Kohltech
Windows & Entrance Systems
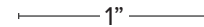
BRAND GUIDELINES

KOHLTECH BRAND GUIDELINES

This document will help you understand how to use the Kohltech logo. If you have any questions, please contact Jeff Barsalou at **jbarsalou@kohltech.com.**

SAFE AREA

To ensure our logo is legible and always looking its best, you should keep all other logos and text clear by a measure of the height of the stem of the "K".

MINIMUM SIZING ⚠️

The smallest acceptable size for reproducing our logo is 1" in width.

COLOUR VALUES

PANTONE: PROCESS BLUE C, PROCESS BLUE U
CMYK: C 100, M 0, Y 0, K 0
RGB: R 0, G 174, B 239
HEX: #00AEEF

PANTONE: BLACK C, BLACK U
CMYK: C 0, M 0, Y 0, K 100
RGB: R 44, G 42, B 41
HEX: #2C2A29

OUR LOGOS

Kohltech
Windows & Entrance Systems

ENGLISH

Kohltech
Fenêtres et systèmes d'entrée

FRENCH

CORRECT USE

Colours or photographs that have a density less than 20% black use our colour logo.

Use our solid black logo when applying it to photographs with density lighter than 50% black.

If your application is printing one colour or black and white and has a light background, use our solid black logo.

If your application is printing one colour or black and white and has a dark background, use our reverse logo.

If your application is printing colour but our logo is being applied to a dark background, use our reverse and blue logo.

INCORRECT USE

🚫 SKEW

🚫 OUTLINE

🚫 CHANGE COLOURS

🚫 PLACE ON ANGLE

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