APPROVAL IS REQUIRED FROM THE CEO OR MARKETING DEPARTMENT BEFORE PLACING ANY ORDER.

Logo Elements:

Logo bug · · · · ·   — Logo   — Logo with Tagline

— Tagline

LOGO USAGE:

3D Logo (Used Full Color Only)
Online, Print, Word & Excel Documents, Email.

Flat Color Logo
Apparel, Equipment, Signage.
Also available in Black, White & Grayscale.

MINIMUM CLEAR SPACE SPECIFICATIONS

To ensure the remains highly visible and prominent within a design, the Kent logo requires a protective field of open space around it, or a "clear space" area. No other visual elements may appear in the clear space area. The *Kent Companies* logo requires a minimum clear space equal to half the bug height (X). The *Kent Home Services* logo requires a minimum clear space equal to double the height of the letter H in Home Services (Y).

Kent Companies logo (with or without tagline) requires a minimum clear space equal to one-half the bug height (X).

Kent Home Services logo requires a minimum clear space equal to one-half the height of the full logo (Y).

BRAND GUIDELINES

TAGLINE USAGE

A tagline is a memorable phrase or sentence that is closely associated with a particular person, product, movie, etc. Use the following guidelines when using the Kent tagline:

- DO use a registered mark (®) whenever using the tagline.

- MINIMUM SIZE: The logo with tagline should be used no smaller than 1.5" wide in order to ensure legibility of the text. For the purpose of judgment, the tagline is approximately 13% of the height of the logo bug.

- DO use the tagline in digital files (email, Word, Excel, etc.)

- DO NOT use the tagline on apparel, embroidery, or other applications where the size compromises readability. Work site apparel or safety gear does not require the tagline. Vehicles DO require the tagline when possible.

- If the active space for the art on your project causes the logo to be less than 1.5" in width, question the usage of the tagline carefully. Ask to see a digital proof and print it in actual size.

THE KENT LOGO BUG

A logo bug is a distinctive logo or symbol, such as a watermark. Use the following guidelines when using the Kent logo bug:

- The logo bug may be used as a separate identifier, but it is preferable for both the text and logo bug to be used together.

- Do use the logo bug as a design motif in web, advertising or collateral pieces if the piece is clearly identified as Kent Companies in a prior location. Do not change the logo bug's orientation, nor reverse the order of the colors. The logo bug should not touch any other visual elements and should not be placed on a busy photograph or background.

FONT USAGE

- ARIAL font is acceptable in all in-house communications.

- For graphic design purposes only, the word "KENT" appears in Trajan and "Companies"/Tagline is in Berthold Akzidenz Grotesk Medium.

STATIONARY PACKAGE

Each Kent Companies Office has a customized stationary package for Letterhead, Envelopes and Business Cards. Check the network drive for folders specific to Grand Rapids, Redford, Texas, Carolinas and Ohio. Letterhead can be printed in-house.

REMINDERS

- All files are located on the Network Drive / Administration / Kent 2013 Logo Files

- The following pages of this document should have all the design specifications your vendors need.

- If you are ordering any Kent graphics from a vendor, do require a digital proof before final order.

- When printing the logo on red, black or gray backgrounds, a digital proof is required to ensure design consistency & readability. If your vendor cannot provide a proof for pre-approval, ask the Marketing Department for a spec layout in advance of your order.

KENT LOGO SPECIFICATIONS

3D Logo (used full color only)

3D Logo + Tag (used full color only)

Flat Color Logo

Grayscale (gs) Logo

Home Services Logo

FONTS:

KENT: Trajan Bold

"Companies" and Tagline:
Berthold Akzidenz Grotesk Medium

COLORS:

	C/M/Y/K	Pantone	R/G/B & Hex	Grayscale
Red	CMYK 12/100/92/3	PMS 186C	RGB 208/32/46 CF1F2E	
Gray	CMYK 55/47/44/10	PMS Cool Gray 9C	RGB 120/120/122 77777A	Grayscale 70% Black
Black	CMYK 0/0/0/100	PMS Black 6C	RGB 18/24/32 111820	Grayscale 100% Black

KENT GRADIENTS*

*Used in CMYK or RGB only.
NOT to be converted to
Pantone or Grayscale.

KENT LOGO VARIATIONS

3D Logo (used full color only)

3D Logo+Tag (used full color only)

Flat Logo

Flat Logo+Tag

Grayscale (gs) Logo

Grayscale (gs) Logo+Tag

Black (blk) Logo

Black (blk) Logo+Tag

White (wht) Logo

White (wht) Logo+Tag

ACCEPTABLE VARIATIONS

(Used only when above variations are not optimum for the medium)

Red and Black only

Red and Gray only

Gray only

Red only