

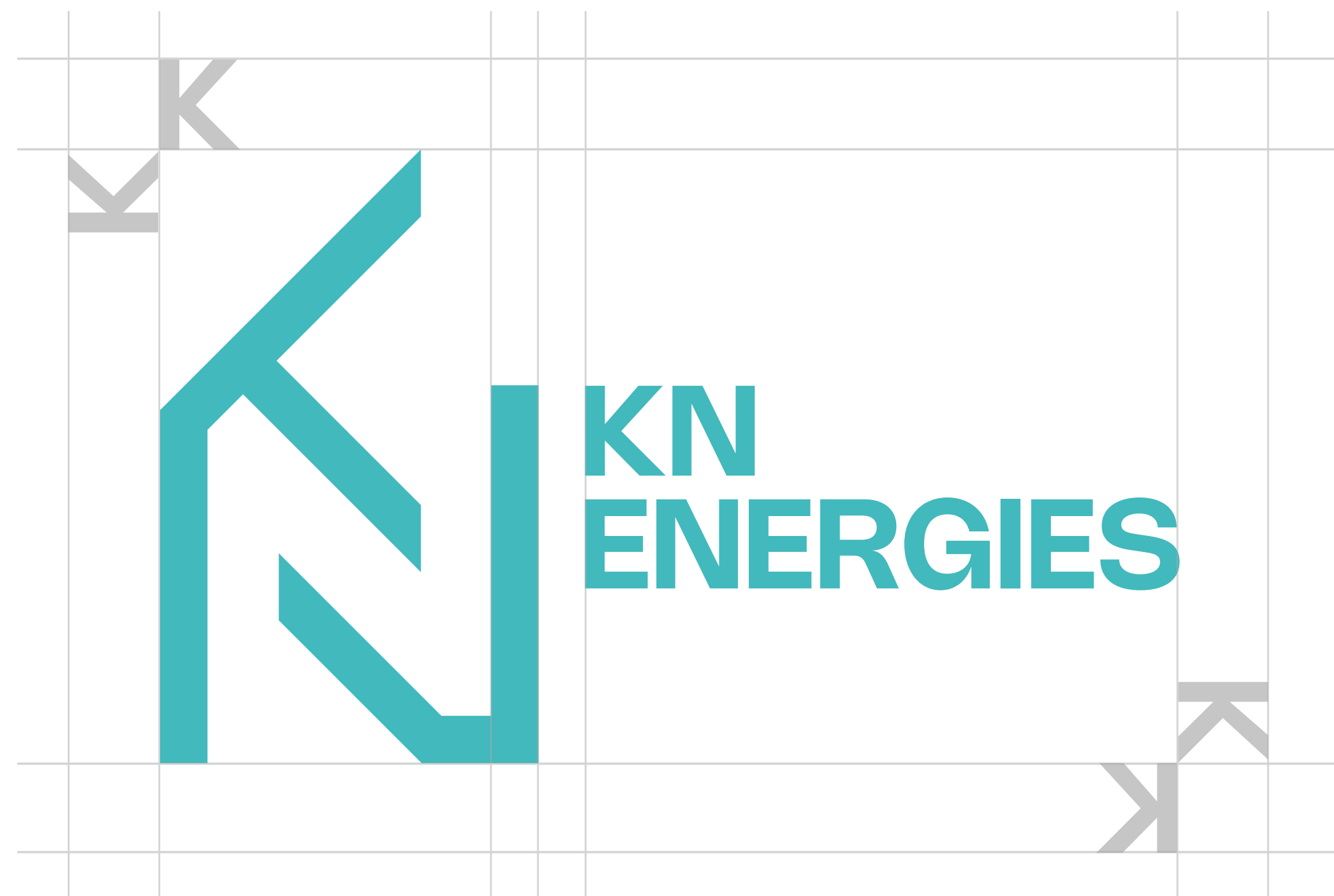


Brandbook Uplift

Logo

The logo consists of the KN icon and the text next to it.

The safety zone of the logo corresponds to the height of the letter "K".



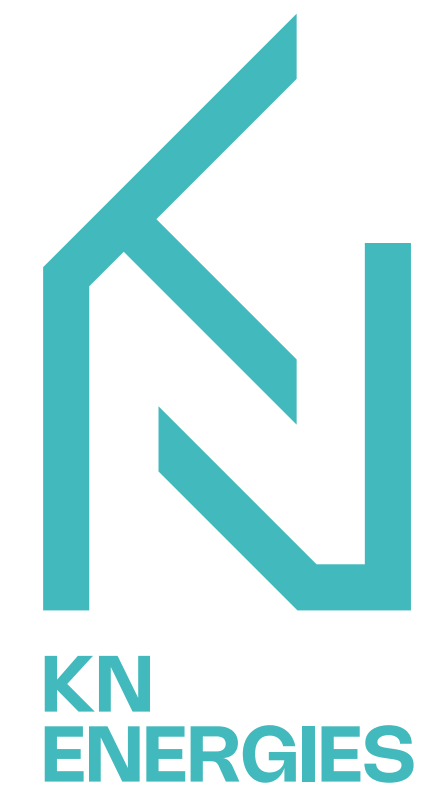
Logo

3 versions of the logo are available: primary - horizontal, secondary - vertical, and third - minimal, when only the icon of the logo is used (it can only be used if the other two versions of the logo do not fit).

Primary version of the logo



Vertical version of the logo



Icon of the logo



Logo

Color versions of the logo.

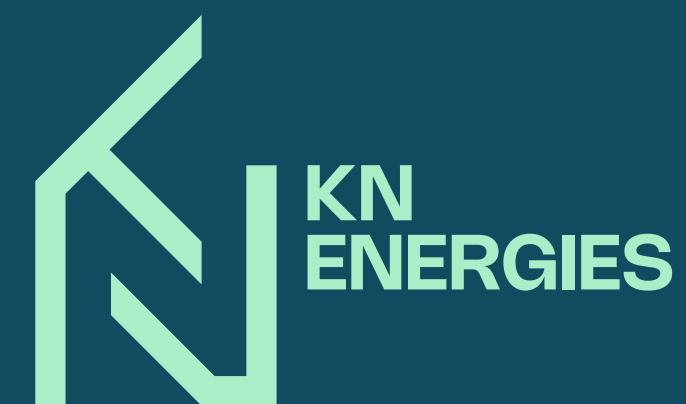
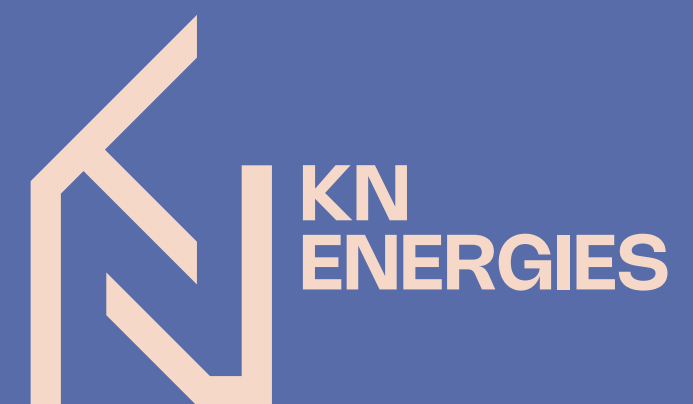


Colors

Brand colors are energetic and dynamic.
Sea, grass, and earth tones convey a sense of sustainability.

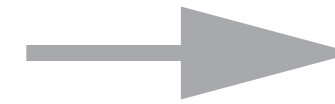
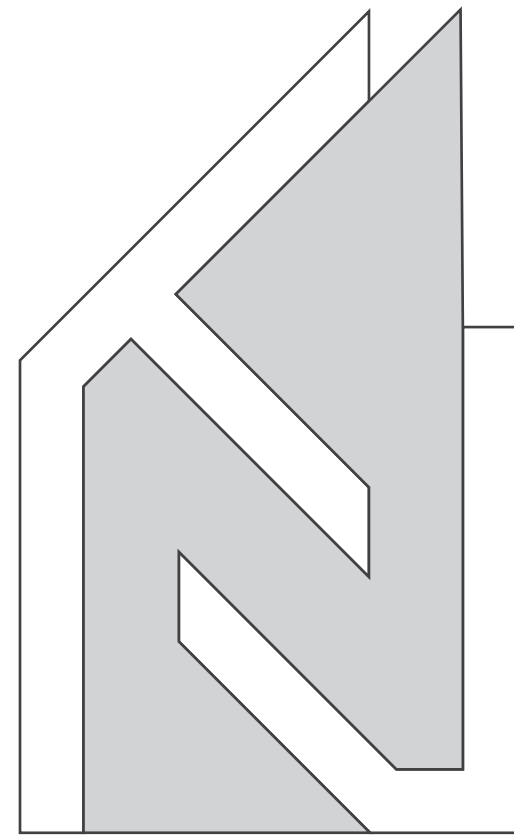


| | |
|--|---|
| <div>CMYK: 70 / 0 / 30 / 0</div> <div>RGB: 66 / 185 / 188</div> <div>HEX: #42B9BC</div> <div>PANTONE: 3252 C</div> | <div>CMYK: 0 / 15 / 18 / 0</div> <div>RGB: 245 / 216 / 200</div> <div>HEX: #F5D8C8</div> <div>PANTONE: 7520 C</div> |
| | <div>CMYK: 73 / 60 / 8 / 0</div> <div>RGB: 87 / 108 / 168</div> <div>HEX: #576CA8</div> <div>PANTONE: 7456 C</div> |
| <div>CMYK: 92 / 70 / 40 / 30</div> <div>RGB: 30 / 66 / 94</div> <div>HEX: #1E425E</div> <div>PANTONE: 541 C</div> | <div>CMYK: 30 / 0 / 30 / 0</div> <div>RGB: 171 / 237 / 198</div> <div>HEX: #ABEDC6</div> <div>PANTONE: 351 C</div> |
| | <div>CMYK: 92 / 60 / 45 / 30</div> <div>RGB: 17 / 75 / 95</div> <div>HEX: #114B5F</div> <div>PANTONE: 7708 C</div> |



Graphic elements

A graphic element is derived from the icon of the logo, which can be widely and variously used throughout visual communication of the KN.



Graphic elements

An example of the pattern of
a graphic element.



Font

Bai Jamjuree font was chosen as it is clear, simple, and visually suitable for the logo.

Bai Jamjuree SemiBold font is used for headings, Bai Jamjuree Regular font is used for text.

Other fonts from the Bai Jamjuree font family can be used if needed.

The font can be downloaded here:
<https://fonts.google.com/specimen/Bai+Jamjuree?query=Bai+J>

Bai Jamjuree
SemiBold

Bai Jamjuree
Regular



Judame tvarumo link!

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

À, á, Ć, ć, Ę, ę, Ė, ė, Ĳ, ĳ, Š, š, Ų, ų, Ū, ū, Ž, ž.

0, 1, 2, 3, 4, 5, 6, 7, 8, 9

Social media

Example of the Linkedin profile.



Social media

Example of a Linkedin post.



Social media

Example of a banner.



Social media

A visual example of a post.



Judame
tvarumo link!

KN atnaujina dyzelino
tiekimą Ukrainai ISO
konteineriais

NAUJIENA

SGD laivo-saugyklos
įsigijimas – ilgalaikė
nauda Lietuvai

Viskas apie SGD ilgalaikio tiekimo
užtikrinimo projektą ir jo naudas

Business card

Example No. 1 of the business card.



Business card

Example No. 2 of the business card.



Image logo

Version No. 1 of the image logo.



Image logo

Other versions of the image logo.



Opt. 1



Opt. 2



Opt. 3

2023

