

# 1 LOGO

Logo of the KAN company is a quality symbol of our work and our products. Its uniqueness and exceptionality were achieved through simplicity and a clear message it communicates. Logo of the KAN company includes a symbol and trademark:



## 1.1 Colors

Color is one of the most important elements of the corporate identity.

Consistent use of new colors of the logotype of the KAN company supports the brand recognition of KAN distinguishing it from the competition in the market.

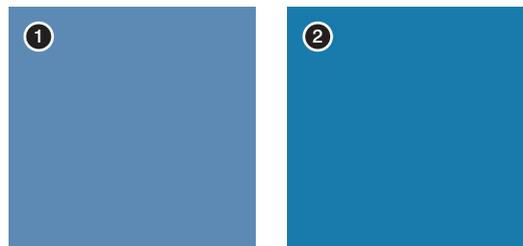
You should always use the proper color for the mark of the KAN company placing it on white and clean background.

In order to achieve correct colors of the mark we use PANTONE 646 color or in the case of three-color print we use: C:75 M:25 Y:00 K:25.

Both ways are considered acceptable with the emphasis on the color print.

Fig. 1. PANTONE 646

Fig. 2. C: 75 M: 25 Y: 00 K: 25



## 1.2 Monochromatic logo in the negative layout

It is also allowed to use the mark in form of a single-color negative with background colors from a strictly limited table of colors.

Fig. 3. PANTONE 646

Fig. 4. C: 75 M: 25 Y: 00 K: 25



### 1.3 Black and white logo

In certain technical conditions (fax, newspaper reproductions) the mark can be reproduced in 100% black as well as its equivalent in the form of a negative.

Fig. 5. Black 100%

Fig. 6. C: 0 M: 0 Y: 0 K: 100



### 1.4 Gray logo

KAN's mark may also be printed in strictly specified shades of gray (depending on the media used: coated and uncoated paper, newspaper). If you need to use the company mark in single-color publications it is recommended that you use PANTONE 425 C or in the case of three-color print: C:00 M:00 Y:00 K:75.

Fig. 7. PANTONE 425 C

Fig. 8. C: 0 M: 0 Y: 0 K: 75



### 1.5 Minimum size of the logo

In order to maintain readability of the mark minimum size of the mark cannot be less than 12 mm. If you need to use a smaller logo the version without a footer should be used. In mobile applications, the minimum width of the logo is 85 pixels.



### 1.6 Other possibilities of using the logo

In the case when there is little space or when a standard logo is not visible.

