



new look

Visual Identity Guide



new look

Master logo

Stationery

Auxiliary



KBC visual identity guide

new look

KBC's visual identity is an expression of our commitment to maintain the very highest standards in all aspects of our business, everywhere in the world in which we operate.

The following guidelines have been created to ensure that every time the **KBC** visual identity is used, two principal objectives are achieved.

First, we protect our identity legally and, also, we present a consistent and coherent image to our customers and partners.

Misuse of the **KBC** visual identity can threaten the integrity of the **KBC** brand. Individual errors may appear insignificant, cumulatively they erode the strength of the identity and our ability to manage and protect it.

The guidelines should be followed on all applications from stationery to sign age.

Exceptions to these guidelines must be cleared through **KBC's** head office.

Master logo

Stationery

Auxiliary



Master logo

new look

KBC's master logo is the single most important element of the visual identity. The continued strength of the **KBC** brand image depends heavily on the careful and consistent application of the logo. It is important that the KBC identity speaks with one voice in whichever application it is used, from stationary to signage.

with tag line



The **KBC** logo is unique and should not be altered in any way.

There are two main versions of the logo. One version is with the tag line and one version is without.

without tag line



Accurate, sharp, and precise presentation of our visual identity is essential. Graphic elements should only be reproduced from master artwork.

Master logo

Stationery

Auxiliary



Master **logo**

new look

black with tag line



black without tag line



reverse with tag line



reverse without tag line



There are only three color variants of the **KBC** logo. The options are **KBC Orange**, **Black** or **White**. Priority should always be given to the **KBC Orange** logo whenever possible.

The **White (reverse)** version should be placed on a dark colored background.

Always use the correct artwork for each application. If unsure contact **KBC's** head office. Clearance for any exception must first be sourced from **KBC's** head office.

Master logo

Stationery

Auxiliary



Master **logo**

new look

In rare cases, where the **KBC** brand might not be familiar, as when entering new markets for example, the **KBC** master logo can be presented with the following tags **fiber optic, wireless, network transmission**.



Clearance to use the above logo must be sourced from the **KBC** head office.

Master logo

Stationery

Auxiliary



Master **logo**

new look

It is important that the clarity and impact of the **KBC** logo is maintained when it is positioned on colored backgrounds.

Correct



Correct



Incorrect



Incorrect



Generally for a light colored background the KBC Orange logo is used and for a dark background the reverse logo is used.

Make sure there is sufficient contrast between the background and the logo. If there isn't, you are probably using the wrong logo.

Always use the correct artwork for each application. If unsure contact **KBC's** head office. Clearance for any exception must first be sourced from **KBC's** head office.

Master logo

Stationery

Auxiliary



Master **logo**

new look

Always use the appropriate **KBC** logo master artwork:
KBC Orange, Black or White.

Correct



Correct



Incorrect



Incorrect



Never distort the logo. Enlarging
and reducing its size must always
be in proportion.

Master logo

Stationery

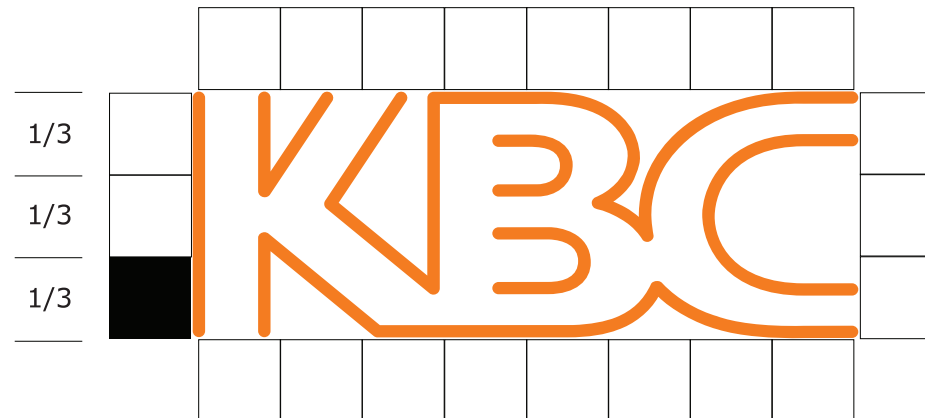
Auxiliary



Master logo

new look

The area around the **KBC** logo is important. A cluttered visual presentation reduces the legibility of the visual identity and undermines its status.



If type or other graphics, such as photographs, run across or very close to the logo recognition can be reduced. For this reason we have established a "clear zone" area which no type or other graphic elements should intrude. This space must always be kept clear.

The clear zone for **KBC** logo is **at minimum** equal to 1/3 the height of the **K** in **KBC**.

Master logo

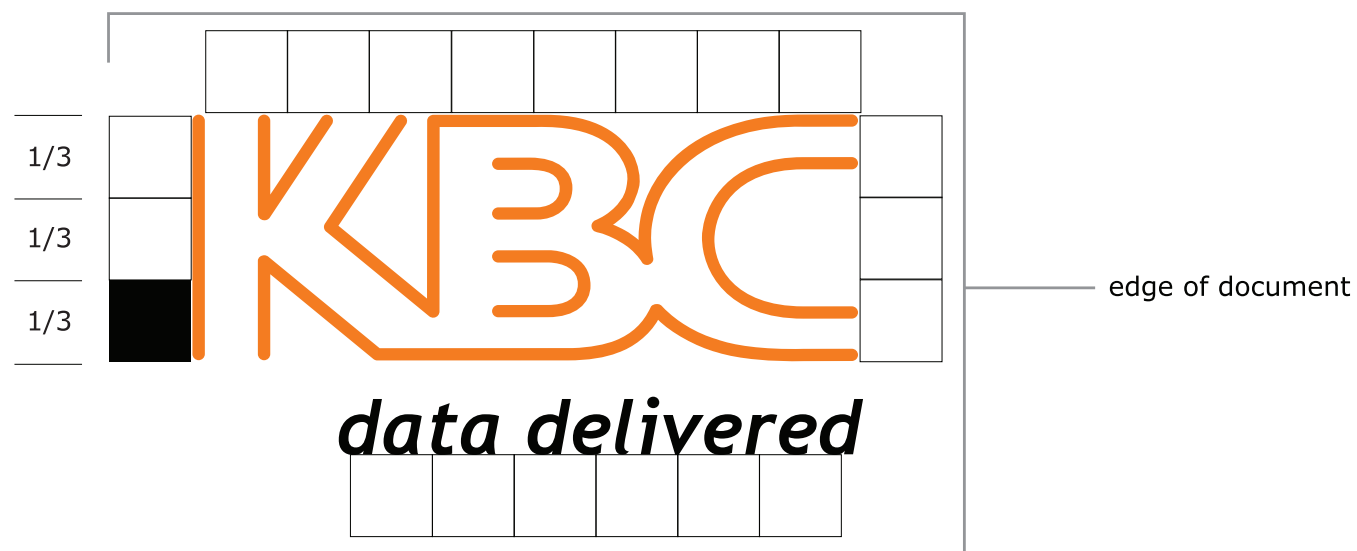
Stationery

Auxiliary



Master logo

new look



The clear zone also applies to placing the logo near a border or edge of a document. The minimum distance between the border or edge of a document and the logo is also 1/3 the height of the **K** in **KBC**.

Master logo

Stationery

Auxiliary

Care should be taken to maintain consistency across all applications and to avoid variations in shade of our visual identity colors.

The **KBC** visual identity contains two master colors plus one auxiliary color.



Pantone

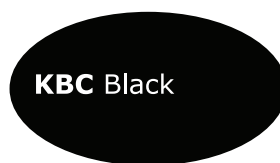
152

Process

co / m58 / y100 / k0

RGB

r252 / g124 / b0



KBC Black

Pantone

Process Black

Process

c0 / m0 / yo / k100

RGB

ro / g0 / bo

+



KBC Grey

Pantone

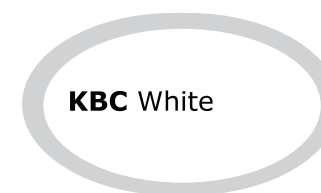
Process Black 30%
877 (metallic silver)

Process

c0 / m0 / y0 / k30

RIB

r179 / g179 / b179



KBC White

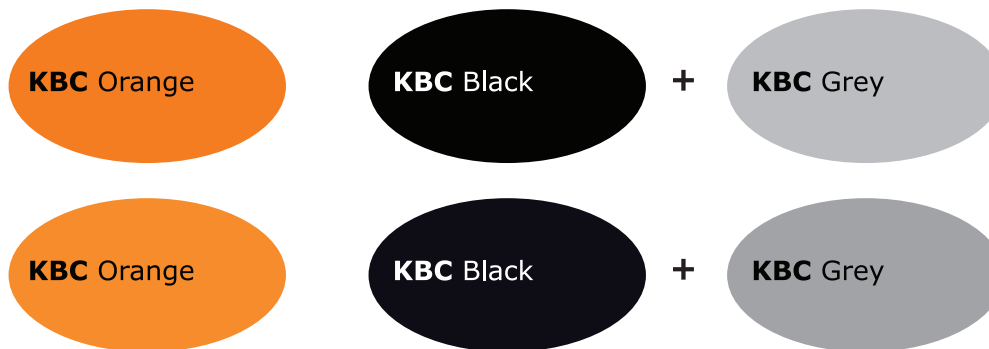
White, although not a color, is very much part of our visual identity. It should be used as a preferred backdrop for the master logo wherever possible.

Master logo

Stationery

Auxiliary

It is important to note that colors will vary slightly depending on the surface material and coatings used in the printing process. For example, the KBC Orange when printed on a 350gsm paper with a matte coating will look slightly different from the KBC Orange printed on 120gsm paper with a glossy coat. The objective is to remain within an acceptable range.



In general, the heavier the paper used the lighter the color will be and the lighter the paper the darker the color will be.

Master logo

Stationery

Auxiliary

Stationery items play an important role in communicating a clean and contemporary image to our customers and partners. Proper use of the visual identity elements and adherence to these guidelines will ensure that all items of stationery convey the desired visual identification of **KBC**.

Compliance with Local Legal Requirements

These guidelines are written in general terms and do not attempt to address the detail of information legally required to be displayed on stationery in particular territories. The responsibility for ensuring compliance rests with the business or company concerned which should consult its in-house or external legal advisors to ensure the laws of the particular territory are observed.

In some countries there may be no particular requirements. In others, there may be requirements to display, for example, the address of the registered office of the company, registered number, names of directors or banking details.

Master logo

Stationery

Auxiliary



Stationery **Typefaces**

new look

To compliment the **KBC** logo, two supporting typefaces have been chosen: **Trebuchet** for all printed matter and **Verdana** for all type read on screen*.

Trebuchet - regular

Trebuchet - bold

Trebuchet - italic

Trebuchet - bold italic

Verdana - regular

Verdana - bold

Verdana - italic

Verdana - bold italic

Controlled and consistent use of the above typefaces is needed on all printed and screen materials as this will reinforce the **KBC** style.

Trebuchet for all printed materials:

stationary
packaging
sign age
printed catalogs / flyers
printed advertising
booth skins
X-stand displays

Verdana for all screen materials:

web site
PPT presentations
e - ads
e - flyers

*Includes in-house printed items:

fax cover

In-house printed letterhead

Standard Terms and Conditions

Master logo

Stationery

Auxiliary

When generating items of stationery in-house, fax covers and printed letterheads for example, **Verdana** typeface should be used.

Mixing weights of Trebuchet

If used sparingly, a mixture of regular and **bold** can be employed to add emphasis to words within text.

Trebuchet

Verdana

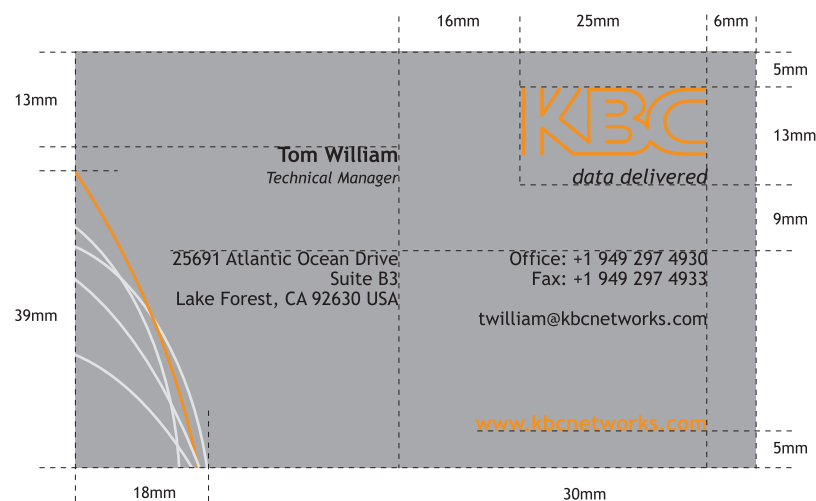
Verdana is ideal for reading text on the screen.

Verdana is also used for all in-house printed stationery such as fax covers and letterheads.

Master logo

Stationery

Auxiliary



face - Lake Forest card

Stationery **name card**

new look

Size

55mm x 90mm

Logo

Master color logo with tag

Background color

Pantone 877 (metallic silver)

Graphic lines color

Pantone 877 (metallic silver)
Pantone 152

Text color

100%k

Web site text color

Pantone 152

Paper

White card stock 300gsm or equivalent

Finish

Coated

Typeface

Trebuchet

Name: Bold - 8pt

Title: Italic - 6pt

Address: Regular - 7pt

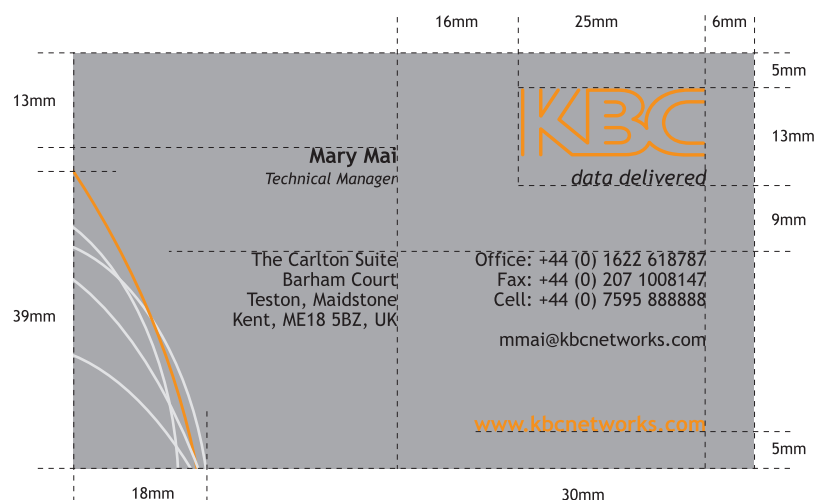
Contact: Regular - 7pt

Web site: Bold - 8pt

Master logo

Stationery

Auxiliary



face - UK card

Stationery name card

new look

Size

55mm x 90mm

Logo

Master color logo with tag

Background color

Pantone 877 (metallic silver)

Graphic lines color

Pantone 877 (metallic silver)

Pantone 152

Text color

100%k

Web site text color

Pantone 152

Paper

White card stock 300gsm or equivalent

Finish

Coated

Typeface

Trebuchet

Name: Bold - 8pt

Title: Italic - 6pt

Address: Regular - 7pt

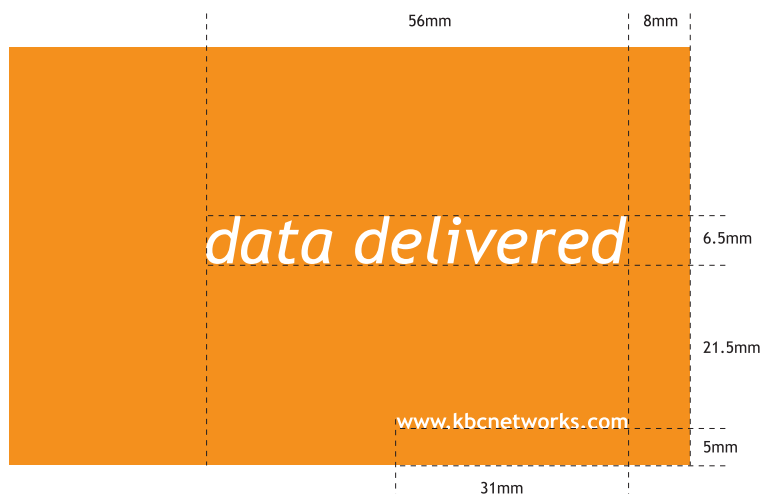
Contact: Regular - 7pt

Web site: Bold - 8pt

Master logo

Stationery

Auxiliary



back - card

Stationery **name card**

Size

55mm x 90mm

Tag line

data delivered

Background color

Pantone 152

Text color

negative (white)

Web site text color

negative (white)

Paper

White card stock 300gsm or equivalent

Finish

Coated

Typeface

Trebuchet

Tag line: Italic - 24pt

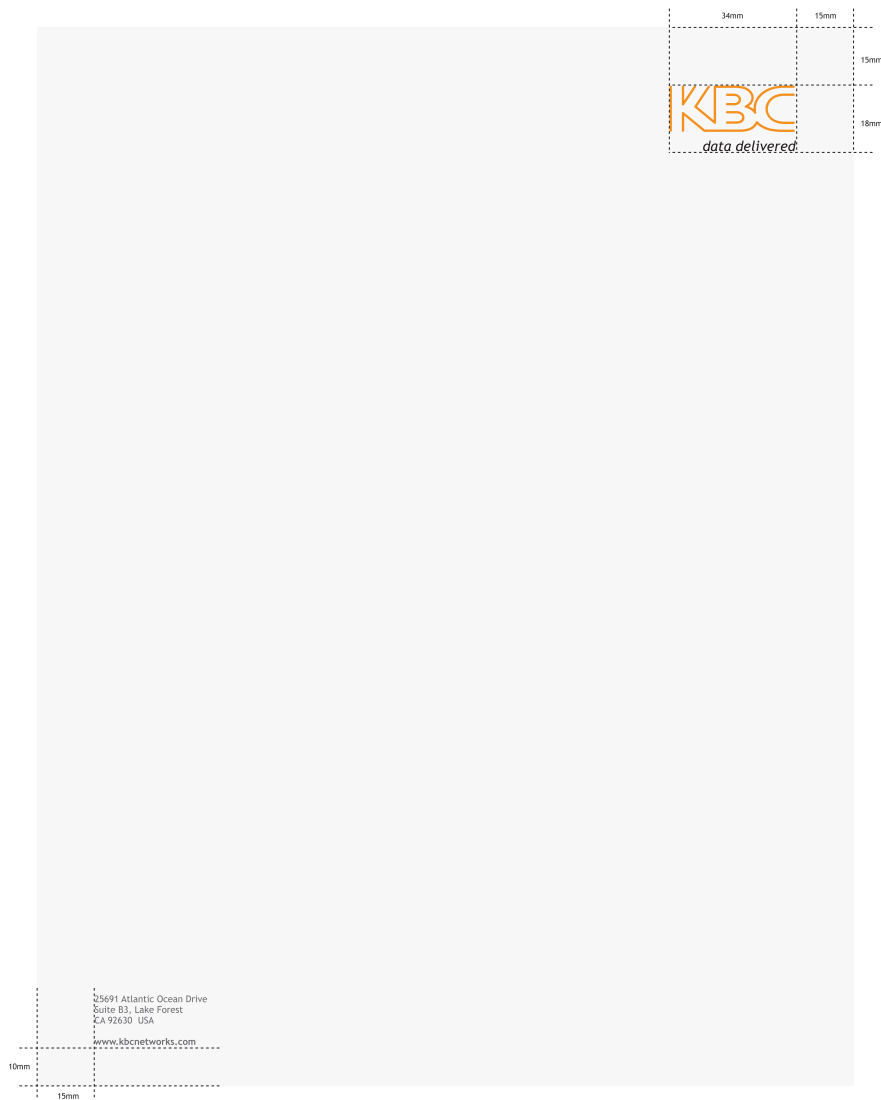
Web site: Bold - 8pt

new look

Master logo

Stationery

Auxiliary



Lake Forest letterhead

Stationery **letterhead**

new look

Size

USA 11inch x 8.5inch

Logo

Master color logo with tag

Background color

Pantone 877 (20%)

Address text color

70%k

Web site text color

70%k

Paper

High White wove 100gsm or equivalent

Finish

None

Typeface

Trebuchet

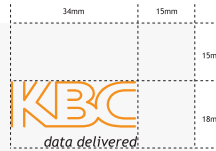
Address: Regular - 7pt

Web site: Bold - 7pt

Master logo

Stationery

Auxiliary



Stationery **letterhead**

new look

Size

USA 11inch x 8.5inch

Logo

Master color logo with tag

Background color

Pantone 877 (20%)

Paper

High White wove 100gsm or equivalent

Finish

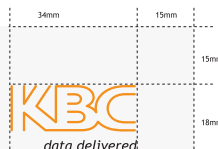
None

Master logo

Stationery

Auxiliary

Lake Forest 2nd page



The Carlton Suite
Barham Court
Tipton, Walspole
Kent, ME18 5BZ, UK
www.kbcnetworks.com

10mm

15mm

UK letterhead

Stationery **letterhead**

new look

Size

A/4 297mm x 210mm

Logo

Master colour logo with tag

Background color

Pantone 877 (20%)

Address text color

70%k

Web site text color

70%k

Paper

High White wove 100gsm or equivalent

Finish

None

Typeface

Trebuchet

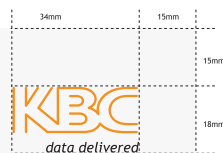
Address: Regular - 7pt

Web site: Bold - 7pt

Master logo

Stationery

Auxiliary



Stationery **letterhead**

new look

Size

A/4 297mm x 210mm

Logo

Master color logo with tag

Background color

Pantone 877 (20%)

Paper

High White wove 100gsm or equivalent

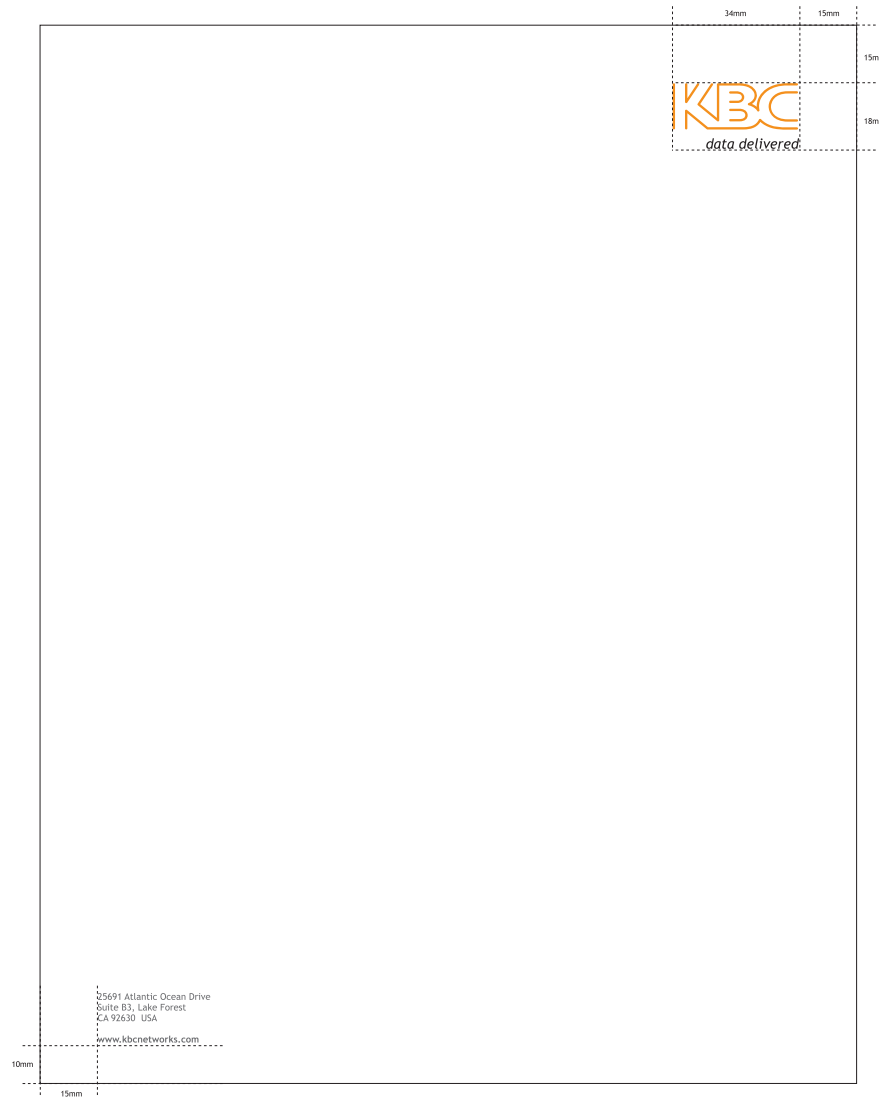
Finish

None

Master logo

Stationery

Auxiliary



Lake Forest in-house printed letterhead

Stationery **letterhead**

new look

Size

USA 11inch x 8.5inch

Logo

Master color logo with tag

Background color

White

Address text color

70%k

Web site text color

70%k

Paper

High White wove 100gsm or equivalent

Finish

None

Typeface

Trebuchet

Address: Regular - 7pt

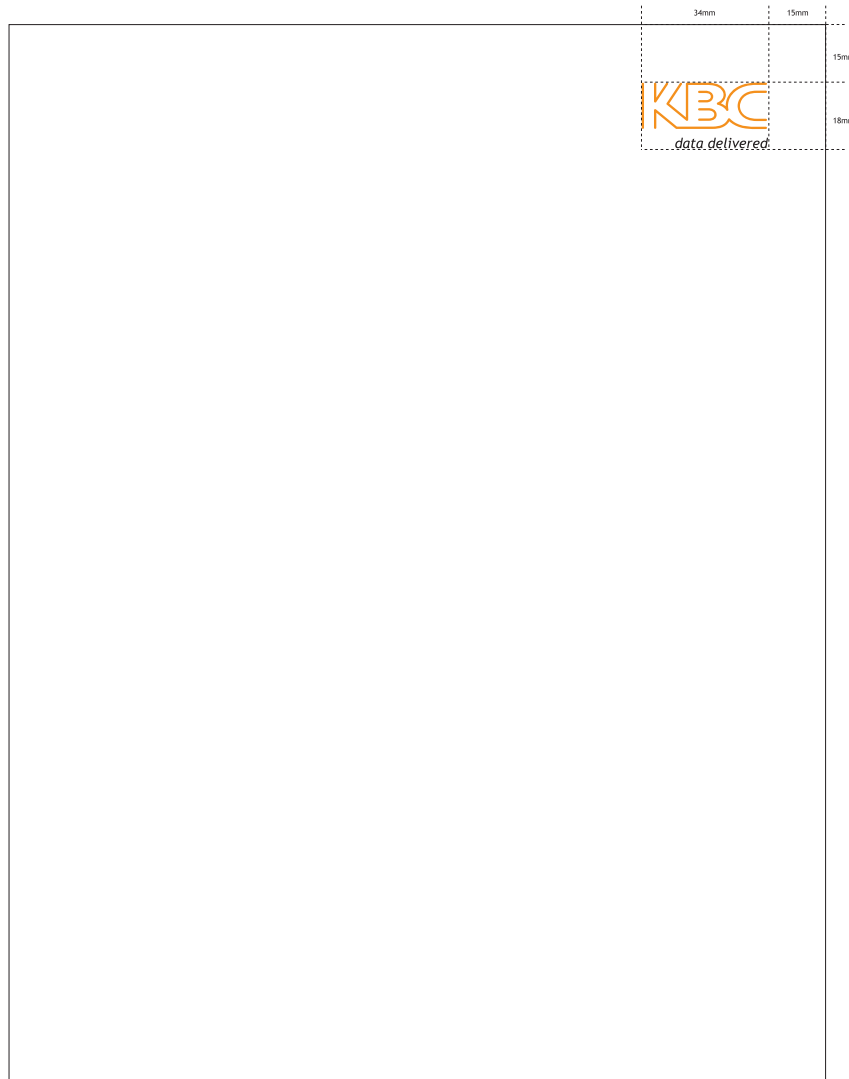
Web site: Bold - 7pt

The in-house printed letterhead is a Word Document file. The template is found on the KBC PPT Visual Identity Guide CD ROM - Folder / In-house printed stationary.

Master logo

Stationery

Auxiliary



Lake Forest in-house printed 2nd page

Stationery **letterhead**

new look

Size

USA 11inch x 8.5inch

Logo

Master color logo with tag

Background color

White

Paper

High White wove 100gsm or equivalent

Finish

None

The in-house printed letterhead 2nd page is a Word Document file. The template is found on the KBC PPT Visual Identity Guide CD ROM - Folder / In-house printed stationery.

Master logo

Stationery

Auxiliary



UK in-house printed letterhead

Stationery **letterhead**

new look

Size

A/4 297mm x 210mm

Logo

Master color logo with tag

Background color

White

Address text color

70%k

Web site text color

70%k

Paper

High White wove 100gsm or equivalent

Finish

None

Typeface

Trebuchet

Address: Regular - 7pt

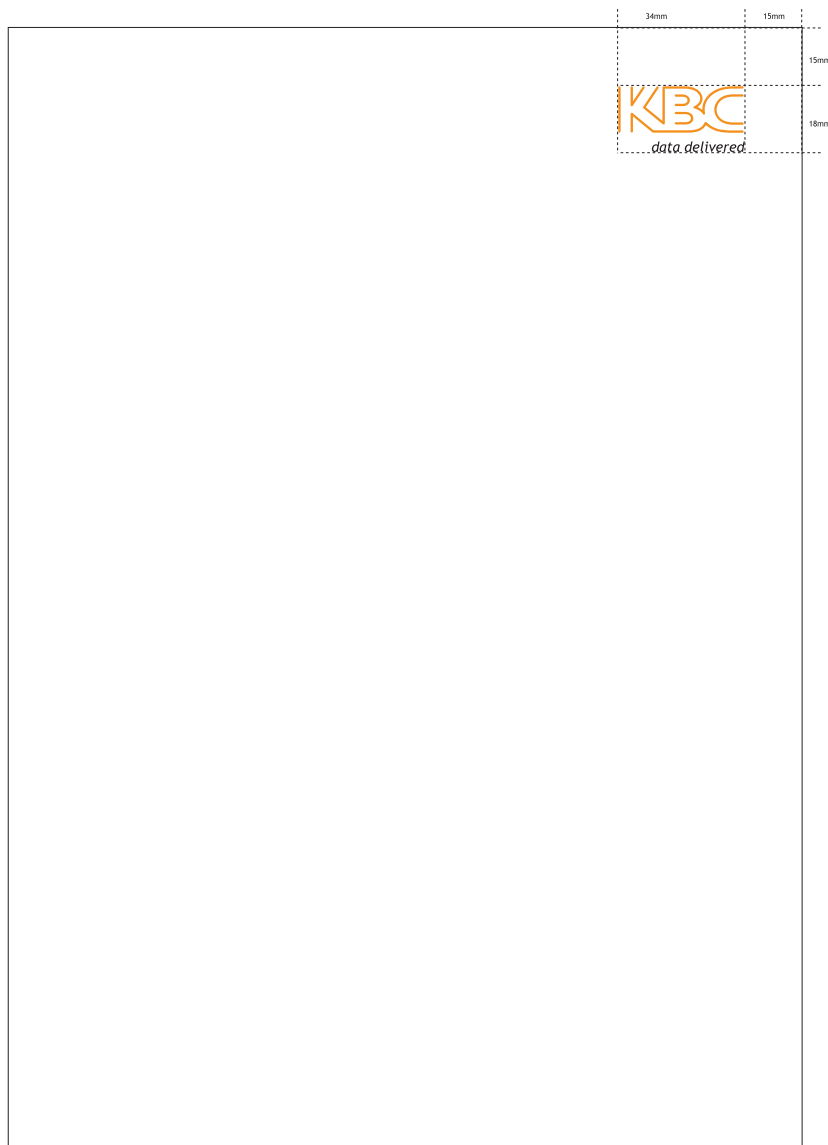
Web site: Bold - 7pt

The in-house printed letterhead is a Word Document file. The template is found on the KBC PPT Visual Identity Guide CD ROM - Folder / In-house printed stationery.

Master logo

Stationery

Auxiliary



UK in-house printed 2nd page

Stationery **letterhead**

new look

Size

A/4 297mm x 210mm

Logo

Master color logo with tag

Background color

White

Paper

High White wove 100gsm or equivalent

Finish

None

The in-house printed letterhead 2nd page is a Word Document file. The template is found on the KBC PPT Visual Identity Guide CD ROM - Folder / In-house printed stationery.

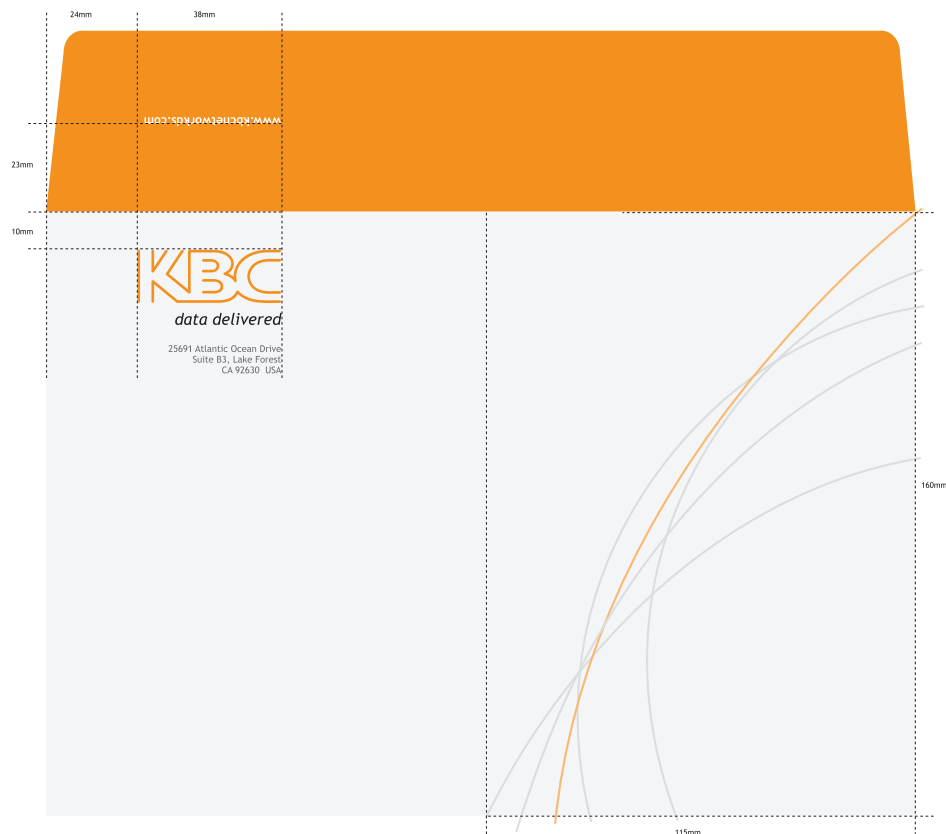
Master logo

Stationery

Auxiliary



data delivered



Lake Forest envelope

Stationery **envelope**

new look

Size

160mm x 230mm

Logo

Master color logo with tag

Background color

Pantone 877 (metallic silver)
Pantone 152

Graphic lines color

Pantone 877 (metallic silver)
Pantone 152

Text color

70%k / 100%k

Web site text color

White

Paper

High White wove 120gsm or equivalent

Finish

None

Typeface

Trebuchet

Address: Regular - 7pt

Web site: Bold - 9pt

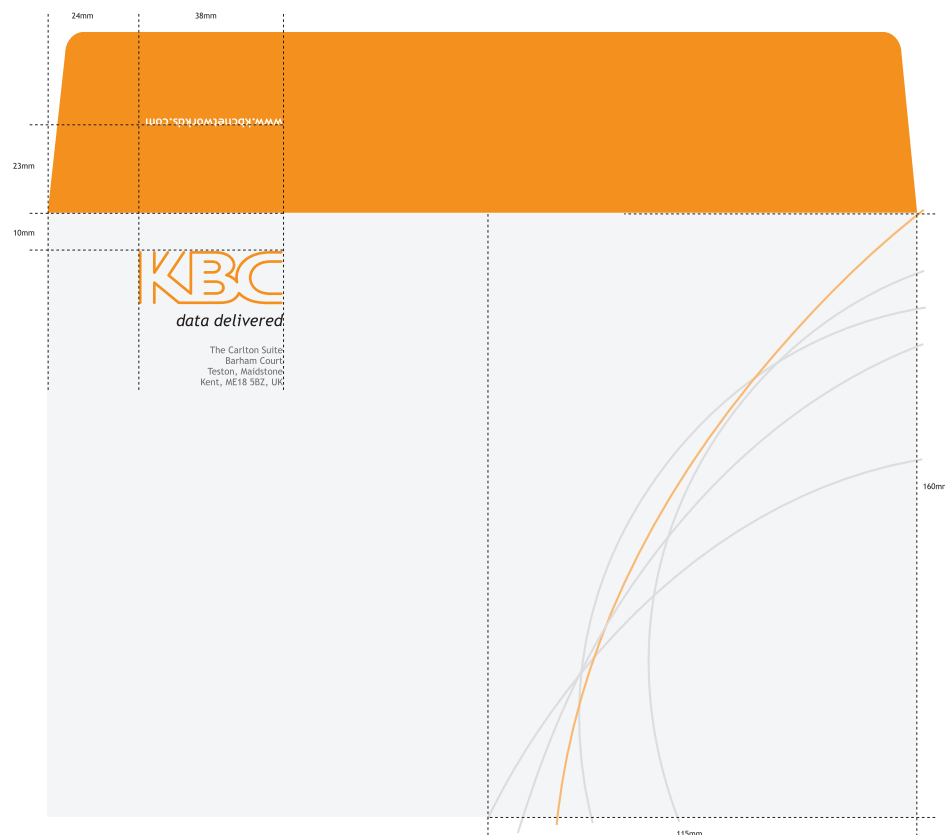
Master logo

Stationery

Auxiliary



data delivered



UK envelope

Stationery **envelope**

Size

160mm x 230mm

Logo

Master color logo with tag

Background color

Pantone 877 (metallic silver)

Pantone 152

Graphic lines color

Pantone 877 (metallic silver)

Pantone 152

Text color

70%k / 100%k

Web site text color

White

Paper

High White wove 120gsm or equivalent

Finish

None

Typeface

Trebuchet

Address: Regular - 7pt

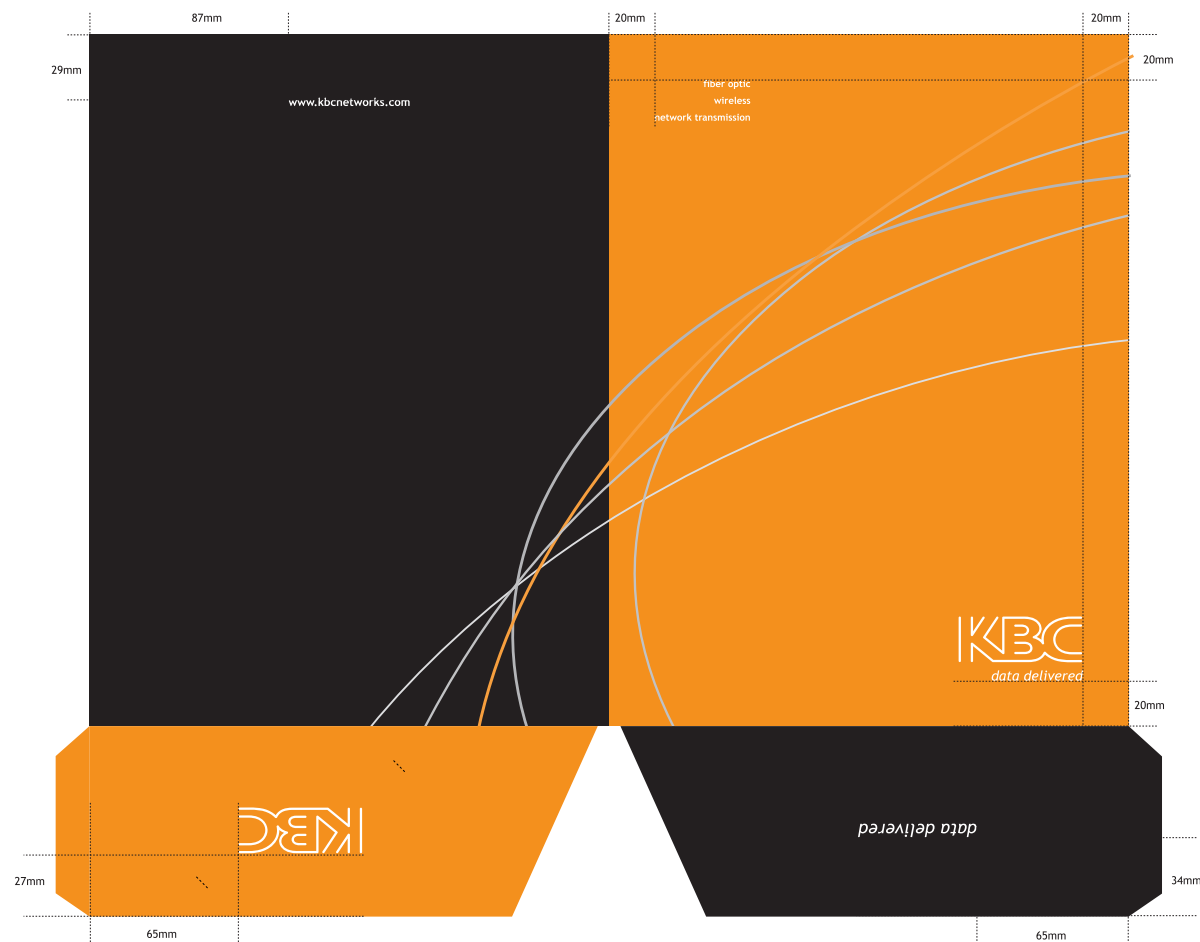
Web site: Bold - 9pt

new look

Master logo

Stationery

Auxiliary



cover - Lake Forest folder

Stationery **folder**

Size

305mm x 229mm

Logo

Master white logo with tag

Background color

Pantone 152 / 100%k

Graphic lines color

Pantone 877 (metallic silver)

Pantone 152

Text color

White

Web site text color

White

Paper

High White wove 300gsm or equivalent

Finish

Coated

Typeface

Trebuchet

Web site: Bold - 14pt

Tag: Bold - 12pt

new look

Master logo

Stationery

Auxiliary



Stationery **folder**

new look

Size

305mm x 229mm

Background color

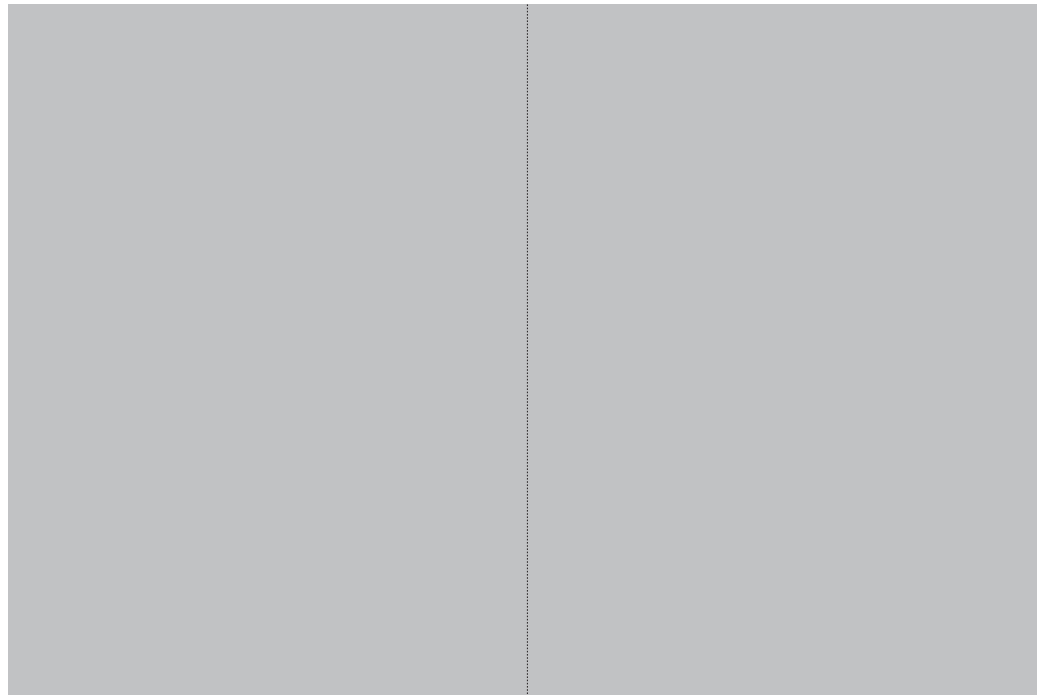
Pantone 877 (metallic silver)

Paper

High White wove 300gsm or equivalent

Finish

Coated

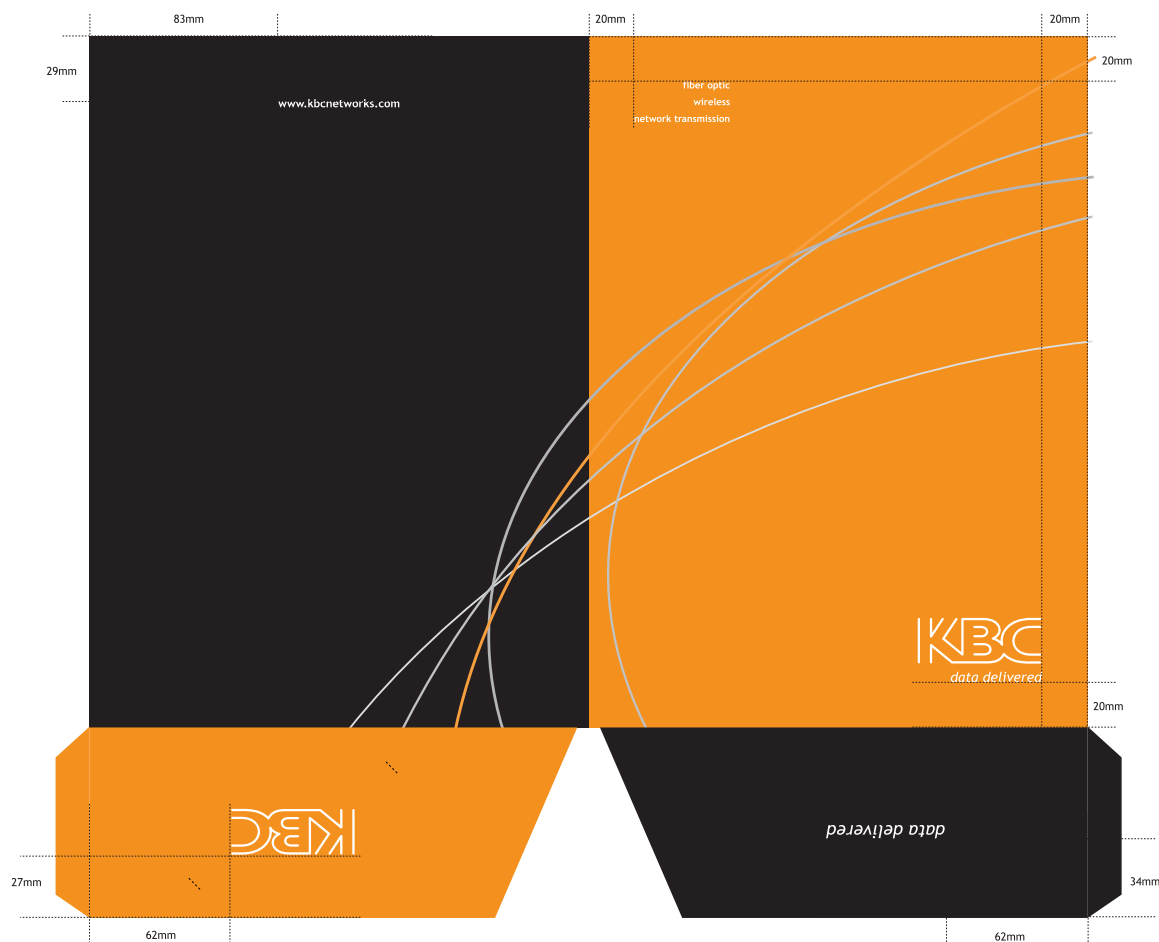


inside - Lake Forest folder

Master logo

Stationery

Auxiliary



cover - UK folder

Stationery **folder**

new look

Size

305mm x 220mm

Logo

Master white logo with tag

Background color

Pantone 152 / 100%k

Graphic lines color

Pantone 877 (metallic silver)
Pantone 152

Text color

White

Web site text color

White

Paper

High White wove 300gsm or equivalent

Finish

Coated

Typeface

Trebuchet

Web site: Bold - 14pt

Tag: Bold - 12pt

Master logo

Stationery

Auxiliary



Stationery **folder**

new look

Size

305mm x 220mm

Background color

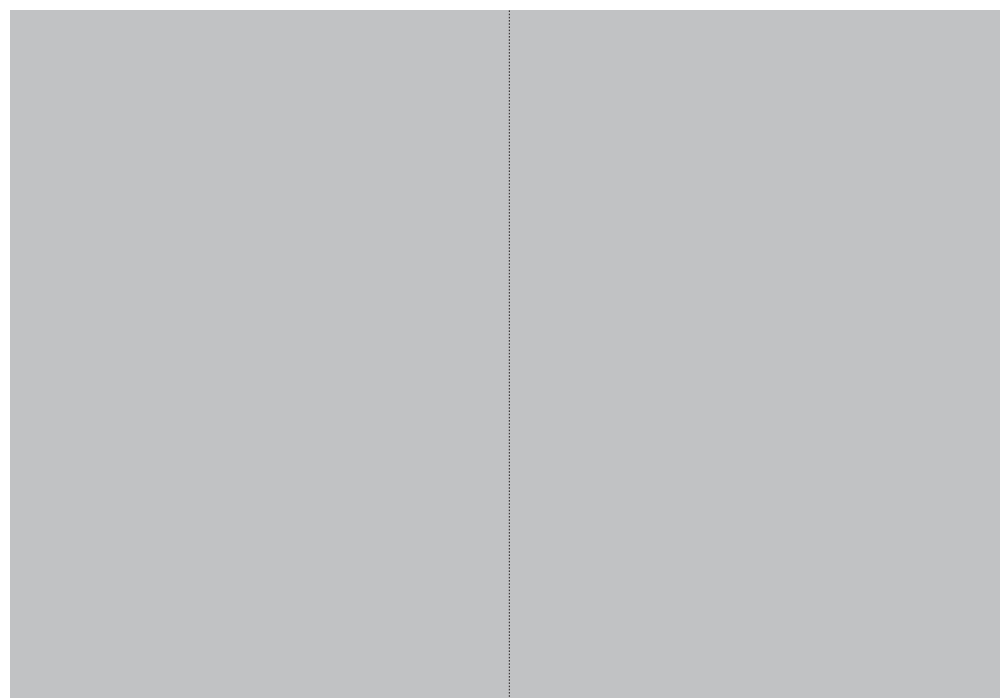
Pantone 877 (metallic silver)

Paper

High White wove 300gsm or equivalent

Finish

Coated



inside - UK folder

Master logo

Stationery

Auxiliary



Auxiliary **logo wall**

new look

The logo wall is an important element in the graphic representation of the KBC brand. Care should be taken to ensure the logo wall adheres to the guidelines set out in the KBC Visual Identity Guide.

For example, ensure ample breathing room around the logo and, if possible, use the color white as a backdrop.



Master logo

Stationery

Auxiliary