

KINETICS

graphic guidelines

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kinetics
professional nail systems

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BASIC



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BASIC STRAPLINE



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BLACK BAND horizontal



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BLACK BAND STRAPLINE horizontal



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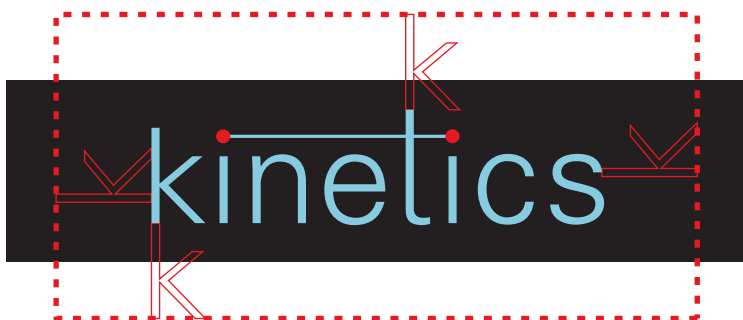
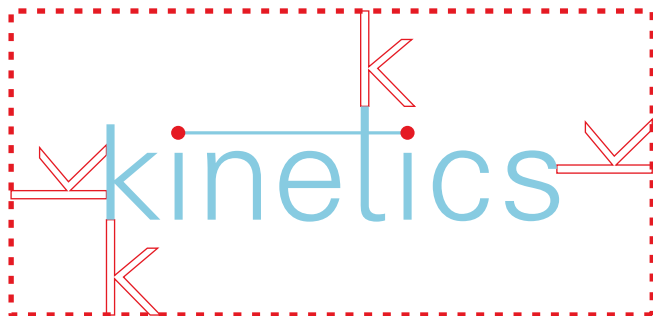
BLACK BAND vertical



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BLACK BAND STRAPLINE vertical

3 Logo Area



The medium on which the logo is displayed must be no smaller than the area of the logo. No textual information may be printed in the logo area.

4 Logo Colors

7458 C
C33 M5 Y6 K6
R114 G181 B204

100% black

1797 C
C0 M100 Y100 K6
R196 G38 B46

white

C25 M20 Y20 K10
R174 G174 B175

Main



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Additional



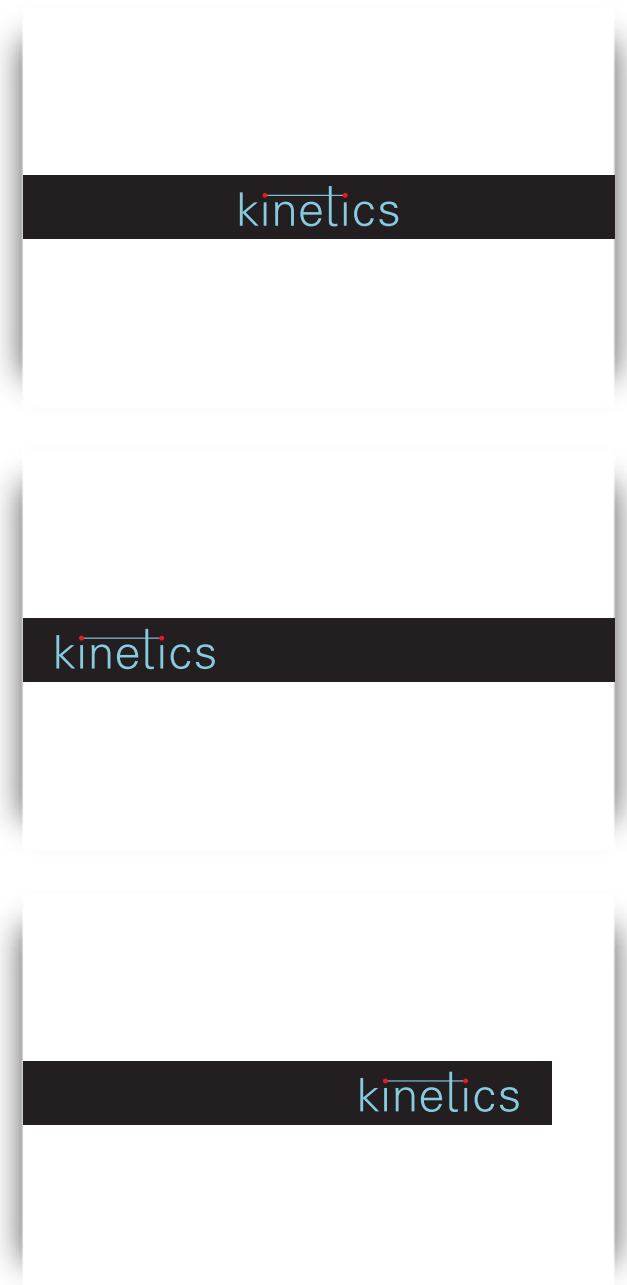
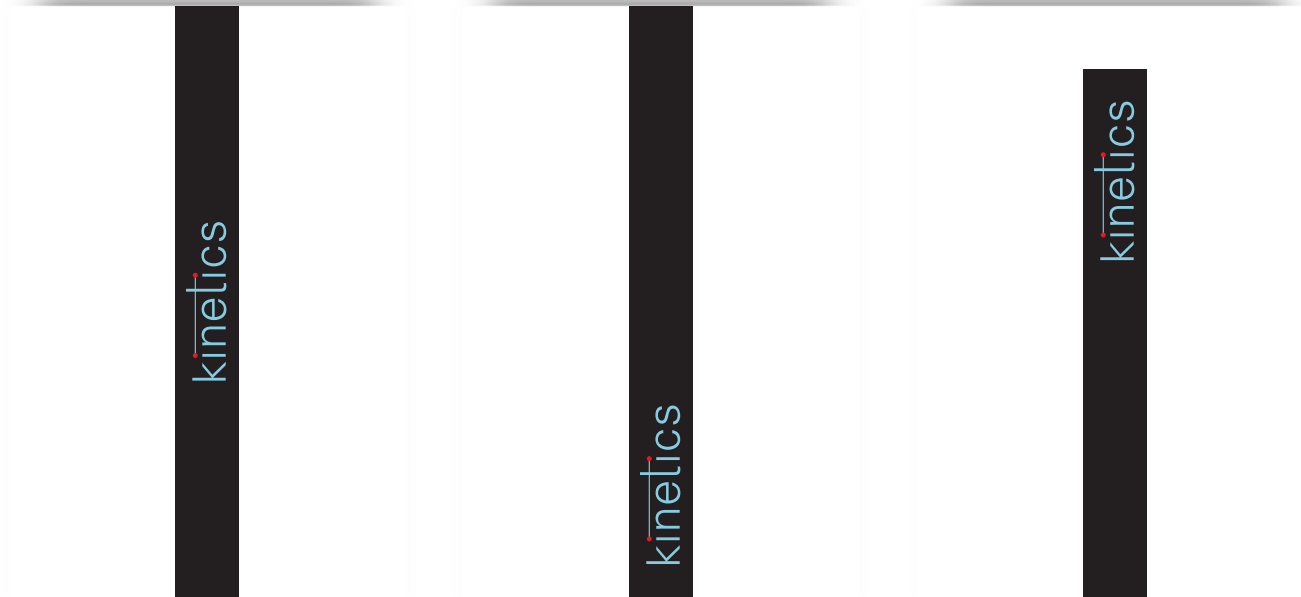
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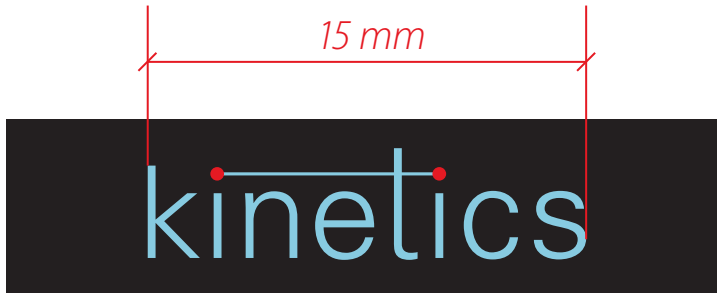
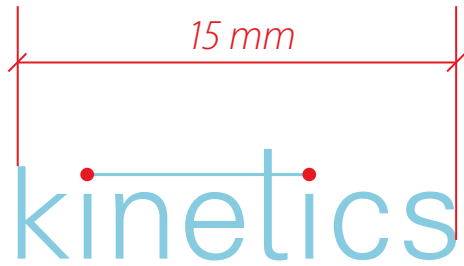


5 Use of the Black Band Logo



The black band should go across the entire product, page, or piece of artwork.

6 Minimum logo size



7 Incorrect Use of the BASIC Logo



transformed



changed colors



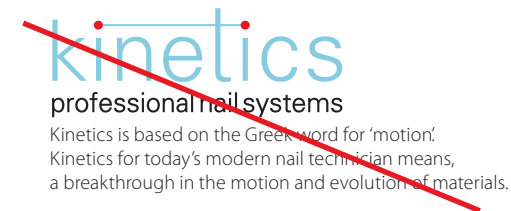
replaced elements



outlined



effects



text in the logo area



rotated



changed element placement



unreadable



transformed



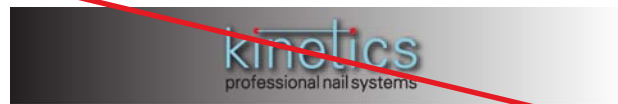
changed colors



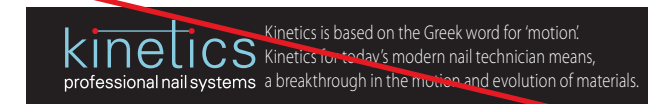
replaced elements



outlined



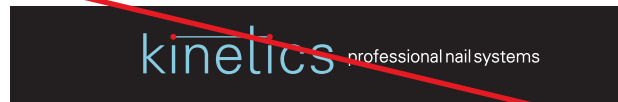
effects



text in the logo area



oblique angle



changed element placement



band outside of logo area



vertical transformation of band

Main

MYRIAD PRO LIGHT

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ

MYRIAD PRO REGULAR

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ

MYRIAD PRO BOLD

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Additional

MYRIAD PRO LIGHT ITALIC

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ

MYRIAD PRO REGULAR ITALIC

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ

MYRIAD PRO BOLD

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ

tracking 0, horizontal scale 100%, vertical scale 100%

All KINETICS business, communications, electronic, and environmental materials shall use the MYRIAD PRO LIGHT, REGULAR, BOLD, LIGHT ITALIC, REGULAR ITALIC, and BOLD ITALIC font.

Headlines in communications materials may use the MYRIAD PRO BOLD and BOLD ITALIC font, while basic text should use the MYRIAD PRO LIGHT and REGULAR font.

When using fonts, the space between letters must not be increased or decreased, and there must be no horizontal or vertical deformation of the fonts. No font other than MYRIAD PRO LIGHT, REGULAR, BOLD, LIGHT ITALIC, REGULAR ITALIC, and BOLD ITALIC shall be used. In exceptional cases, and only in electronic materials in which these fonts cannot be used, they may be replaced with others.