



ABILITIES ARE HERE

orange

R: 145

G: 145

B: 145

#ffc212

grey

R: 145

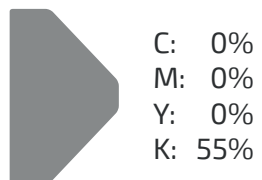
G: 145

B: 145

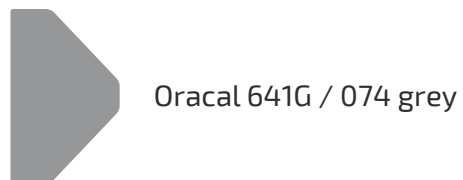
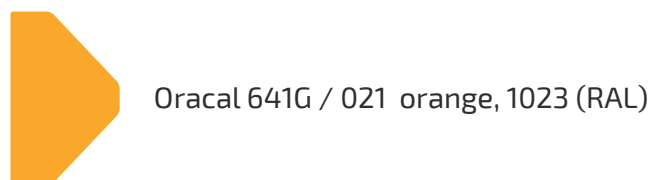
#919191

KNESS brand primary colors

Primary colors



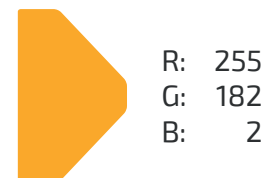
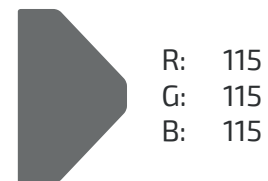
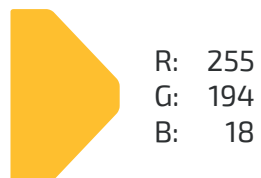
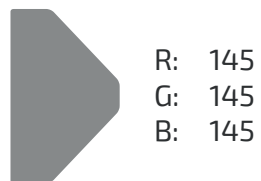
Colors for advertising structures (film)



Colors for printing offices



RGB-colors



Hex-colors



Логотип зареєстрованої торгової марки

When placing any Group's logo, consider a space to be around it.



Minimal size for printing:

+KNES
20 mm

- X This symbol marks the proportion between size of minimum acceptable space around logo and logo's height.

This is always necessary to consider when placing brand logos on any plane.



Minimal size for printing:

+KNES
ABILITIES ARE HERE
35 mm

K Umg'hc'd`UWY`c[cg'cb`Wt`cf`VUWU[fci bX`

Допустиме використання лише наведених нижче кольорових підложок



+KNESS



+KNESS
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+KNESS



+KNESS
ABILITIES ARE HERE



+KNESS



+KNESS
ABILITIES ARE HERE



+KNESS



+KNESS
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Unacceptable ways of logo use



Change of elements color



Change of proportions



Change of proportions and slogan disposition



Change of logo's symbols disposition



Use of a single color (except white color to be used only as a watermark)



Change of inter-character spacing



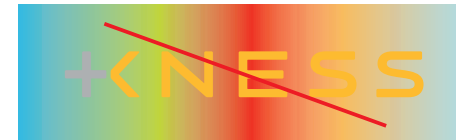
Use of text or images on non-printable margins



Use of distant view



Use of shadows



Use of multicolored images for background



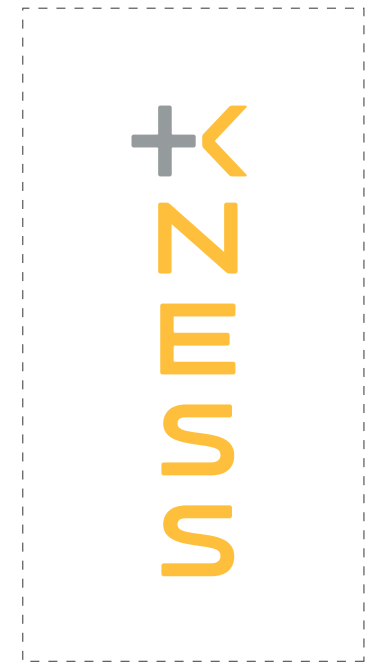
Change of font



Use of gradient



Use of non-brand color for background



Use of vertical logo is acceptable only after agreement with PR@kness.energy

Placing logo on photos

Use of logo on photo is acceptable only in chroma format as shown below.



Any exceptions are acceptable only after agreement with PR@kness.energy