Kingfisher
**BASIC STYLE
GUIDE**

THIS DOCUMENT CONTAINS THE KEY GRAPHIC PRINCIPLES FOR USING THE KINGFISHER LOGO AND STRAPLINE ACROSS DIFFERENT CHANNELS.

KINGFISHER'S VISUAL IDENTITY REPRESENTS AN IMPORTANT INVESTMENT AND A VALUABLE GROUP RESOURCE.

THE PRINCIPLES SET OUT IN THIS DOCUMENT HAVE BEEN DEVELOPED TO ENSURE THAT THE BASIC ELEMENTS OF KINGFISHER'S VISUAL IDENTITY ARE APPLIED CORRECTLY AND CONSISTENTLY AND TO PROMOTE CREATIVE USE OF THE LOGO AND STRAPLINE.

Contact: pressenquiries@kingfisher.com

LOGOTYPE

1.1 **Composition**

Kingfisher

Kingfisher

16mm

1.2 **Minimum size**

The logo is made up of typography and the Kingfisher symbol. The symbol represents the Kingfisher bird and also acts as the letters 'fi'. Within the symbol, the black circle represents both the dot of the second 'i' in the word 'Kingfisher' and the eye of the bird.
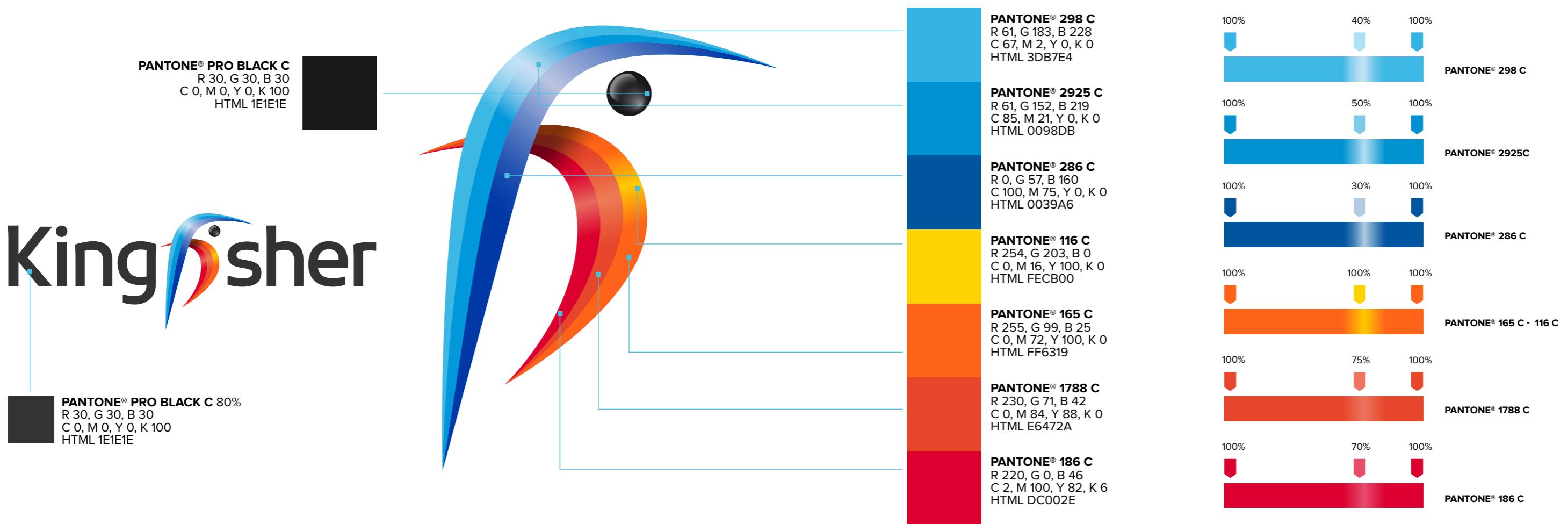
To maintain clarity and legibility, and to ensure the symbol remains visible, we have a minimum size for the Kingfisher logotype:

Print size = 16mm
Digital size = 45 pixels

LOGOTYPE

1.3 **Colours/ Primary version**

PANTONE® PRO BLACK C
R 30, G 30, B 30
C 0, M 0, Y 0, K 100
HTML 1E1E1E

PANTONE® PRO BLACK C 80%
R 30, G 30, B 30
C 0, M 0, Y 0, K 100
HTML 1E1E1E

Kingfisher

PANTONE® 298 C
R 61, G 183, B 228
C 67, M 2, Y 0, K 0
HTML 3DB7E4

PANTONE® 2925 C
R 61, G 152, B 219
C 85, M 21, Y 0, K 0
HTML 0098DB

PANTONE® 286 C
R 0, G 57, B 160
C 100, M 75, Y 0, K 0
HTML 0039A6

PANTONE® 116 C
R 254, G 203, B 0
C 0, M 16, Y 100, K 0
HTML FECB00

PANTONE® 165 C
R 255, G 99, B 25
C 0, M 72, Y 100, K 0
HTML FF6319

PANTONE® 1788 C
R 230, G 71, B 42
C 0, M 84, Y 88, K 0
HTML E6472A

PANTONE® 186 C
R 220, G 0, B 46
C 2, M 100, Y 82, K 6
HTML DC002E

| 100% | 40% | 100% |
PANTONE® 298 C

| 100% | 50% | 100% |
PANTONE® 2925C

| 100% | 30% | 100% |
PANTONE® 286 C

| 100% | 100% | 100% |
PANTONE® 165 C - 116 C

| 100% | 75% | 100% |
PANTONE® 1788 C

| 100% | 70% | 100% |
PANTONE® 186 C

The Kingfisher logotype consists of the eight colours above. These are the only colours permitted: no other colours should be used. The eight colours each have a range of gradients and the exact shade is shown by a percentage on the right.

The Kingfisher logotype should always be reproduced from the master version in the toolkit; it should never be recreated.

LOGOTYPE

1.4 **Colours / secondary versions**

1. **Simplified**

298 C	2925 C	286 C	186 C	1788 C	158 C
61, 183, 228	61, 152, 219	0, 57, 160	220, 0, 46	230, 71, 42	238, 125, 17
67, 2, 0, 0	85, 21, 0, 0	100, 75, 0, 0	2, 100, 82, 6	0, 84, 88, 0	0, 65, 95, 0
3DB7E4	0098DB	0039A6	DC002E	E6472A	E37222

2. **Grey scale**

BLACK

| 100% | 85% | 80% | 75% | 70% | 60% | 55% | 50% | 40% | 30% | 25% |
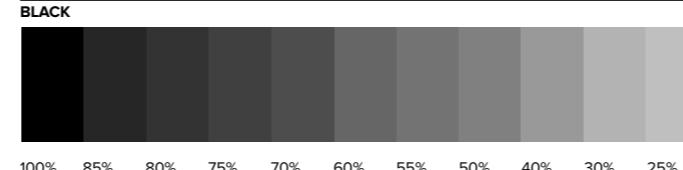
3. **Black & white**

BLACK 100%

The secondary versions of the logotype can be used, depending on the printing restrictions.

1. The simplified version can be used when colour gradients cannot be printed e.g. silkscreen printing, solid-colour printing etc.

2. The grey scale version can be used for non-colour printers.

3. The black & white version can be used for very basic printing e.g. packaging, fax etc.

LOGOTYPE

1.5 **Exclusion area**

The logotype needs room to breathe; an exclusion area must be respected around it. The size of the exclusion area must equal the height of the letter 'K' in the logotype.

These dimensions must be respected in each of the four surrounding margins.

LOGOTYPE
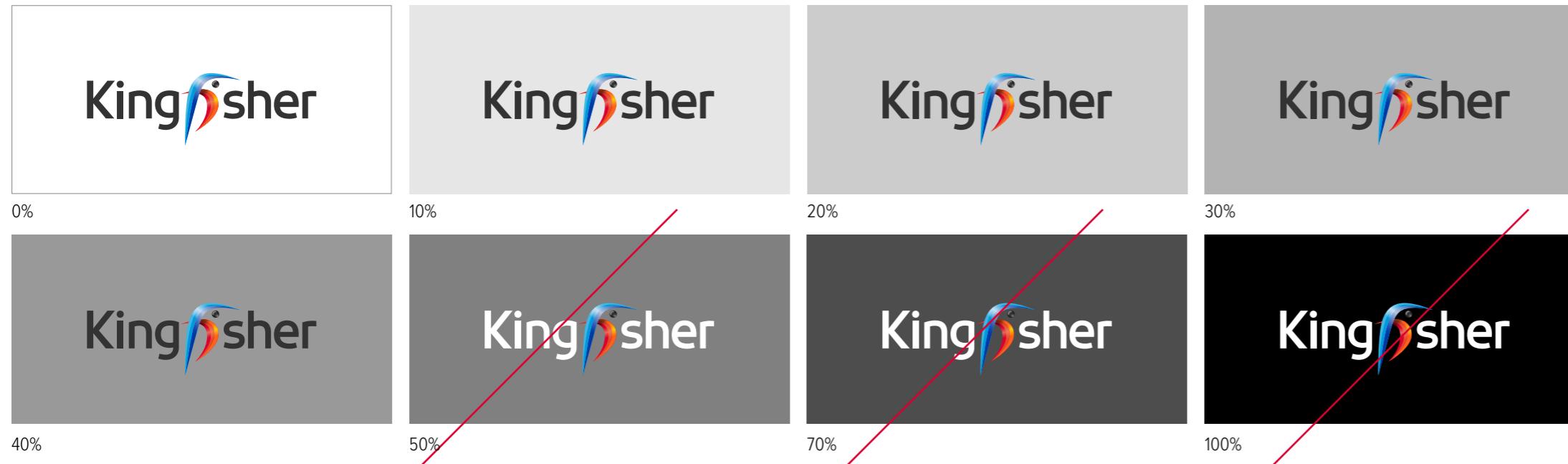
1.6 **Placement**

The logotype should be placed in the top-left corner of the page. On printed materials only, a second, additional exclusion area must be respected. The size of the second exclusion area is identical to the first; the total exclusion area should therefore equal twice the height of the letter 'K' in the logotype.
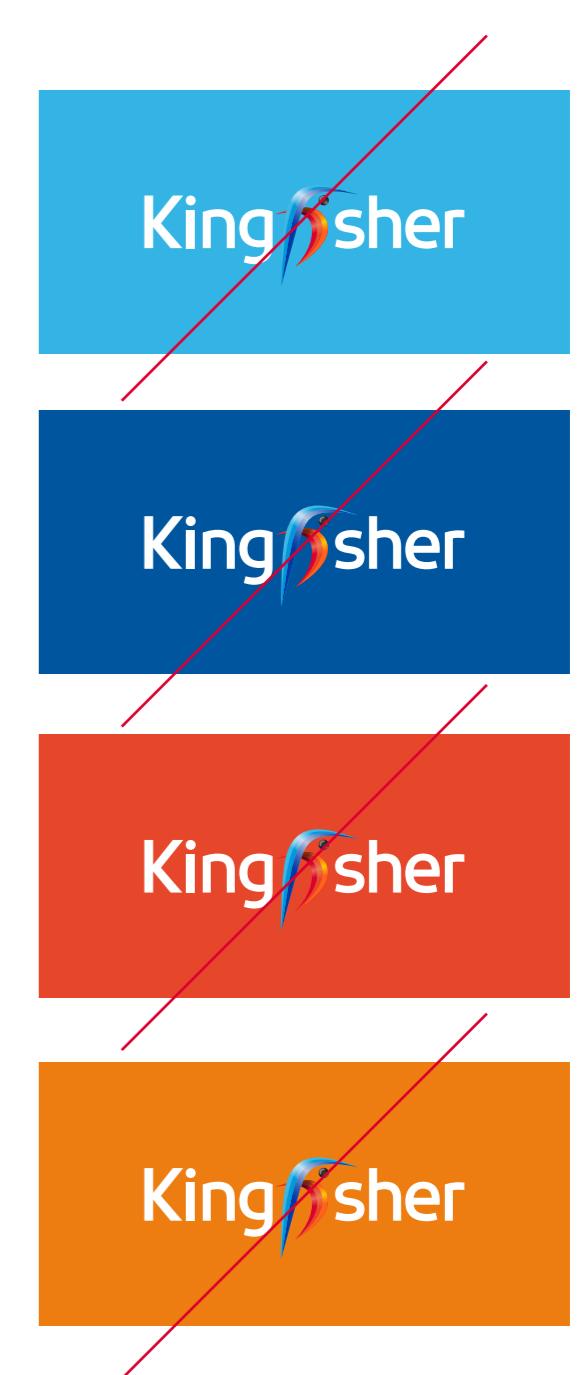
LOGOTYPE

1.7 Logotype & backgrounds

0%

10%

20%

30%

40%

50%

70%

100%

Our preference is always the white background but anywhere on the grey scale up to 40% is possible. After this point the "eye" of the bird will no longer be visible.

No other background colour is permissible.

LOGOTYPE

1.8 **Don'ts**

1.

2.

3.

4.

5.

6.

7.

8.

1. Don't deform the logo
2. Don't tilt the logo
3. Don't stray from the colour palette
4. Don't distort the proportions of each element
5. Don't alter the space between each letter
6. Don't change the font
7. Don't use a simplified version other than the one in the guidelines

8. Don't seperate the typography from the symbol. There exists only one master version of the logotype.

MONOGRAM

2.1 **Rules & Colours**

Exlusion area

Secondary versions

Simplified

Grey scale

Black & white

The Kingfisher symbol can be used independent of the logotype. An exclusion area equal to the size of the radius of the eye must be respected.

The same rules applied to the logotype in relation to the colour and background should be implemented for the monogram. *See section 1.7*

TYPOGRAPHY

3.1 **Proxima Nova / Primary font**

Ab

Light

abcdefghijklmn opqrstuvwxyz ABCDEFGHIJK LMNOPQRSTU VWXYZ

Regular

abcdefghijklmn opqrstuvwxyz ABCDEFGHIJK LMNOPQRSTU VWXYZ

Bold

abcdefghijklm nopqrstuvwxyz ABCDEFGHIJK LMNOPQRSTU VWXYZ

3.2 **Arial / Secondary font**

Regular

abcdefghijklmnopqrs tuvwxyz ABCDEFGHIJKLMN OPQRSTUVWXYZ

Bold

abcdefghijklmnopq rstuvwxyz Abcdefghijklmnop qrstuvwxyz

Proxima Nova is our brand's corporate font along with Arial as our secondary font. They should be used as follows:

Externally designed & printed materials:
• Proxima Nova for all headings and the first paragraph of each new section; Arial for body text.

Internally produced print materials, e.g. Word and PowerPoint:
•All headings and body text in Arial.

STRAPLINE

4.1 **Rules & technical specifications**

BETTER
HOMES,
BETTER
LIVES

Proxima Nova Light
All in capitals

158 C
238, 125, 17
0, 65, 95, 0
E37222

186 C
220, 0, 46
2, 100, 82, 6
DC002E

298 C
61, 183, 228
67, 2, 0, 0
3DB7E4

286 C
0, 57, 160
100, 75, 0, 0
0039A6

The colours of the strapline are inspired by the Kingfisher logotype. We use Proxima Nova Light in all capitals. Please use master version of the strapline provided in the toolkit.

An exclusion area of half a 'B' must be respected on all four sides of the strapline.

The logotype and the tagline do not belong together because there is text present in both and the colours are too similar to be placed in such close proximity.

STRAPLINE

4.2 **Strapline & monogram**

Exclusion area

BETTER HOMES, BETTER LIVES

The strapline and the monogram can be placed together because the symbol is on its own (without the typography).

Exclusion area

BETTER HOMES, BETTER LIVES

DIGITAL

5.1 **iPad/iPod/iPhone/Android icons and web favicon**

Favicon
16 x 16px

Finger Tip Buttons
44 x 44px

Dashboard Icon
57 x 57px

Large App Icon
512 x 512px

Our icon focuses on one specific area of the symbol. It zooms in on the eye of the bird and allows our full range of colours to be expressed. If the full symbol were shown, both colour and clarity would be compromised.

In addition to apps, our icon can also be used as the favicon for web address bars and the browser tab when people visit Kingfisher.com.

DIGITAL

5.2 **iPad/iPod/iPhone and Android icons**

A shine effect should never be applied to the icon as the colour gradients already provide a bright, 3-dimensional, striking effect.