

About Guideline

The visual system defines the unique and proprietary assets that bring the brand platform to life.

KalGrid logo communicates the brand nature of its business while also symbolizing the brand's story around connectivity. The guidelines around using the logo are meant to enable consistent usage, which can help the logo build equity and recognition over time.

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Print System

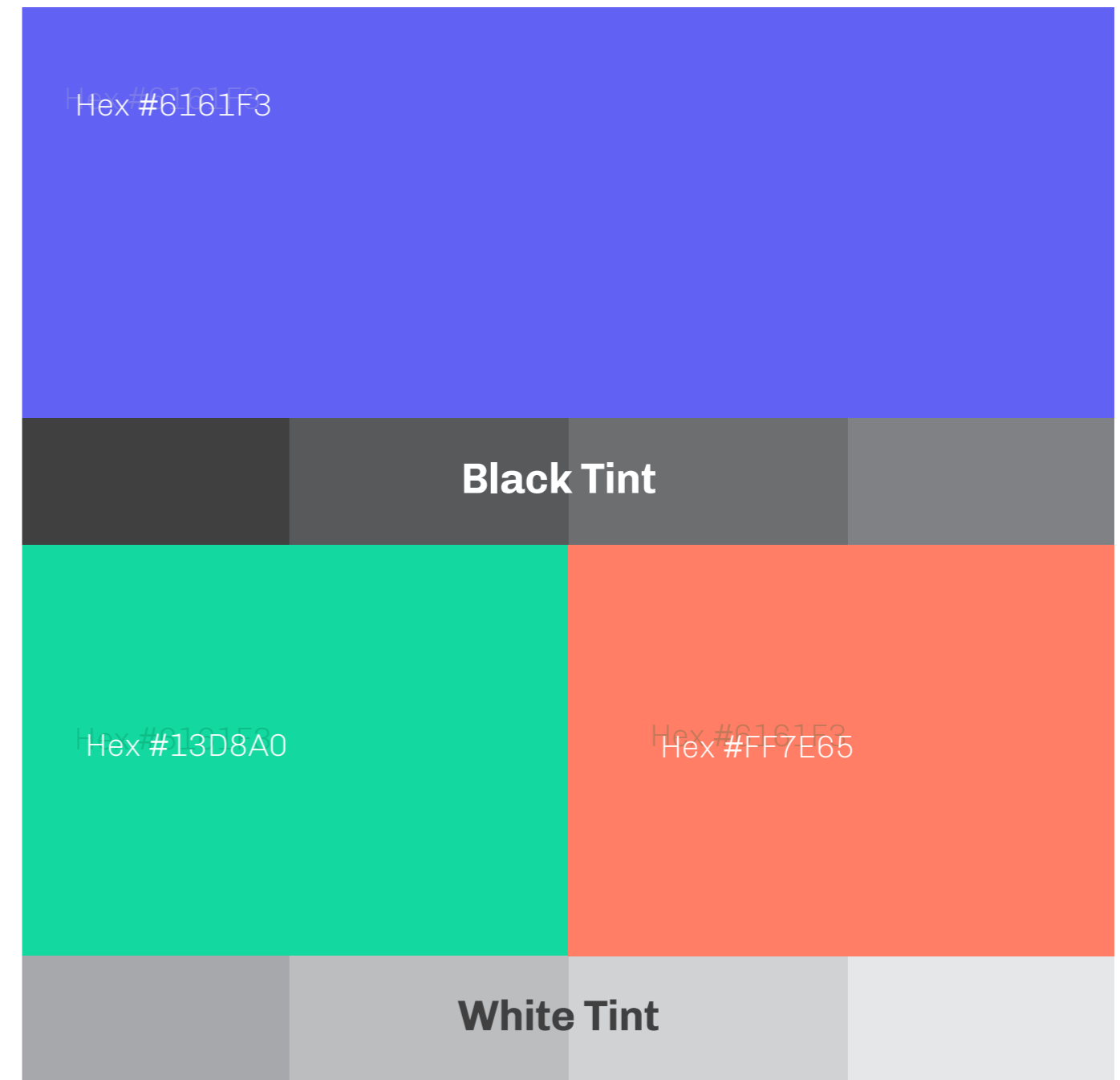
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Visual System

The visual system defines the unique and proprietary assets that bring the brand platform to life.

01

Color Palette



Note:

Use Pantone values for offset printing or for a vendor to reference for optimal color output. Use RGB values for digital outputs. Use HEX values for web outputs. Use CMYK values for printed outputs.

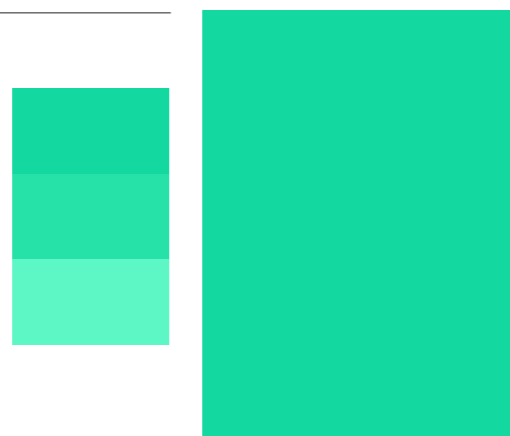
Color Alternative

Foundational



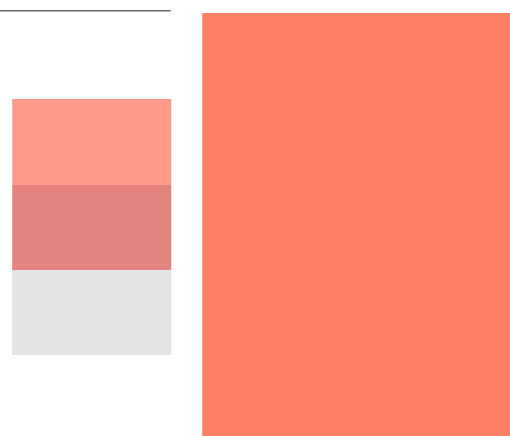
PANTONE 5645 C
RGB 45 / 67 / 68
HEX 234234
CMYK 73 / 56 / 76 / 66

Flexible



PANTONE 5645 C
RGB 45 / 67 / 68
HEX 234234
CMYK 73 / 56 / 76 / 66

Accent



PANTONE 5645 C
RGB 45 / 67 / 68
HEX 234234
CMYK 73 / 56 / 76 / 66

Note:

Use Pantone values for offset printing or for a vendor to reference for optimal color output. Use RGB values for digital outputs. Use HEX values for web outputs. Use CMYK values for printed outputs.

Typography System

Primary

Utily Sans-serif
ABCDEFGHIJKLM
abcdefghijklmopqrz
0123456789

Black

ABCDEFGHIJKLM
abcdefghijklmopqrz
0123456789

Secondary

Helvetica Sans-Serif
ABCDEFGHIJKLM
abcdefghijklmopqrz
0123456789

Black

ABCDEFGHIJKLM
abcdefghijklmopqrz
0123456789

Note:

When custom typefaces are not an option (e.g. email, PowerPoint, etc.), Trebuchet is the official alternate typeface. It is pre-installed on every computer.

Logo System

The visual system defines the unique and proprietary assets that bring the brand platform to life.

02

Logo Overview

KalGrid logo communicates the brand nature of its business while also symbolizing the brand's story around connectivity. The guidelines around using the logo are meant to enable consistent usage, which can help the logo build equity and recognition over time.

Clear Zone

Our logo has a clear zone around it, to create prominence and to avoid interference. No text or graphic elements can appear in this area.

Color

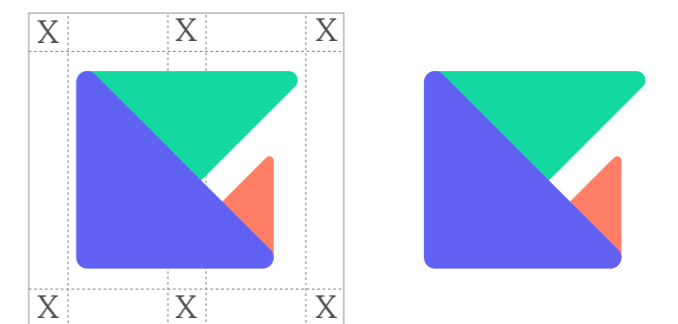
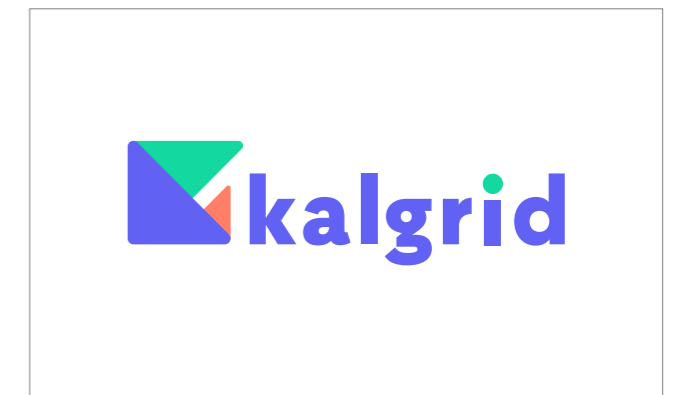
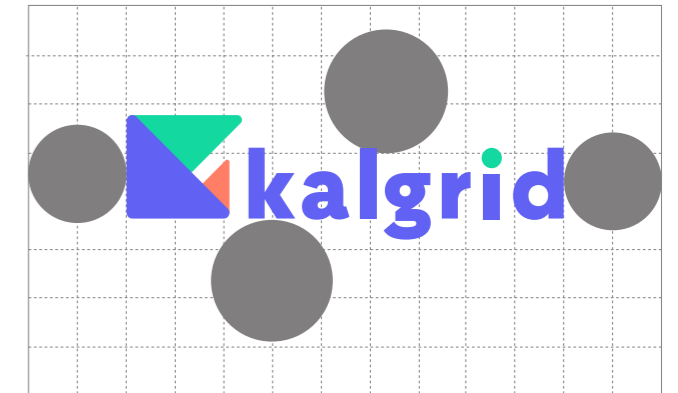
Preferably, you must always reproduce the Lumenis logo in blue on a white background. The specifications are as follows:

WATERMARK OVERVIEW

logo is a registered trademark and should not be altered in any way. It must always be used consistently in its standardized form. This provides legal protection and aids recognition and awareness.

Note:

When custom typefaces are not an option (e.g. email, PowerPoint, etc.), Trebuchet is the official alternate typeface. It is pre-installed on every computer.



Logo Imitations



DO NOT place dark logo on top of a dark color.



DO NOT change the color of the logo.



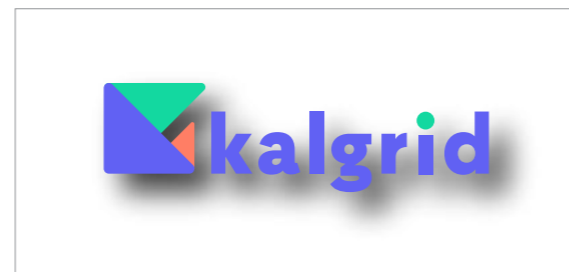
DO NOT place logo on top of an irrelevant image



DO NOT rotate the logo and rearrange elements of the logo.



DO NOT place the logo and a busy background textures.



DO NOT put effects on logo

Vertical and horizontal logo variations provide flexibility for different spatial parameters and use cases.

Logo Usage

Brand Guidelines

WHITE LOGO



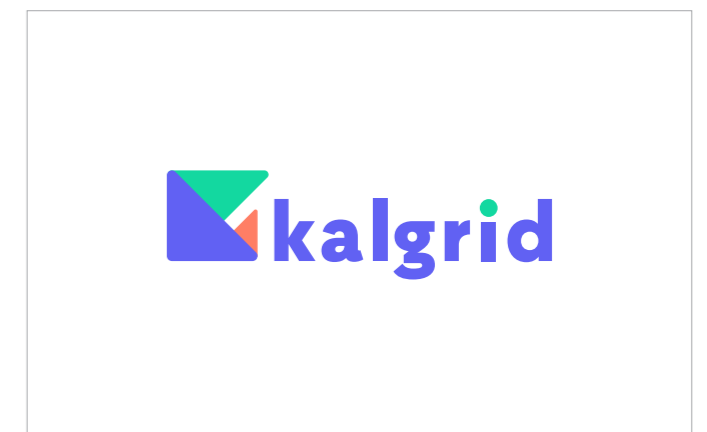
Brand Guidelines

GREY LOGO



Brand Guidelines

COLOR LOGO



Media Applied

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03

Mobile Design

kalGrid logo communicates the brand nature of its business while also symbolizing the brand's story around connectivity. The guidelines around using the logo are meant to enable consistent usage, which can help the logo build equity and recognition over time.

Clear Zone

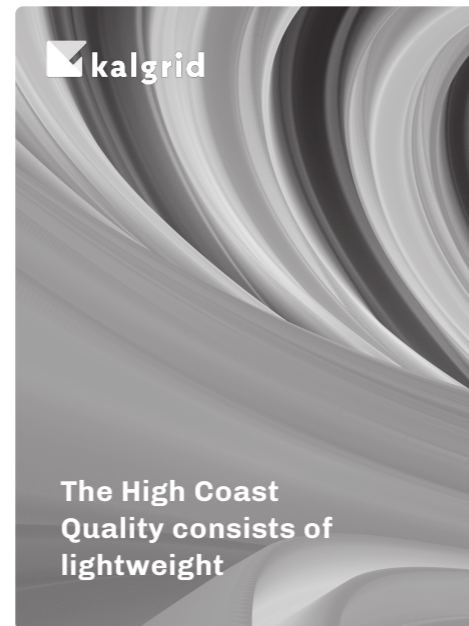
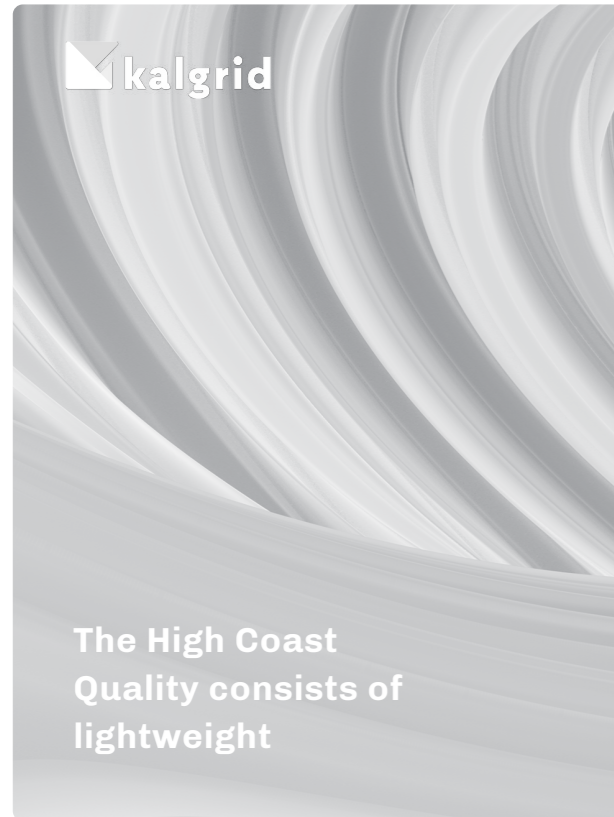
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Color

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Tablet Pro display

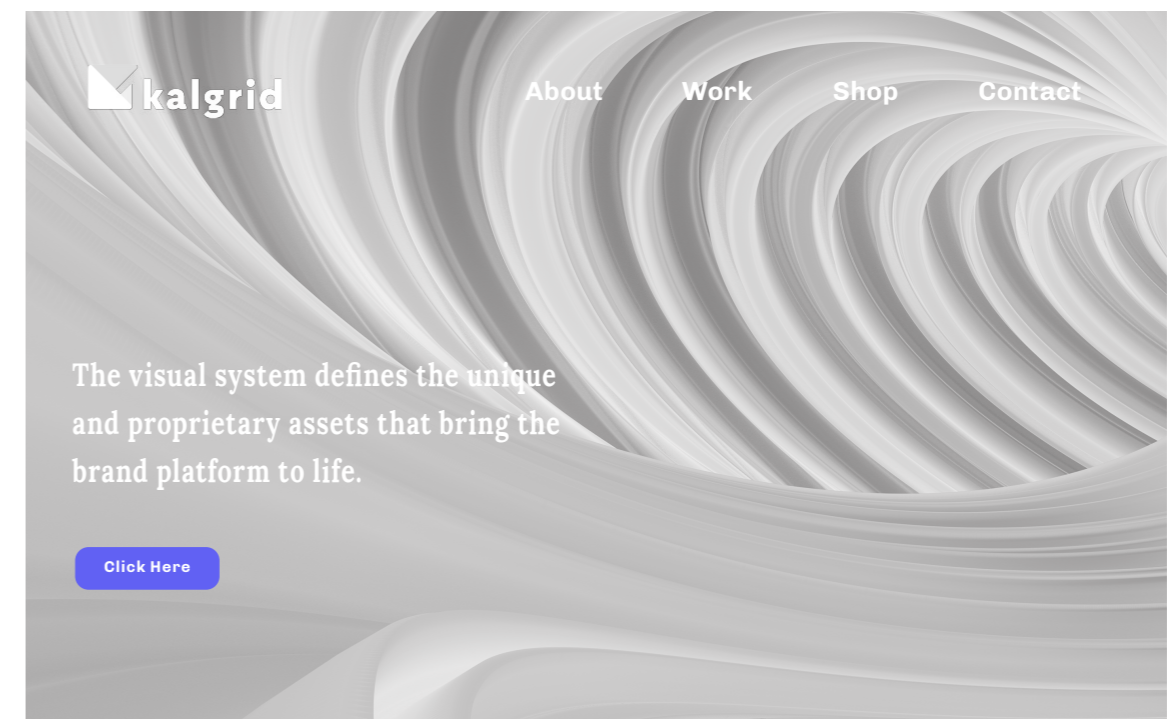


Website Display

Guidilo logo communicates the brand nature of its business while also symbolizing the brand's story around connectivity. The guidelines around using the logo are meant to enable consistent usage, which can help the logo build equity and recognition over time.

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Color

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Graphic Element

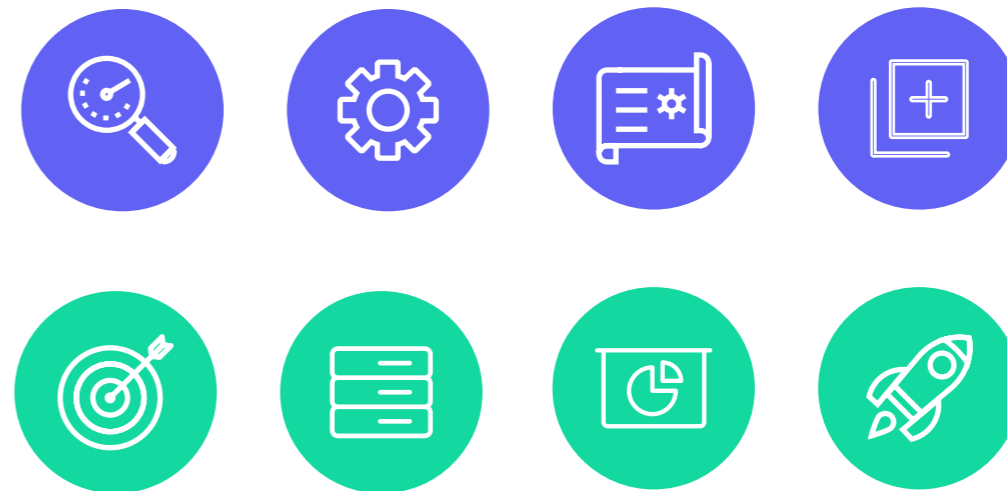
The visual system defines the unique and proprietary assets that bring the brand platform to life.

04

Iconography Usage

Icon

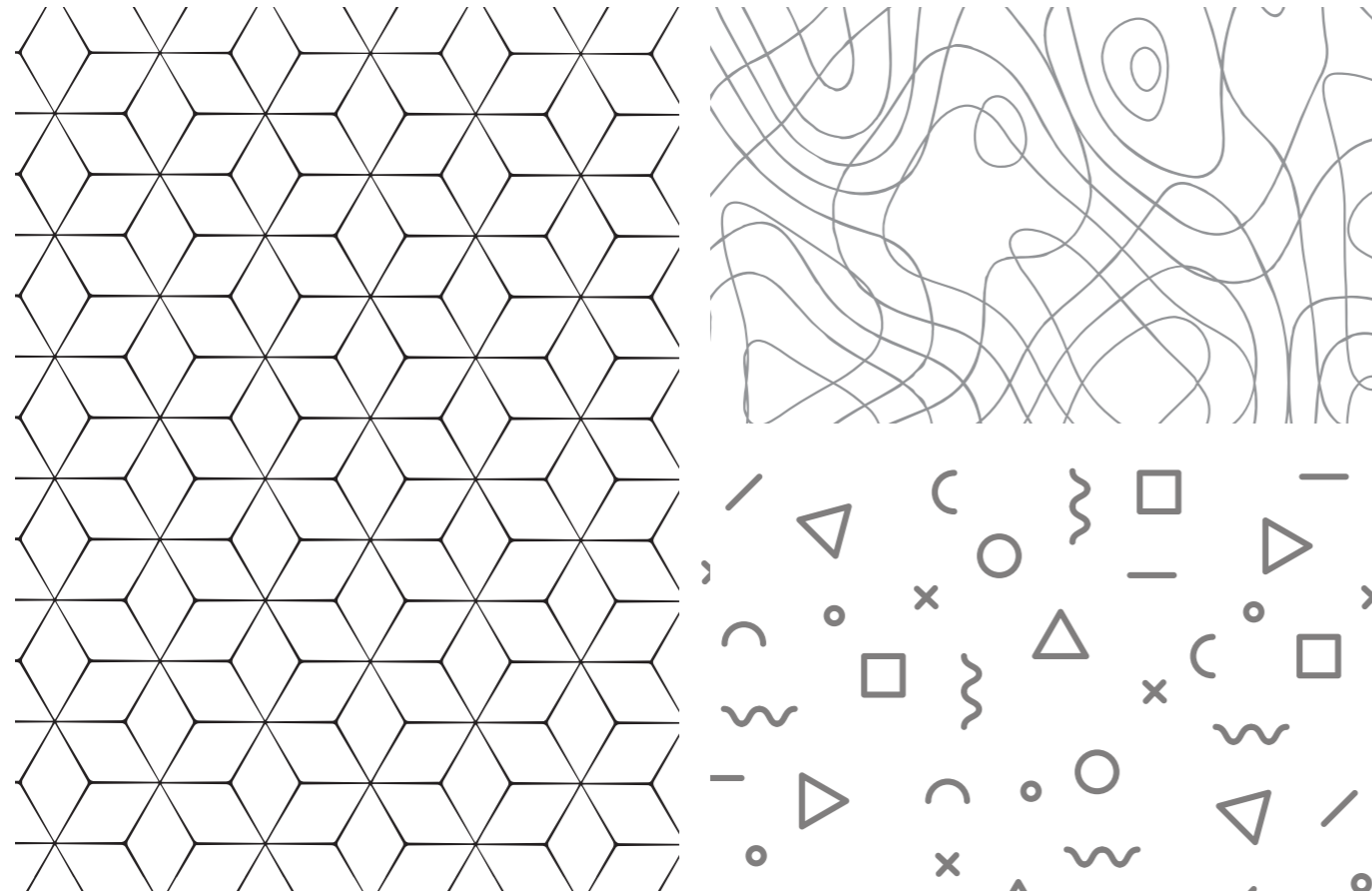
These are our line drawing icons. They are familiar, uncomplicated and friendly, just like we are. Preferably, you must always reproduce the Lumenis logo in blue on a white background. The specifications are as



Social Media Usage

There are two shapes for the Yelp icon. When applicable, leave a minimum of 8 px between icons.

Pattern Usage



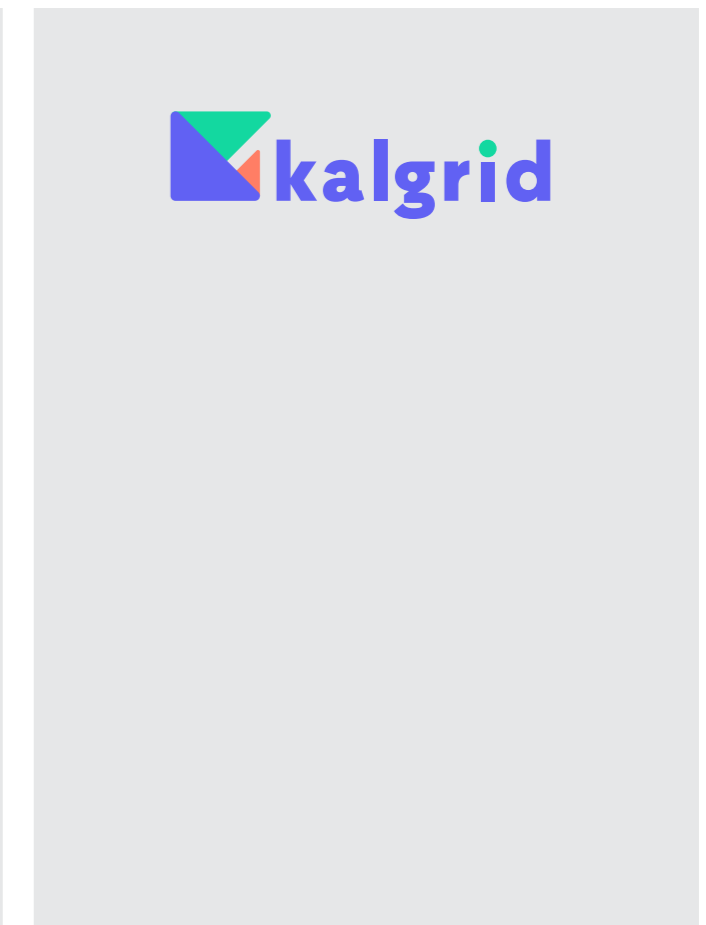
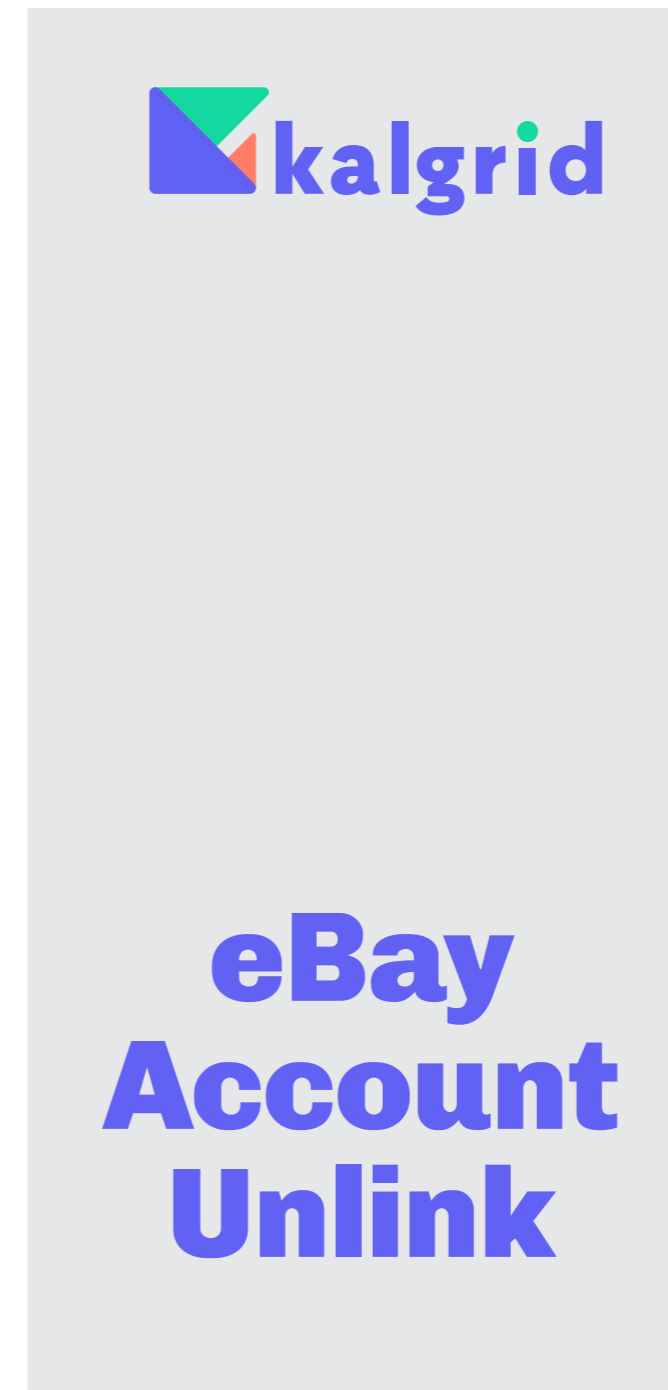
Pattern

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Pattern

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Photography Usage



Social Media Usage

There are two shapes for the Yelp icon. When applicable, leave a minimum of 8 px between icons.

Color Display

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Print System

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05

Grid & Column

Grid

The visual system defines the unique and proprietary assets that bring the brand platform to life.



Icon Applied

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Column

The visual system defines the unique and proprietary assets that bring the brand platform to life.

Dimension

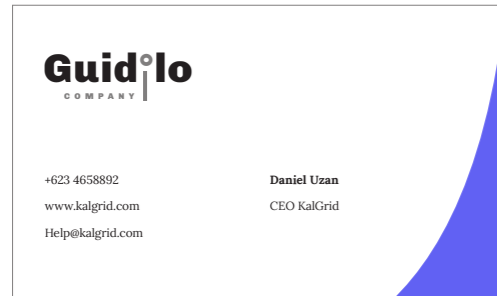
DIN A4

Corporate Identity



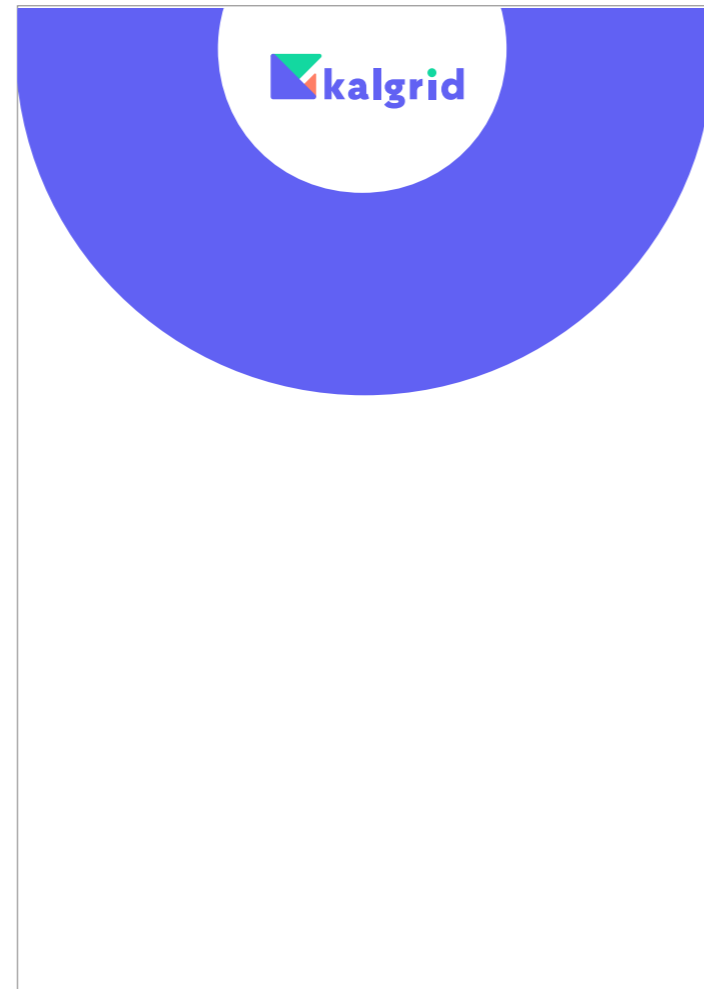
Front

These are our line drawing icons. They are familiar, uncomplicated and friendly, just like we are.



Back

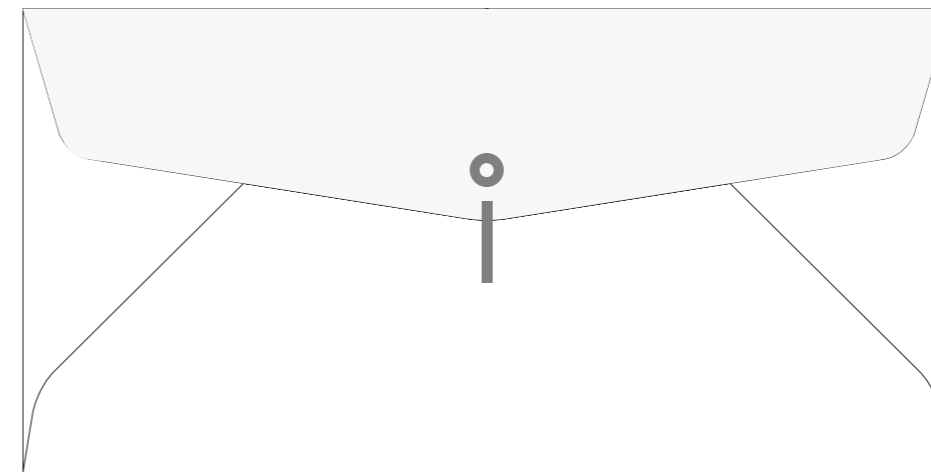
These are our line drawing icons. They are familiar, uncomplicated and friendly, just like we are.



Back

These are our line drawing icons. They are familiar, uncomplicated and friendly, just like we are.

Envelope System

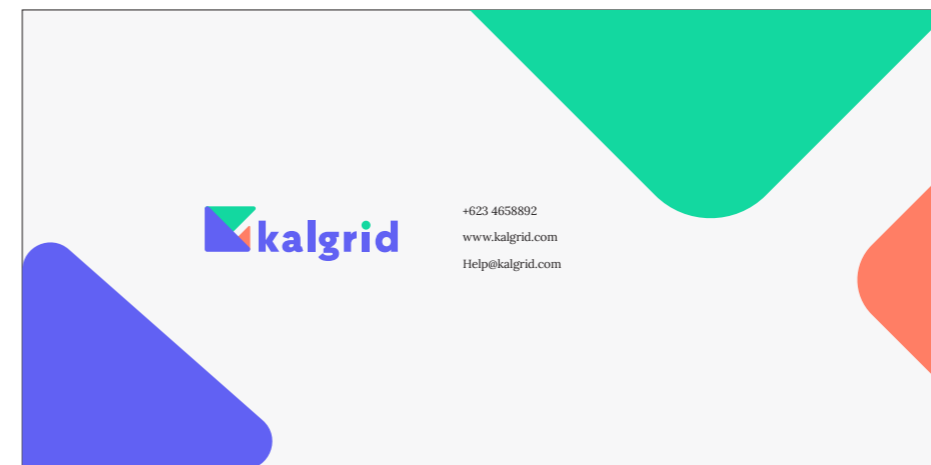


Dimension

DIN A4

Front

These are our line drawing icons. They are familiar, uncomplicated and friendly, just like we are.



Dimension

DIN A4

Back

These are our line drawing icons. They are familiar, uncomplicated and friendly, just like we are.

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