

Karlie Flamingo brand / logo basics

on white ground



on light grey ground
(here as Black: 15%)



(!) don't use the colour logo
on single spot colour field.



100% black version ("stamp")

inverted on black

Colourcodes for printing



Pantone 158 C



CMYK: 00, 65, 100, 00



Pantone 412 C



CMYK: 65, 65, 65, 65

Other Colourcodes



RAL 2008
(Bright Red Orange)



Vinyl:
3M SC 80-14 'Bright Orange'



WEB
RGB: 233, 117, 30



RAL 8019
(Grey Brown)



Vinyl:
(!) no vinyl equivalent yet



WEB
RGB: 54, 56, 42



Every creation with the KF logo and CI have to be checked and confirmed by the Graphic Department.

Karlie Flamingo brand / texts basics



Main font for logo = "Museo Sans Rounded"

Museo Sans Rounded will be used only **for titles or highlights** and only in the weight "900"
Sample textline weight "900" >

The quick brown fox jumps over the lazy dog!

Overview of the complete set "Museo Sans Rounded 900"

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (+-*=%)**

"Myriad Pro" = lettertype **for all "bodytext" for printed matters**. e.g.: packaging, advertising, letters, brochures, catalogs, ...
"Myriad Pro" has a wide range of possibilities and no problem with the special characters in Swedish and Russian.

Keep languages in order as below:

- (UK) • English
- (D) • Deutsch
- (NL) • Nederlands
- (F) • Français
- (ES) • Español
- (IT) • Italiano
- (SE) • Svenska
- (RU) • Russian

Quick rules ...

Standard: package have front and back (e.g. blistercard, TAG, ...):
4 main languages at front, again all 8 at the back

Exception 1: package have only a front (e.g. poster):
all 8 languages will be in front artwork

Exception 2: package have "two fronts" (e.g. big box):
one side 4 main languages, other side the 4 other languages

Sample Russian in Myriad Pro:
ИНСТРУКЦИИ Поместите немного лакомства

"Verdana" = lettertype for digital uses: website, e-mail ...

The Verdana type is a worldwide standard on PC's and Mac's in the four weights of the font family:

Regular, Italic, Bold, Bold Italic.

Size: if used in e-mail 12 pt size looks working fine

Samples of the Verdana type:

Verdana regular: abcdefghijklmanopqrstuvwxyz 1234567890

Verdana italic: abcdefghijklmanopqrstuvwxyz 1234567890

Verdana regular: abcdefghijklmanopqrstuvwxyz 1234567890

Verdana italic: abcdefghijklmanopqrstuvwxyz 1234567890



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Karlie Flamingo brand / 'bodytext' basics

Application samples of 'body text' with the "Myriad Pro regular"

> titles (and quotes) in Museo Sans Rounded > accents in bodytext are 'Myriad Pro bold'

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To be or not to be that's the question in the pet business.

Scooby Doo

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To be or not to be that's the question in the pet business.

Scooby Doo

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The quotes can be orange or 45% black, depending of the design or the number of printing colours and are flanked by the typical dotted lines. Normally this lines are as wide as the used textblocks.

To be or not to be that's the question in the pet business.

Scooby Doo

To be or not to be that's the question in the pet business.

Scooby Doo

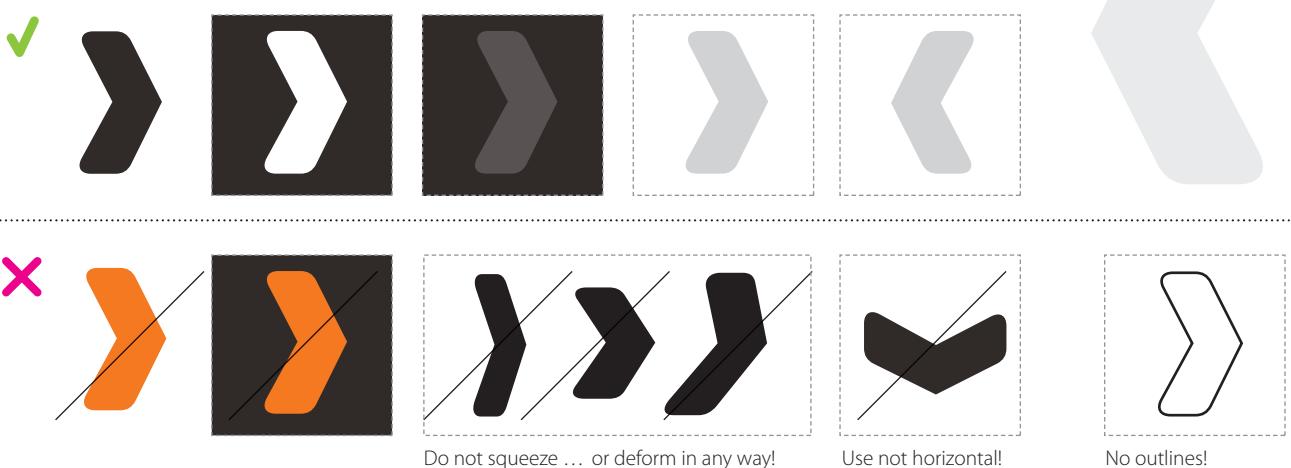


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Karlie Flamingo / basic graphic elements

Arrow: can be used as an extra functional or decorative element.

Use only white or black, white or transparent > only use vertical (pointing to the right or the left)

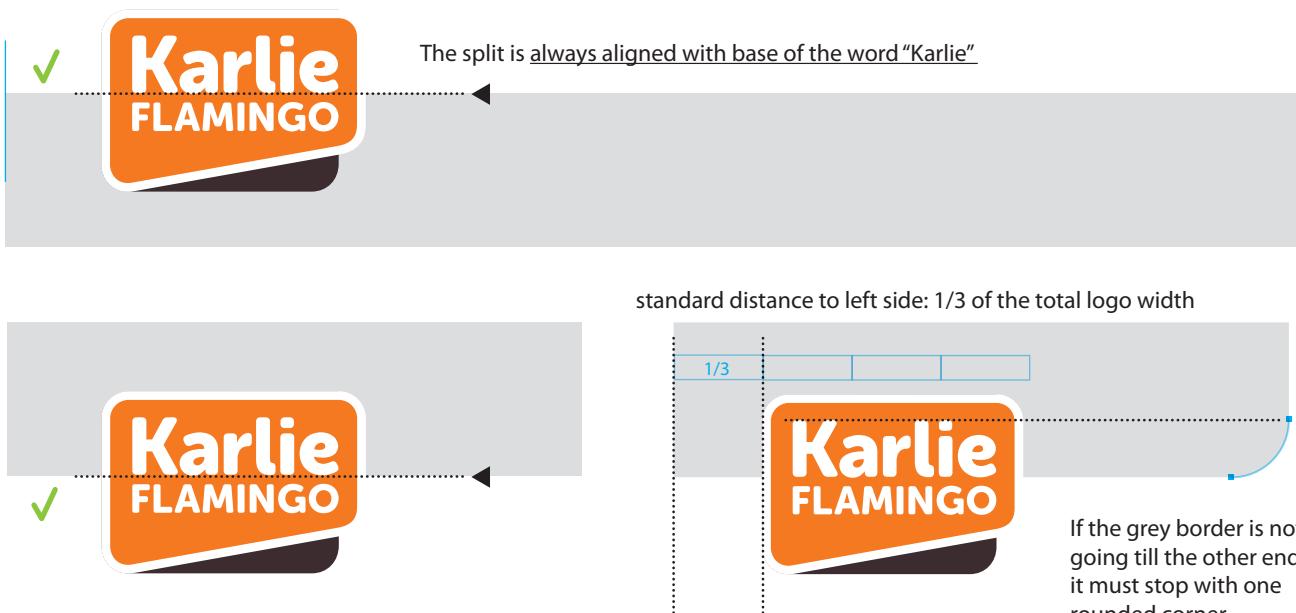


Point line

used for different things: on paper between textsblocks, on website, for signmaking, ...



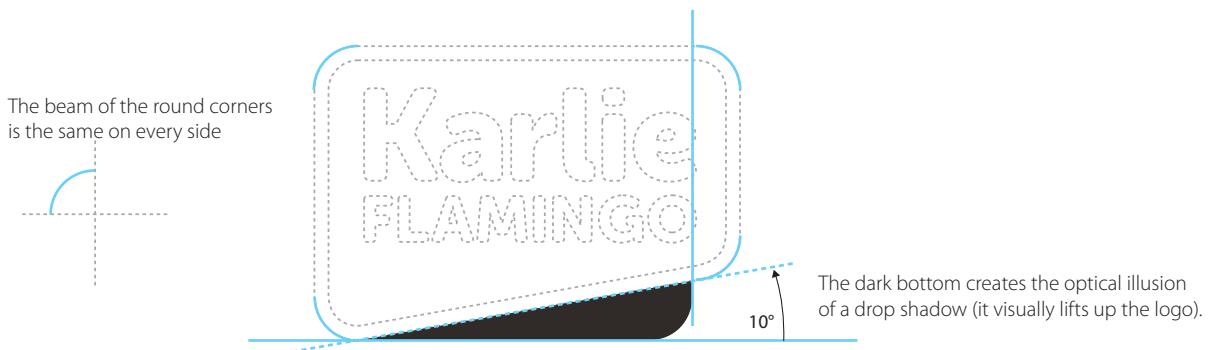
Logo Karlie Flamingo is always positioned on the left side > but can be on top or bottom



Every creation with the KF logo and CI have to be checked and confirmed by the Graphic Department.

Keep the KF logo 'in good shape'

Characteristics of the KF logo > understand the KF logo and keep it in good shape!



Keep the KF logo in **good shape!**



Do not ...



Never use text only!



Every creation with the KF logo and CI have to be checked and confirmed by the Graphic Department.

KF visual guide > full colour logo



Never rasterize or cover parts of the logo.

Logo can be on full white or full light grey background > avoid direct contact with any other colour except if placed on a full picture but pay attention of conflicts with dark or busy areas in the image.



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KF visual guide > 1 colour logo



The 1 colour logo is preferred black!

The KF logo will be only in another colour when necessary from technical matter:
e.g.: artwork printed in only 1 spot colour (歃) > KF logo can go with the colour but always for 100%!



Every creation with the KF logo and CI have to be checked and confirmed by the Graphic Department.

KF visual guide > inverted logo



Never rasterize the logo!

The KF logo must always be at 100% white and can be used on almost every darker background.



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