

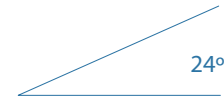
KnowledgeTree Logo Guidelines

Updated 12/19/12

The KnowledgeTree Logo

The KnowledgeTree logo is the most immediate representation of our company, our people, and our brand to the world. It is a valuable corporate asset that must be used consistently in the proper, approved forms.

The KnowledgeTree logo mark is based on an angle of 24°.



Horizontal Logo

The horizontal logo is the standard logo for KnowledgeTree. This orientation is to be used first unless the layout requires the vertical format.



Vertical Logo

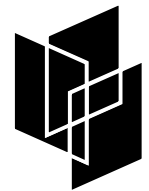
The vertical logo is the secondary logo for KnowledgeTree. Example use would be start up screen for mobile app. The vertical orientation will fit properly.

One Color Logo

In some cases, production limitations may call for the need of a one color logo. Since the logo mark has a transparent look, on the one color version we have placed a gap between each section. This format is good for fax cover sheet, laser engravings, screen printing small promo items, etc.



KnowledgeTree

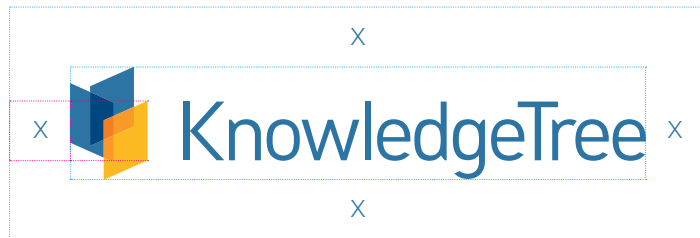


KnowledgeTree

Size & Clear Space

To standardize the use of the logo, the height & width of the clear space is based off the height of the yellow document within the logo.

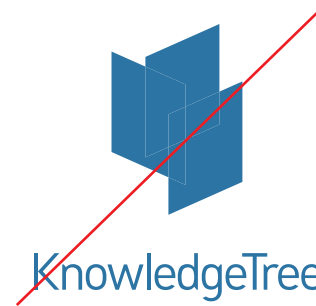
This is also true when using the horizontal logo. No other elements should be placed inside the clear space.



Incorrect Use

Do not alter the KnowledgeTree logo in any way. Do not animate, color, rotate, skew, or apply effects to the logo without prior approval. Do not separate the elements. Never attempt to create the logo yourself, change the font, or alter the size or proportions.

If a revision is required, please contact Vast at 919.553.3311 or email info@vastdesign.com



Color

The corporate color system reflects a rich, dynamic, multi-dimensional KnowledgeTree. We will retain blue as the primary corporate color.

The color palette contains multiple accent colors. When implementing accent colors, try to follow our recommended usage balance.

The warm yellow symbolizes insight. When creating future marketing materials, keep this in mind.

Primary Color

Corporate Blue

CMYK: 85, 51, 18, 0
Hex: #2c74a4
Pantone 646 C



Secondary Colors

Accent Color 1

CMYK: 100, 57, 0, 38
Hex: #00467f
Pantone 541 C



Accent Color 2

CMYK: 0, 30, 96, 0
Hex: #fdb921
Pantone 7409 C



Accent Color 3

CMYK: 5, 4, 4, 0
Hex: #EEEEEE
Pantone 7541 C



**Open Sans is our
corporate typeface.**

It comes in
many different
weights.



thank you