

The background of the slide is a dark, high-angle photograph of a multi-lane highway at night. The road curves to the right. On the right side of the road, there are numerous bright, overlapping light trails in shades of red, orange, and yellow, representing the headlights and taillights of cars moving quickly. On the left side, there are faint, blueish light trails. The overall atmosphere is dynamic and modern.

KFA2

KFA2 LOGO GUIDELINES

The KFA2 logo establishes the company's presence and should appear on all communication materials from the company. Following these guidelines will guarantee that the logo is used correctly.

The position, size, color, proportions, and spatial relationships of the KFA2 logo may not be altered. Always use the approved KFA2 logo artwork. Do not redraw or re-create the logo.



KFA2 Logo

A white version may also be used when on a gradient or image background, provided there is enough contrast to maintain legibility. Otherwise use the single color logo.

Minimum sizing

The KFA2 logo may scale up as large as desired but should never be used smaller than 0.12" height (3 mm or 15 px).



For Light Backgrounds

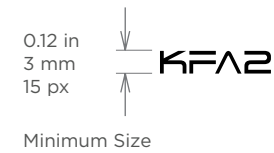
Darker Backgrounds
Use the white version

On surfaces with a similar hue to the black, use the white version

KFA2



Black
CMYK 60/50/50/100
RGB 0/0/0



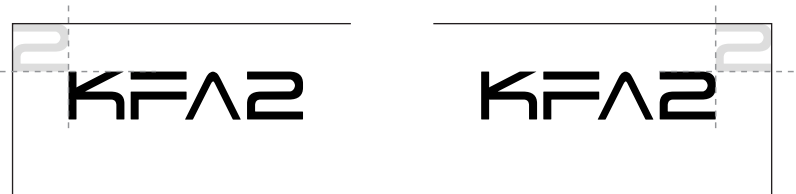
LOGO PLACEMENT AND CLEAR SPACE

General Logo Clear Space Requirement

if the KFA2 logo is being used outside of the KFA2 design system, a minimum of clear space equal to the height of the "2" character.

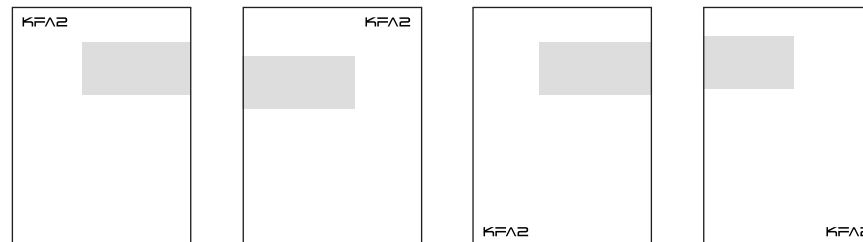


When in use in the KFA2 design system, outside of the band element, provide clear space equal to the "2" character.



Minimum clear space for KFA2 Logo

Additionally, position the logo in a corner of the layout when possible.



Examples of placement in context to the band element

UNACCEPTABLE LOGO USAGE

When using the KFA2 logo, please respect the following guidance.



Using the KFA2 logo from the KFA2 symbol requires approval.



Do not resize elements independently



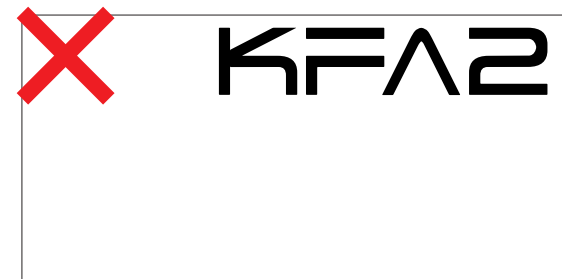
Do not recolor the logo



Do not skew or distort the logo



Do not recolor the logo



Do not use less clear space than the minimum requirements allow

ONLINE MEDIA USAGE

Horizontal Banner: logo must be placed at top left and visible in at least 15 pixels.



1920x360 pix



960x350 pix



728x90 pix



300x600 pix



380x280 pix

KFA2