

BRAND IDENTITY GUIDELINES

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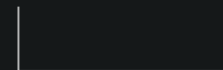
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OVERVIEW

This document provides direction and standards for using and presenting the Komment brand identity.

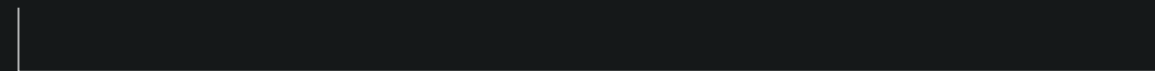
The brand (via words and visual elements) defines Komment in a compelling way.



Symbol



Wordmark



Logo

Note:

Use only approved art files. Do not attempt to re-create or alter the logo. Do not attempt to develop your own logo files.

LOGO

The Komment logo is the most recognizable brand element, it should be featured prominently in appropriate communications.

Use only approved art files.

Remember, the logo is a graphic, not a font. The only change that can be made is proportionate scaling.

DEFAULT LOGO



The default logo is the primary choice of usage.

BLACK LOGO



Use the logo with dark text on white/light color backgrounds to emphasize the brand.

WHITE LOGO



Use the logo with light text on a photograph/illustration where the default logo cannot be produced in full color.

LOGO

CLEAR SPACE

Clear space is the the area surrounding the Komment logo that should be free of any text or graphics, to protect the logo and provide maximum impact.

The Komment logo clear space is determined by the height of the “k” in the Komment wordmark. The visual below demonstrates the required space.



COLOR

Whenever possible, the Komment logo should appear in full color.

Care should be taken to match and apply the color specifications accurately and consistently.

GREEN

Pantone 7479 C
C65 M0 Y71 K0
R38 G222 B129
#26DE81

DARK GREY

Pantone Black 6 C
C75 M68 Y64 K79
R21 G23 B25
#151719

LOGO

INCORRECT USE OF LOGO



Do not reproduce logo in an unauthorized color



Do not change the aspect ratio of the logo



Do not use logo in an outline format



Do not distort



Use appropriate logo to ensure sufficient contrast with background



Ensure sufficient contrast with background



Ensure logo follows the minimum area of clear space



Do not add gradients

SYMBOL

For areas where the full logo cannot be placed due to size, use the Komment symbol. The symbol has been designed to visually represent the Komment brand.

SYMBOL



Use the symbol to convey the Komment brand in a simple visually recognizable way.

BLACK LOGO



Use the symbol with a background to emphasize the brand.

WHITE LOGO



Use the symbol in white on a photograph/illustration where the symbol in full color cannot be produced.

TAGLINE

Use the tagline alongside the Komment logo when you want to communicate a brief and impactful message about the brand.

The tagline captures the essence of the business.

The logo consists of two parallel, slanted blue lines of equal length, positioned to the left of the brand name.

// komment

Wake up to documented code

TYPOGRAPHY

Typography is another graphic architectural aspect that helps create a consistent look for marketing material. komment has adopted the Open Sans and Avenir font family in different sizes and weights

These fonts must be downloaded.

OPENS SANS

Open Sans Regular

Open Sans Italic

Open Sans Medium

Open Sans Medium Italic

Open Sans Bold

Open Sans Bold Italic

Open Sans ExtraBold

Open Sans ExtraBold Italic

AVENIR

Avenir Book

Avenir Roman

Avenir Book Oblique

Avenir Oblique

Avenir Light

Avenir Light Oblique

Avenir Medium

Avenir Medium Oblique

Avenir Heavy

Avenir Heavy Oblique

Avenir Black

Avenir Black Oblique

COLOR

PRIMARY COLORS

The proper use of color enhances and unifies the Komment communications. Always use the correct color specifications in four-color process (CMYK), PANTONE color matched, RGB (Web, electronic), or any other types of reproduction.

The Primary colors of Komment are:

GREEN

Pantone 7479 C
C65 M0 Y71 K0
R38 G222 B129
#26DE81

DARK GREY

Pantone Black 6 C
C75 M68 Y64 K79
R21 G23 B25
#151719

SUPPLEMENTAL COLORS

Supplemental colors work best as a foundation for highlights and accents.

GRAY 01

C6 M4 Y4 K0
R236 G237 B237
#ECEDED

GRAY 03

C59 M44 Y39 K7
R113 G125 B134
#717D86

RED

C0 M62 Y56 K0
R255 G97 B113
#FF6171

GRAY 02

C41 M27 Y24 K0
R156 G169 B179
#9CA9B3

GRAY 04

C75 M67 Y60 K66
R37 G40 B44
#25282C

ORANGE

C0 M37 Y55 K0
R255 G161 B115
#FFA173