

Logo

Rules

The KPS logo (no tagline) is the main visual branding element for the organization. This logo should be used for any signage and vehicle decals.

The KPS logo with the tagline is used on promotional pieces or correspondence.

Logos have been provided in:

- PMS color
- Digital color (RGB and HEX CODE)
- Black and white (greyscale)



KPS LOGO (NO TAGLINE)

Minimum Logo size :
1.25"W x 0.2509"H

[or 90px W x 18px H]

Minimum Logo Font Size: 9pt



Every child. Every opportunity. Every time.

KPS LOGO WITH TAGLINE

Minimum Logo size :
2.5"W x 0.68"H

[or 180px W x 36px H]



Every child. Every opportunity. Every time.

Minimum Logo Tagline
Font Size: 9pt

Color

To maintain the consistency necessary to build a strong identity, only use the logo, tagline, and support graphic in the colorations presented in this guide.

- PMS 7687 C, 7621 C, and Black
- Digital color (RGB and HEX CODE)
- Black and White

The RGB and HEX CODE palettes should never be used for print media.



CMYK: 100 | 86 | 15 | 3
RGB: 26 | 66 | 138
HEX CODE: #1A428A



CMYK: 21 | 100 | 95 | 13
RGB: 177 | 32 | 40
HEX: #B12028



CMYK: 64 | 64 | 64 | 100
RGB: 0 | 0 | 0
HEX CODE: #2d2a26

Note: This document is not meant to be used as a visual color matching tool. Please consult carefully with your vendor.