

KEEN
ENGINEERING UNLEASHED

Issued August 2014

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This is a guide to reference to **KEEN**. This will provide a consistent style and look across the brand.
Please reference this guide or provide to the designer for any design work or development.

Please contact Michael Johnson (mjohnson@kffdn.org) with any specific questions.



Tagline Version (Primary)

To be used in majority of the branding.



Initial Version

To be used where there is limited space or when the logo needs to be presented in an area too small to have the full title readable.



Full Title Version

To be used when it is appropriate to present full title.



Monotone Tagline Version

To be used when a monotone/colorless logo is needed (such as FAX, etc).



Monotone Initial Version

To be used when a monotone/colorless logo is needed (such as FAX, etc) and limited space available.



Monotone Full Title Version

To be used when a monotone/colorless logo is needed (such as FAX, etc) and when appropriate.

THE VERSIONS BELOW ARE ALSO PROVIDED IN IDENTITY PACKAGE.



Initial Version On Dark



Tagline Version On Dark



Full Title Version On Dark

LOGO PADDING



The logo must be presented at least the height of the bottom of "KEEN" and the bottom of the tagline from any other design element. This padding makes sure the logo is not crowded against another design element and has breathing room which gives the logo a modern and professional look.

MINIMUM SIZES



Full Title Version
1.5" (108 px)



Initial Only Version
0.5" (36 px)

PROPER USAGE



ACCEPTABLE TO CHANGE LOGO COLORS TO SCHOOL

Use the school's primary color for the word KEEN and accent color for the tagline. If this causes legibility issues, contact us to work out a custom solution.



IMPROPER USAGE



No stretching/skewing.



No adding gradient.



No changing size ratios.



No placing 2 color version on mid-tone background.



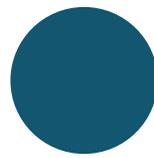
No rotating logo.



No adding dropshadow.

PRIMARY COLORS

Navy Blue and Mustard Yellow are the primary colors. Light Slate Blue and Charcoal can be used as an accent color.



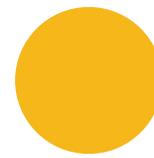
Navy Blue

Hex: 125670

Pantone: 2188 C

CMYK: 93, 60, 39, 19

RGB: 18, 86, 112



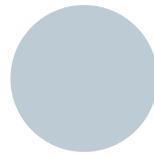
Mustard Yellow

Hex: F5B71A

Pantone: 1235 C

CMYK: 3, 30, 100, 0

RGB: 245, 183, 26



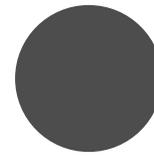
Light Slate Blue

Hex: BDCCD4

Pantone 2176 C

CMYK: 25, 13, 12, 0

RGB: 189, 204, 212



Charcoal

Hex: 4D4D4D

Pantone: Cool Gray 11 C

CMYK: 65, 58, 57, 37

RGB: 77, 77, 77

The primary colors are to be used on primary website and collateral. Other colors may be implemented when suiting the logo for other schools.

LOGO TITLING TYPEFACE DETAILS

KEEN
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— Fully custom type in Mustard Yellow.

— Cooper Hewitt Semibold Italic.
Tracking +40 in Navy Blue.

COMPLIMENTARY TYPEFACES

The Cooper Hewitt and Avenir Next font families were chosen as a complimentary typefaces. Cooper Hewitt has a bold, forward look to it. Avenir Next is geometric and works well in the engineering concept.

COOPER HEWITT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890

AVENIR NEXT

AABBCCDDEEFFGGHHIIJJKKLLMMNNOOPPQQRRSSTTUUVVWWXXYYZZ1234567890

AABBCCDDEEFFGGHHIIJJKKLLMMNNOOPPQQRRSSTTUUVVWWXXYYZZ1234567890

AABBCCDDEEFFGGHHIIJJKKLLMMNNOOPPQQRRSSTTUUVVWWXXYYZZ1234567890

AABBCCDDEEFFGGHHIIJJKKLLMMNNOOPPQQRRSSTTUUVVWWXXYYZZ1234567890

HEADING SUGGESTIONS

Consistent headings and typography usage adds a stability and trust to the brand.

HEADING ONE

Cooper Hewitt Semi-Bold 18 pt in Navy Blue.

Sub Heading Two

Avenir Next 12 pt in Navy Blue

Body/Content Type

Avenir Next 12 pt in Charcoal

Credits/Notes Type

Avenir Next Italic 10 pt in Charcoal

MAKING IT HAPPEN

Credits / Subtitle Text

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.

How do you do it?

It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Example

The **KEEN** brand will require upkeep and maintenance. Please monitor all collateral design and be firm about keeping a consistent feel across all media.

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