Identity Guideline.

Make Sure Everyone Understands Your Brand.

—

Simply
Know
Now.

Content.

Identity Guideline Content.

Made With ♥ by.
Q Hearts Creative

Simply
Know
Now.

Intro.

WELCOME TO KPI INVESTIGATIONS.

This document describes the essential elements of the KPI Inveset-igations visual identity system including logotype, typography and color palette. Correct usage of these elements and adherence to these guidelines ensures a strong, recognizable visual identity for KPI branding wherever it appears.

MISSION STATEMENT

Provide confidential and informative surveillance to everyone who needs knowledge to make tough life decisions.

SERVICES PROVIDED

Kevin Harris has 35 years of experience in law enforcement and private investigation. 10 years as Captain of Investigations and 4 years as Cheif of Police. Married for 30 years, three daughters, one granddaughter. Private Security for a fortune 500 company with global footprint since 2000.

Logotype.

Main Logo Style.

The KPI logotype is the official signature of the KPI brand. The logotype should never appear in any color other than the colors as specified in the primary color palette section of this document. The logotype may also appear in black or white in one-color situations. To ensure the clarity of the logotype, always maintain at least the minimum clearspace shown below. No graphic

elements should ever appear within this space. Ideally the logo should be the background color or similar blue-ish white background, the "KP" and "INVESTIGATIONS" should be in a contrasted Charcoal Dark Grey, the "I" in the Deep Burnt Orange and the separating bar in our Washed Sea Foam Blue.

Logo Options.

Only approved logos should be used, and no attempt should be made to recreate them. The colors and design of the logo should not be altered in any way. "INVESTIGATIONS" should always be used with the logo as wordmark or artwork, rather than typed out

"INVESTIGATIONS" is not manditory and can be removed along with the line above it in a modern and minimalistic design scheme. Below are some color guidlines to help illustrate.

Options One.

Option one shows that with a slilghtly darker background it is stil possible to contrast witht he lighter colored bar by using our Bright Sky Blue.

Options Two.

Option two illustrates the simplistic relavance of a difficult background, coupled with a the elegant design with one color.

Options Three.

Option three shows how you should not change or deviate from the color scheme. It is off putting and no other colors other than the ones provided shall be used.

Acumin Pro SemiCondensed.
Primary Typeface Weights

Typography is an essential part of branding which provides a visual identity, establishing a consistent voice and tone throughout all print and digital communications. Acumin is a modern sans-serif font that is highly legible with a friendly but authoritative character.

Simply Know Now.

AaBbCc

Regular.

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo PpQqRrSsTtUuVvWwXxYyZz 0123456789 (&?!/,:;-_*")

Italic.

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo PpQqRrSsTtUuVvWwXxYyZz 0123456789 (&?!/,:;-_")*

Bold.

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo PpQqRrSsTtUuVvWwXxYyZz 0123456789 (&?!/,:;-_*")

Typography.

Assistant.
Secondary Typeface Weights

AaBbCc

Regular.

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,:;-_*")

Light.

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,:;-_*")

Bold.

**AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,:;-_*")**

The Colours.

Color Palette.
Main Color System

This color palette has been carefully picked to portray a particular strength and welcomeness to KPI clients. Keep all web and printed materials in coordination with this color scheme to stay on brand.

Color 1

CMYK 69 / 62 / 61 / 51
Pantone 170-16 C
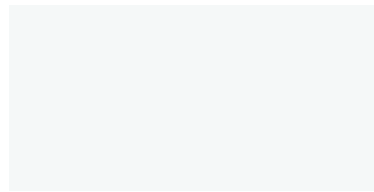RGB 59 / 59 / 59
HEX #3B3B3B

Color 2

CMYK 11 / 81 / 64 / 1
Pantone 48-14 C
RGB 215 / 85 / 86
HEX #D75556

Color 3

CMYK 26 / 12 / 17 / 0
Pantone 126-10 C
RGB 188 / 203 / 203
HEX #BCCCCB

Color 4

CMYK 51 / 40 / 41 / 5
Pantone 169-10C
RGB 131 / 136 / 136
HEX #838888

Color 5

CMYK 10 / 44 / 29 / 0
Pantone 60-3 C
RGB 224 / 157 / 156
HEX #E09D9C

Color 6

CMYK 3 / 1 / 2 / 0
Pantone 134-9 C
RGB 244 / 247 / 246
HEX #F4F7F6

Business Card Parameter.

Business cards are irreplaceable even in a technology driven age. They hold a personability as well as providing imporant contact information for your clients. The below simple design is meant to be aesthetically pleasing and straight forward as you conduct your business model. Any color combinations can be used that have been provided above. The business cards should be Matte or paper material of the correct color with logo and type printed/ stamped on it. Any color combinations can be used from the color pallete as long as it shows good contrast.

3.5 Inches

2 Inches

Front Side

Kevin Harris
Private Investigator

765.586.2641 | kevin@kpiinvestigations.com | www.kpiinvestigations.com

Back Side

Card Dimensions	**Paper Weight**	**Print Color Format**
3.5" x 2"	19pt+ Thickness	CMYK
	Soft Touch	

by.