

The logo for 'kain' is rendered in a bold, blue, serif typeface. The letters are lowercase, with a distinctive dot on the 'i' and a slightly flared top on the 'n'. The font has a classic, elegant feel.

Brand Guidelines

Table of Contents

This is a guide to the elements that make up Kain. It includes sample executions that demonstrate how to bring our identity to life.

Mark

This mark is the guiding post for the Kain brand. It conveys the future of our work – and the character of our organization.

Maintain plenty of space around the mark at all times.

The word 'kain' is written in a large, blue, serif font. The letters are lowercase and have a classic, elegant feel. The 'k' has a distinctive shape with a curved tail. The 'i' has a solid dot. The 'n' is simple and clean. The overall appearance is professional and sophisticated.The word 'kain' is written in a smaller, blue, serif font. Below the text is a horizontal line with short vertical bars at each end, indicating the minimum height for the logo.

Minimum Size: 3/4 in

Don'ts

- + Do not stretch or skew the logo
- + Do not pull apart the logo
- + Do not color the logo
- + Do not rotate the logo
- + Do not add elements to the logo
- + Do not shrink parts of the logo
- + Do not outline the logo
- + Do not add drop shadows to the logo

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Typography

Fonts express as much as words. They convey feeling, establishing a consistent and ownable visual language for Kain.

Avenir Next Demi Bold should be used as the primary display face in communications. Avenir Next Medium should be used for quotes and emphasis. The body copy font is Avenir Light.

Headlines in Avenir Next DemiBold, Title Case

Subheads are set in Avenir Next Medium

Body copy is always set in Avenir Light.

Color

Color has enduring emotional appeal. Kain's colors are elegant.

By pairing the colors consistently, you can harness Kain's personality.

Please reference this page when applying our color palette.

Used in the following proportion, our brand is demonstrated elegantly.

Blue

RGB: 0 / 181 / 226

HEX: #00B5E2

CMYK: 75 / 0 / 5 / 0

PANTONE: 306 C

Dark Grey

RGB: 91 / 103 / 112

HEX: #5B6770

CMYK: 45 / 25 / 16 / 59

PANTONE: 431 C

Light Grey

RGB: 208 / 211 / 212

HEX: #D0D3D4

CMYK: 7 / 3 / 5 / 8

PANTONE: 427 C

Language

Use the following language to identify and articulate the Kain's mission.

Primary Tag

This tagline is intended for wide marketing use and internal application as an encapsulation of our mission statement.

**ACCELERATE
YOUR SUCCESS**

Headlines

**Results-Driven
Professional Development**

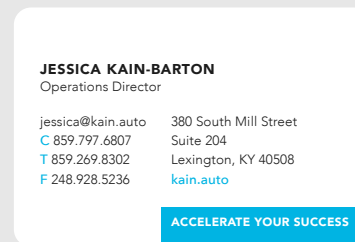
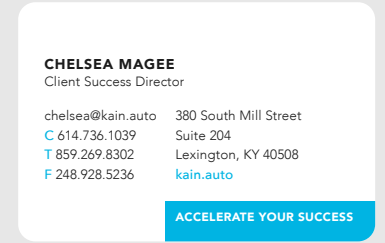
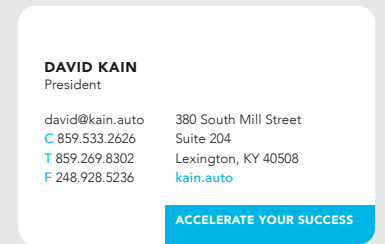
Hourglass

Through usage we've found it's better when the lines meet exactly or are obviously not connected at all. The forms also run to the outreaches of the substrate / form. We advise to continue this pattern.

Collateral

The following pages feature sample executions of branded collateral. These typical layouts should not be altered.

Business Cards



Letterhead

kain

380 South Mill St., Ste. 204
Lexington, KY 40508

T 859.269.8302

F 248.928.5236

kain.auto

Letterhead

kain

380 South Mill St., Ste. 204
Lexington, KY 40508

T 859.269.8302

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kain.auto

Hello Davis,

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

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All the Best!

David Kain
PRESIDENT

Brand
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Kain

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No. 10 Envelope

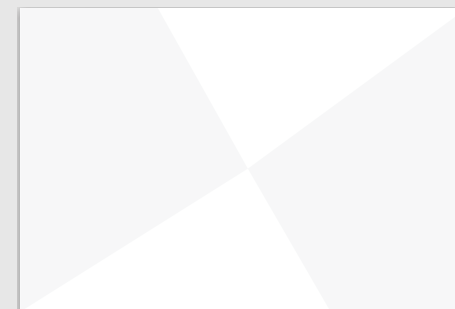
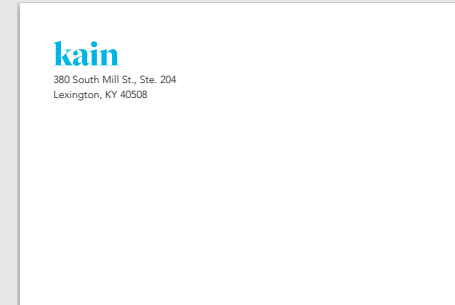
kain

380 South Mill St., Ste. 204
Lexington, KY 40508

Rack Card



Envelope / Notecard / Thank You Notes



Notepad



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