

# BRAND IDENTITY GUIDELINES

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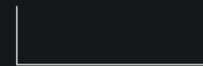
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# OVERVIEW

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

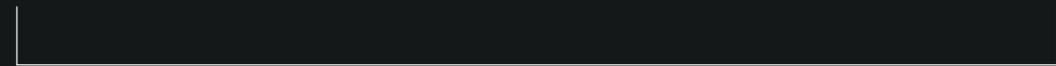
The brand (via words and visual elements) defines Komment in a compelling way.



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

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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.

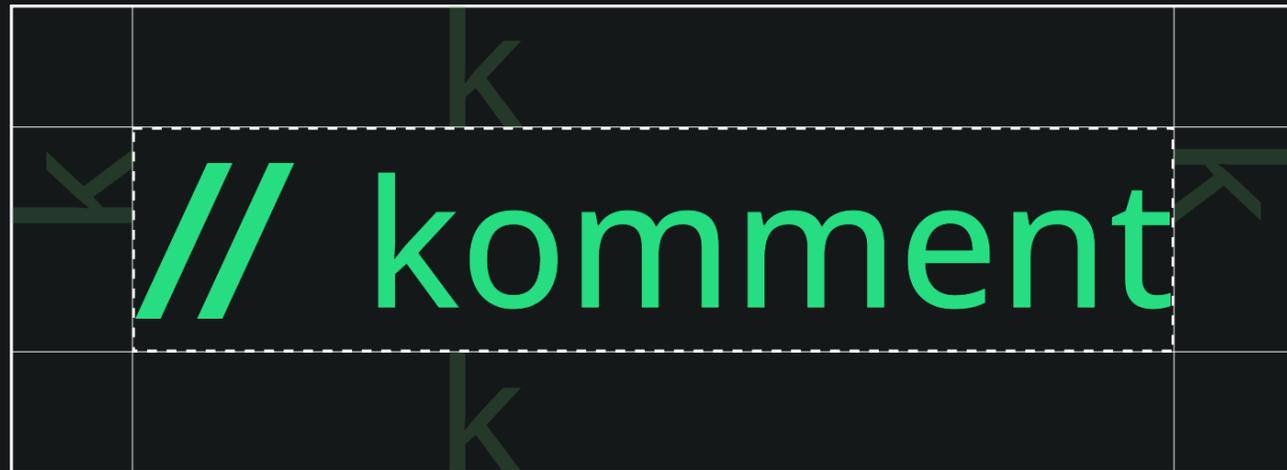
# LOGO

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## 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

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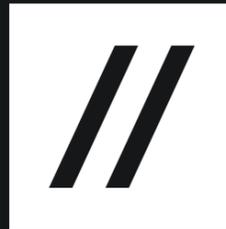
For areas where the full logo cannot be placed due to size, use the Komment symbol. The symbol has been designed to visually represent the Komment brand.

## 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

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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.

// **komment**

Wake up to documented code

# TYPOGRAPHY

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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