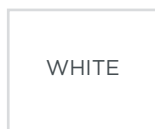


// KNAPHEIDE

LOGO GUIDELINES

// COLORS

PRIMARY:



WHITE

C0 M0 Y0 K0
R255 G255 B255
#ffffff



RICH
BLACK

C50 M30 Y30 K100
R0 G0 B8
#000008



PANTONE
199 C

C7 M100 Y88 K1
R221 G3 B48
#dd0330

COMPLIMENTARY:



90% GRAY



80% GRAY



70% GRAY



60% GRAY



50% GRAY



40% GRAY



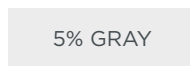
30% GRAY



20% GRAY



10% GRAY



5% GRAY

// APPROVED LOGOS



Whenever possible, the Knapheide logo should be represented in two colors: Knapheide red and black. White (reverse) may be used for the main part of the logo when placed on a dark background.

When limited by printing or production capabilities, you may use a one-color logo in black or white (reverse).

// LOGO CLEAR SPACE



The Knapheide logo should have space equaling a full "K" height from "Knapheide" on all sides of the full logo and that space should not be intruded.

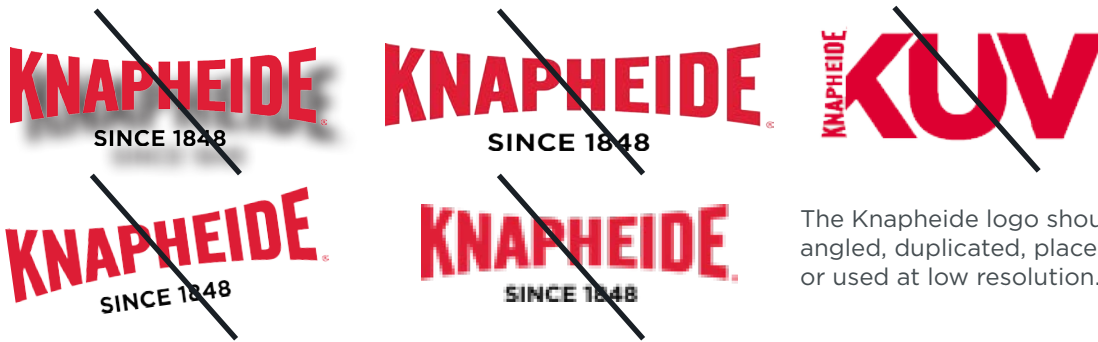
// LOGO SIZE



The Knapheide logo may not be reproduced at a smaller size than .5" vertical height. "Since 1848" should be readable in all applications. Embroidery or print exceptions may be reviewed individually.

// APPROPRIATE USAGE

INAPPROPRIATE APPLICATIONS:



The Knapheide logo should never be stretched, angled, duplicated, placed over a detailed image or used at low resolution.

APPROPRIATE BACKGROUNDS:



- In all instances, the Knapheide logo should be placed over a plain background that does not compete with the artwork itself.
- The logo should stand out clearly from the background. Make sure there is significant contrast between the background color and the logo.
- When placing the logo over photographs, place it in an uncomplicated area of the image that is generally uniform in color.
- Examples of appropriate positioning include over a solid-colored sky or solid-colored dirt.

NOT APPROPRIATE COLORS/BACKGROUNDS:

