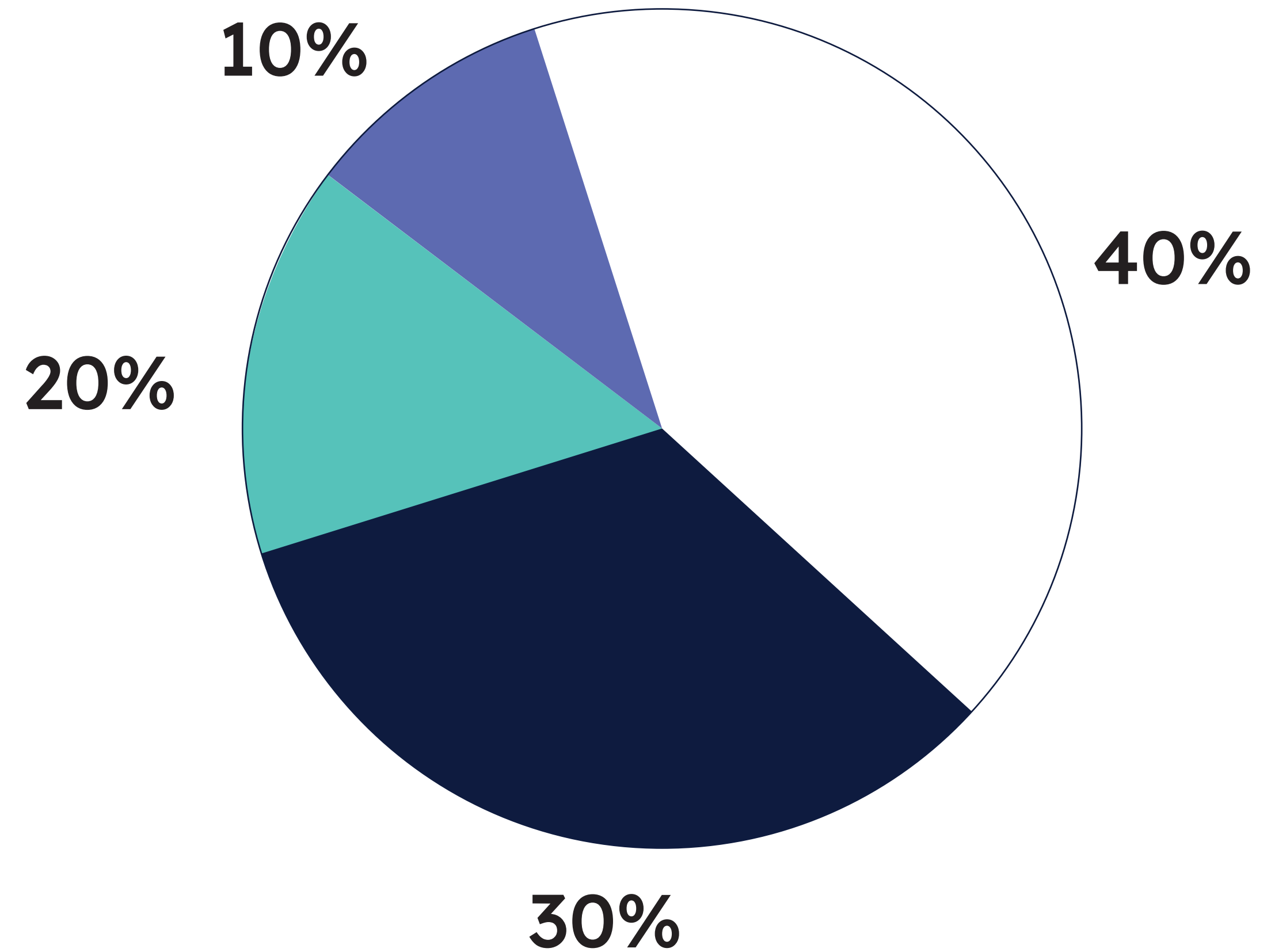
It is forbidden to use other colors, which are not mentioned in this Guideline.

GUIDELINE



Disposal of Colors

The logo has a simple and mathematical structure. Its proportions are determined by the size of a constant X , which represents the width of the inclined elements in the logo. The logo must be 4 times the width of X , and this rule must be followed on all media.



TYPOGRAPHY



Corporate Fonts

The company primarily uses two corporate fonts: Lexand and Manrope. Lexand is typically used for first-order headings, such as on posters or packaging, as well as in tables of contents for large documents. It is also used for text that needs to stand out and attract attention. Manrope, on the other hand, is the default font for printed text. The bold version of Manrope is used for headlines, the regular version for body text, and the light version for footnotes or decorative purposes.

LEXAND

[download lexand](#)

**Manrope
bold**

[download manrope](#)

Manrope
regular

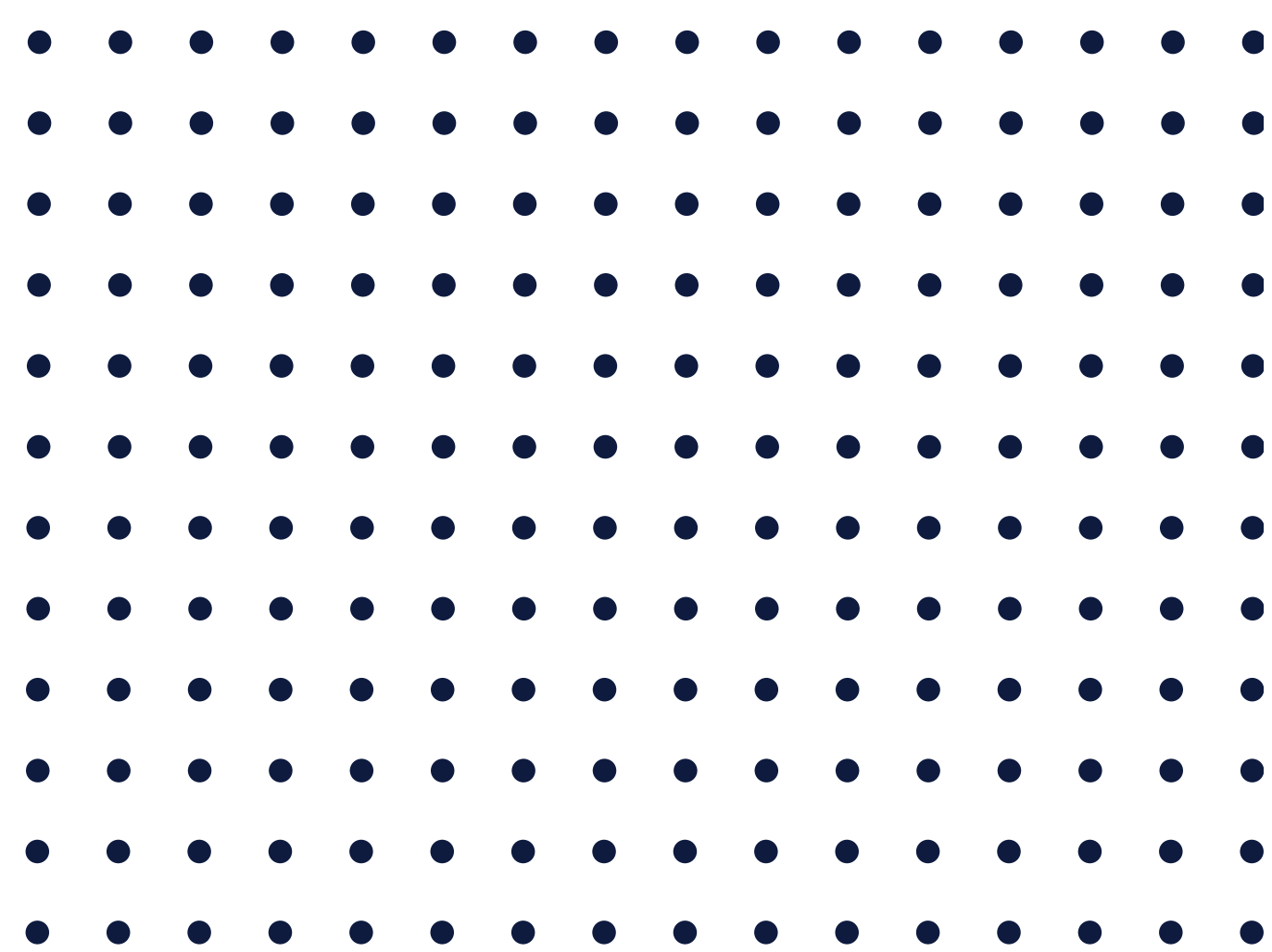
Manrope
light

PATTERNS

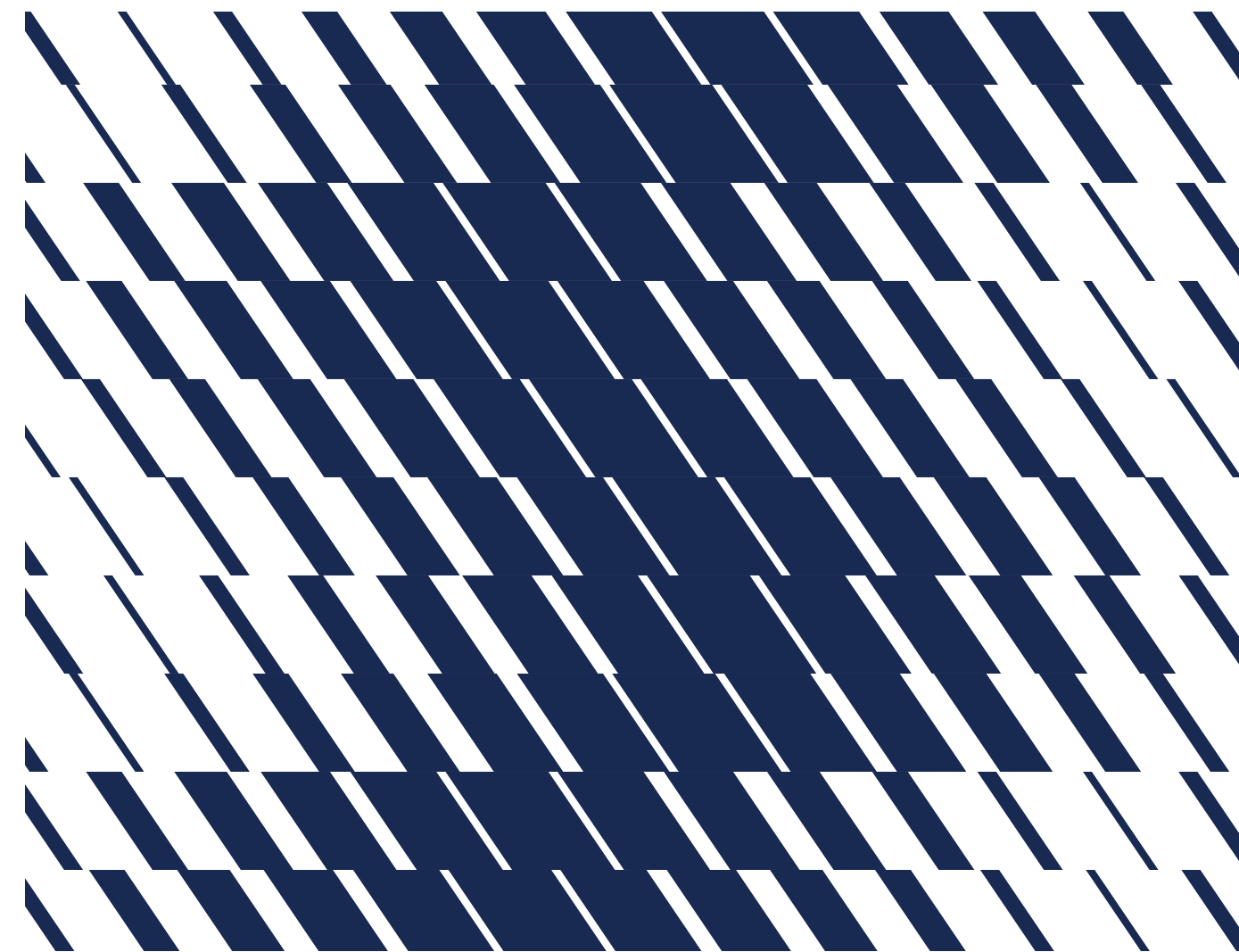


Variants

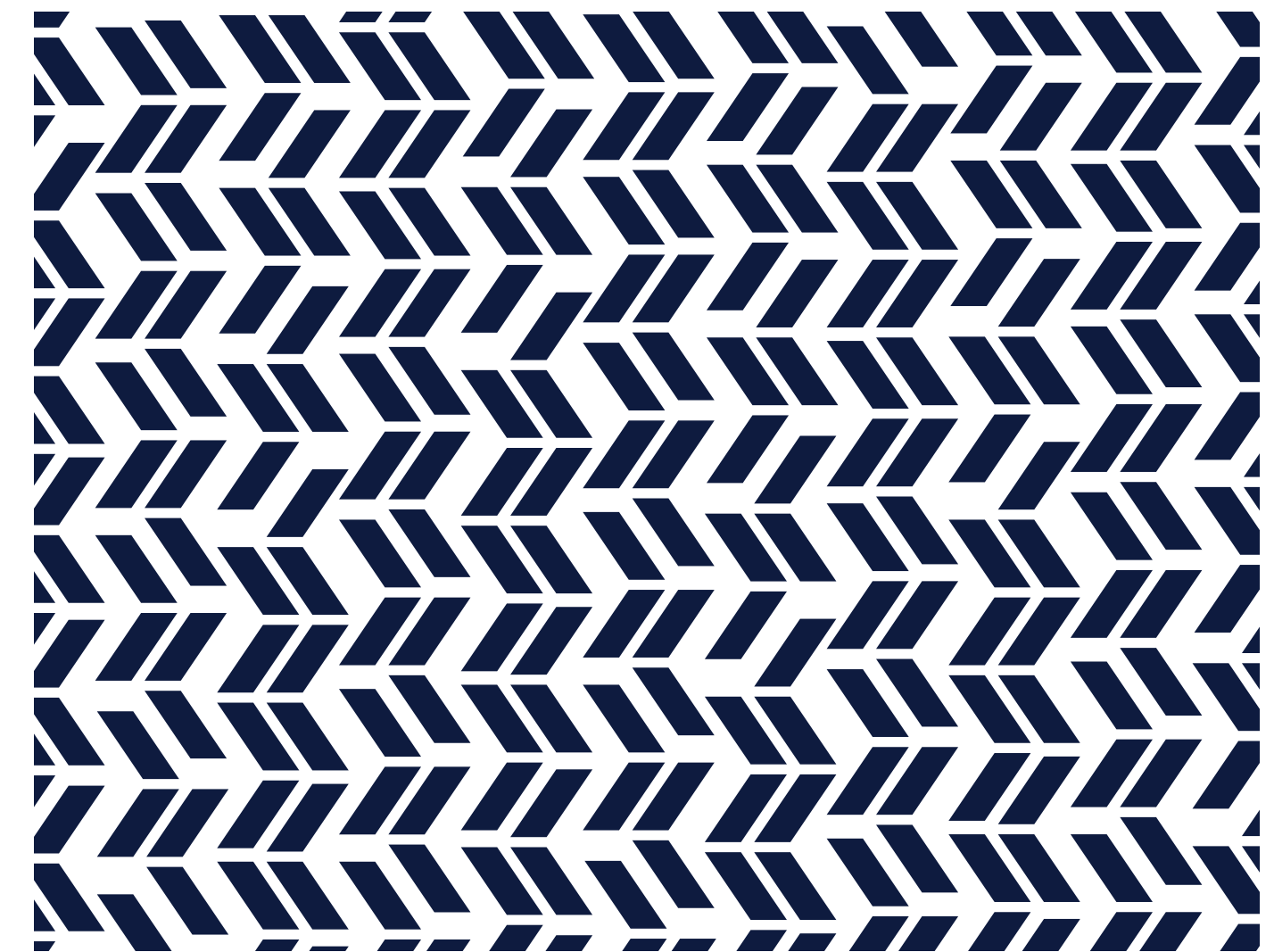
Patterns are used to enhance the visual appeal of media and are an integral part of a brand. Recognizable patterns add dynamics and create the necessary image and atmosphere to reflect the values of a brand. Patterns may use all of corporate colors.



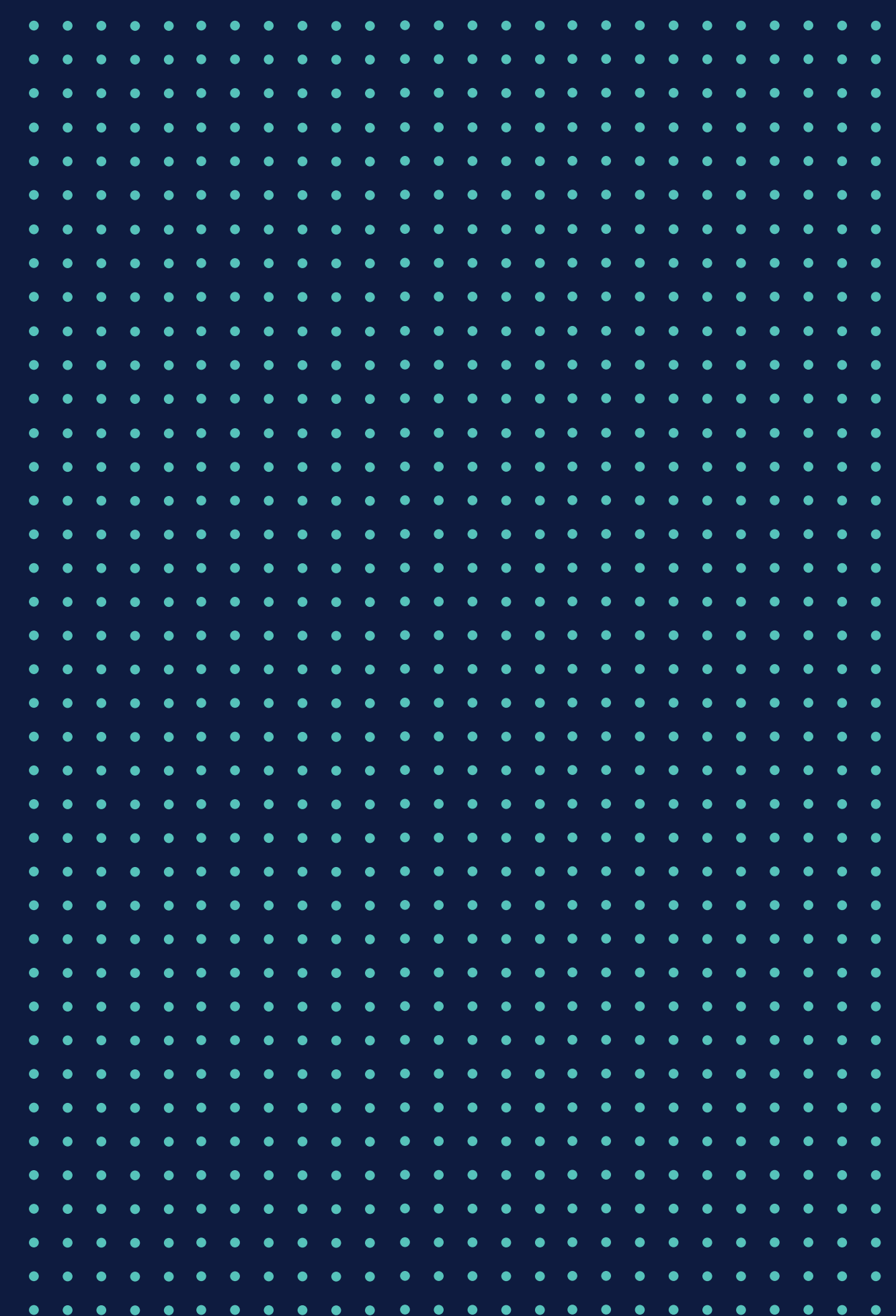
atoms



shock



reaction



PATTERNS

17



TYPOGRAPHY

15



BUSINESS DOCUMENTATION

19

BUSINESS CARDS



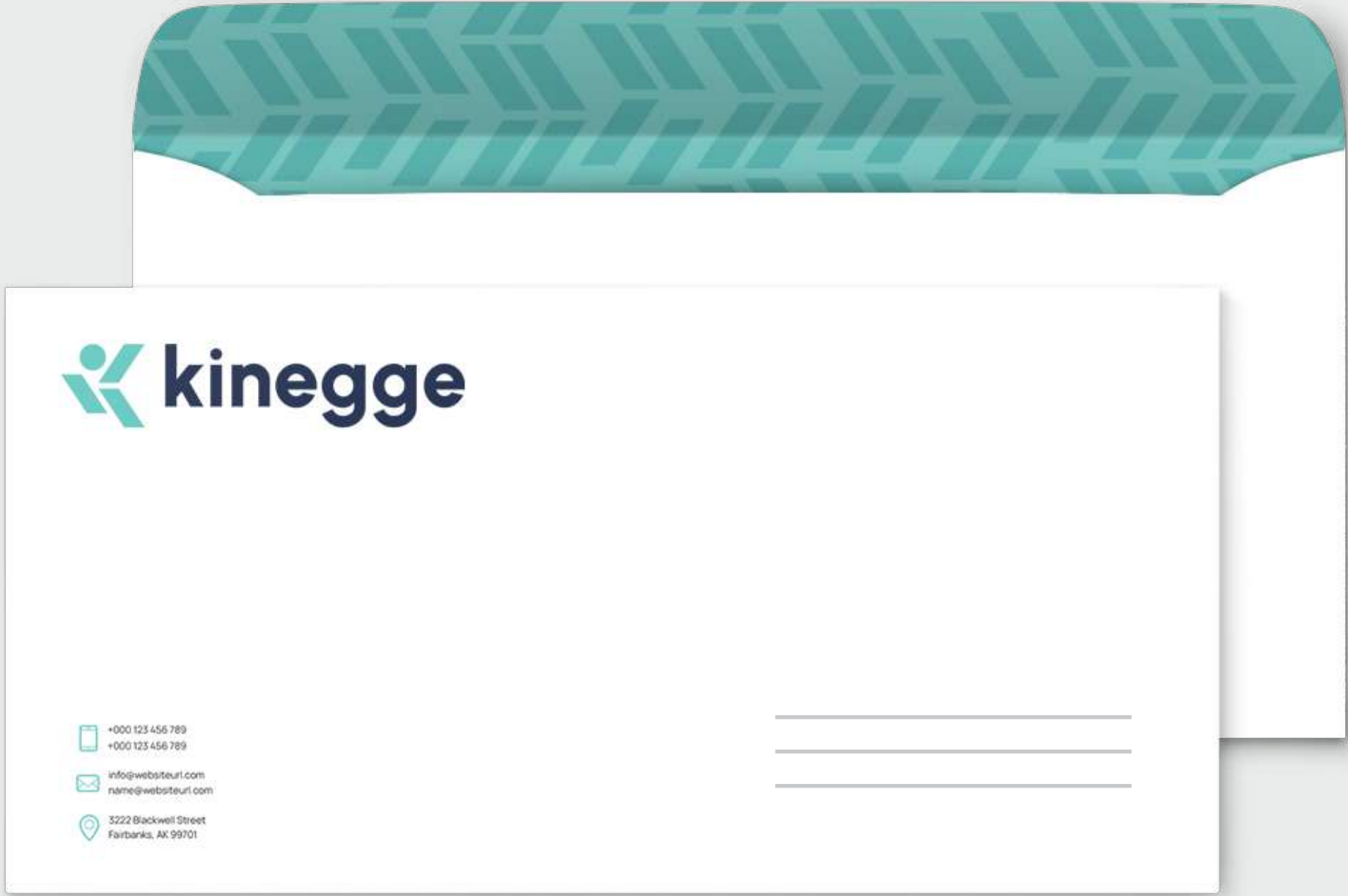
Size: 50×90 mm

Printing technique: Serigraphy

Touche Cover paper

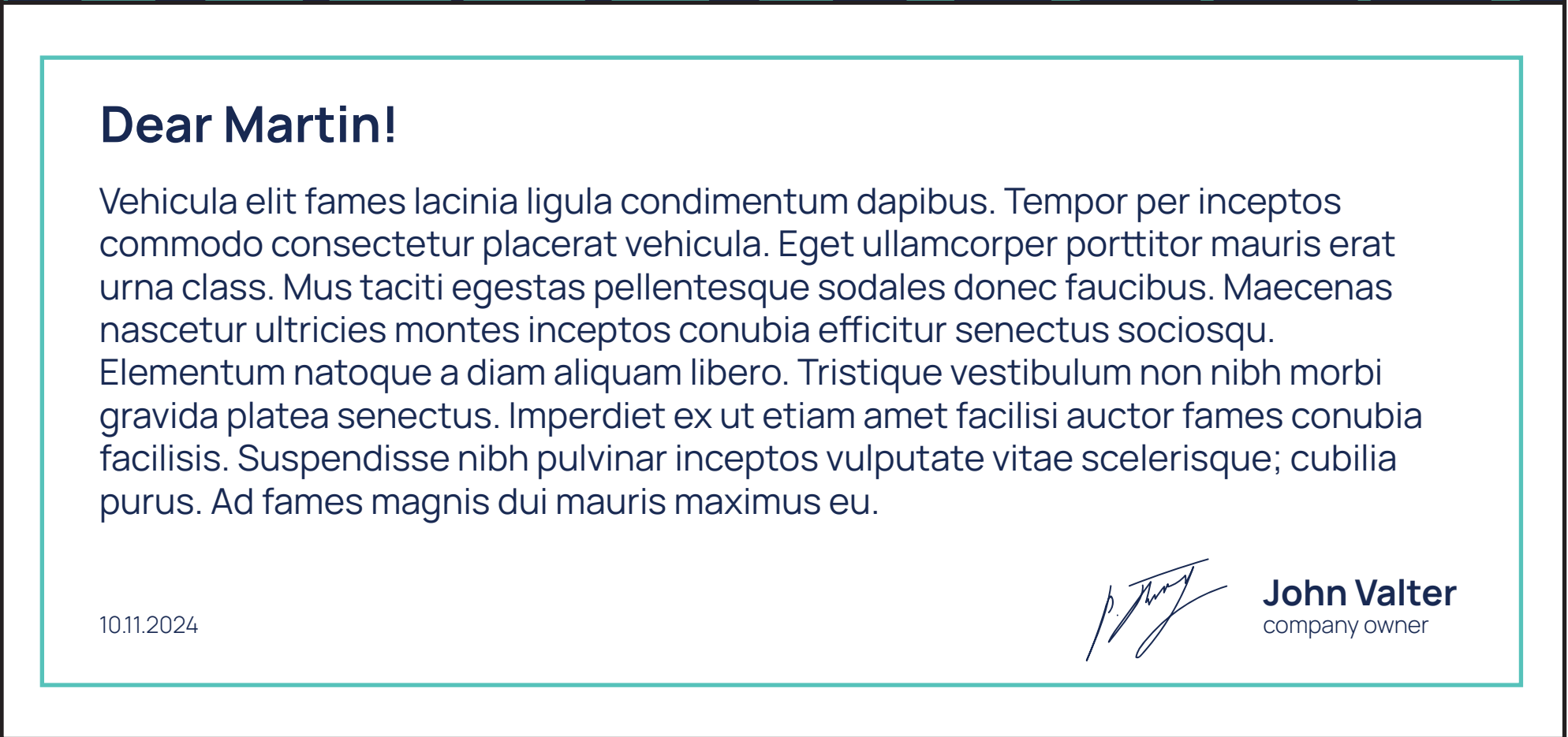
Paperweight: 300 g/m

LETTERS



Sheet size: A4
Printing technique: Digital
Background material: Offset paper 80 g/m2
Body type: Manrope regular 10pt

BIRTHDAY CARD



Dear Martin!

Vehicula elit fames lacinia ligula condimentum dapibus. Tempor per inceptos commodo consectetur placerat vehicula. Eget ullamcorper porttitor mauris erat urna class. Mus taciti egestas pellentesque sodales donec faucibus. Maecenas nascetur ultricies montes inceptos conubia efficitur senectus sociosqu. Elementum natoque a diam aliquam libero. Tristique vestibulum non nibh morbi gravida platea senectus. Imperdiet ex ut etiam amet facilisi auctor fames conubia facilisis. Suspendisse nibh pulvinar inceptos vulputate vitae scelerisque; cubilia purus. Ad fames magnis dui mauris maximus eu.

10.11.2024

 **John Valter**
company owner

Gift card scheme:



Size: 210×198 mm

Printing technique: Serigraphy

Background material: carton paper

Paperweight: 200-300mg



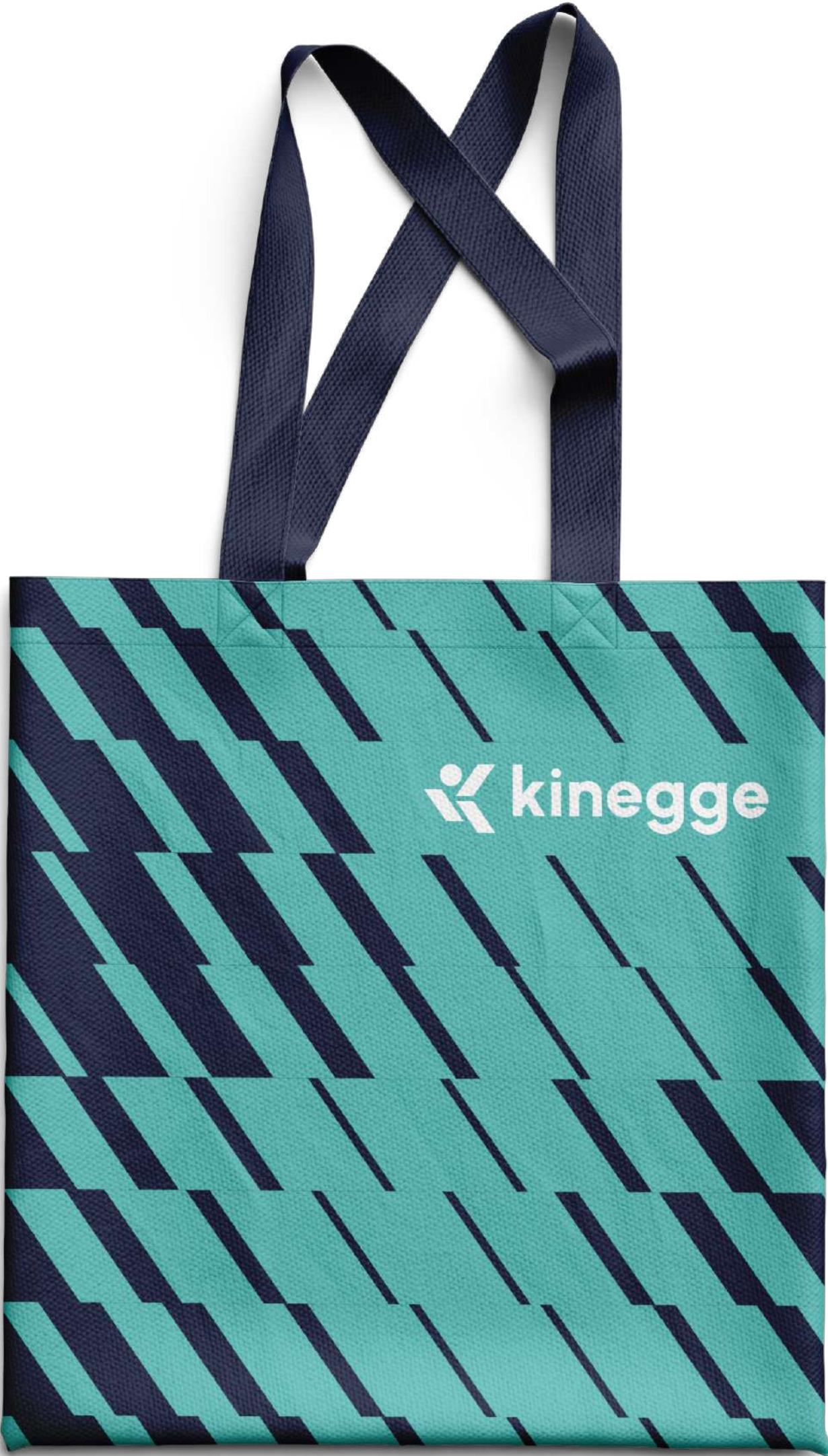
PROMOTIONAL MERCHANDISE

23

PEN



BAG



MUG



KEYCHAIN



CAP





IMAGE-BUILDING PRODUCTS

27

BADGE



FLAG



SIGN



SIGN



HELMET

