



Visual Identity Guidelines  
December 2015



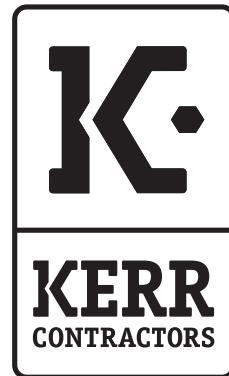
## Primary Logo

The Kerr logo consists of three elements — the Kerr symbol, The Kerr Way symbol and the mission statement.

The primary logo is the full use of all three elements. It should be used in almost all instances where the logo appears when legibility and space permit.



Minimum size (w)  
135 px / 1.5 inch



## Secondary Logo

The secondary logo identifies the primary business name and should be used in the public arena where business category identity is necessary.

Minimum size (w)  
90 px / 1.25 inch



## Tertiary Logo

Variations of the primary logo symbol



Minimum size (w)  
29 px / .40"

Green and Gold Logo\*



Gold and Green Logo\*\*



Logo Colors

For Print:  
Uncoated Paper  
PANTONE 350 U  
C88 M45 Y89 K55

For Screen:  
R7 G65 B38  
Hex# 074126

For Print:  
Coated Paper:  
PANTONE 350 C  
C88 M45 Y89 K55

For Print:  
Uncoated Paper  
PANTONE 873 U  
C38 M43 Y86 K12

Screen:  
R153 G128 B66  
Hex# 998042

For Print:  
Coated Paper:  
PANTONE 873 C  
C38 M43 Y86 K12

For Print:  
Uncoated Paper  
PANTONE Black U  
C0 M0 Y0 K100

For Screen:  
R0 G0 B0  
Hex# 000000

For Print:  
Coated Paper:  
PANTONE Black C  
C0 M0 Y0 K100

## Logo Colors

Our multiple color logo exists in two versions:

- Green background with gold type and gold logo symbols (this is the primary, preferred logo)

- Gold background with green type and green logo symbols

See page 7 for guidelines and filenames of color variations for the primary logo, the secondary logo and the tertiary logo

\*Please see page 8 for print guidelines and spot color breakdown.

\*\*Please see page 9 for print guidelines and spot color breakdown.

For Print:  
None (paper)

For Screen:  
R255 G255 B255  
Hex# FFFFFF

For Print:  
None (paper)

2-Color Green Logo with White Background\*



2-Color Gold Logo with White Background\*\*



Logo Colors

For Print:  
Uncoated Paper  
PANTONE 350 U  
C88 M45 Y89 K55  
  
For Screen:  
R7 G65 B38  
Hex# 074126

For Print:  
Coated Paper:  
PANTONE 350 C  
C88 M45 Y89 K55  
  
For Screen:  
R7 G65 B38  
Hex# 074126

## 2-Color Logo Options

Our 2-Color logo exists in two versions:

- White background with green type and green logo symbols
- White background with gold type and gold logo symbols

Both have black drop shadows and shading

\*Print guidelines are similar to those shown on page 8, with tint differences in file

\*\*Print guidelines are similar to those shown on page 9, with tint differences in file

For Print:  
Uncoated Paper  
PANTONE 873 U  
C38 M43 Y86 K12  
  
Screen:  
R153 G128 B66  
Hex# 998042

For Print:  
Coated Paper:  
PANTONE 873 C  
C38 M43 Y86 K12

For Print:  
Uncoated Paper  
PANTONE Black U  
C0 M0 Y0 K100  
  
For Screen:  
R0 G0 B0  
Hex# 000000

For Print:  
Coated Paper:  
PANTONE Black C  
C0 M0 Y0 K100

For Print:  
None (paper)  
  
For Screen:  
R255 G255 B255  
Hex# FFFFFF

For Print:  
None (paper)  
  
For Screen:  
R255 G255 B255  
Hex# FFFFFF

1-Color Green Logo with White Background



1-Color Gold Logo with White Background



1-Color Black Logo with White Background



## 1-Color Logos

The Kerr Way 1-color logo can print in any of three colorways: Green, Gold or Black.

Use these options for print applications where cost or complexity of 2-color logos (black shading) isn't appropriate.

Screen tints of color provide drop shadows for type as indicated in supplied files.

## Typography

Typography is an important aspect of our brand identity. Our typographic style contributes to our distinctive, modern, and hard-working aesthetic.

The typeface used in our logotype and for headlines in text is Officina Serif Bold. Officina Serif Book can be used in subtitles and Officina Sans for body copy as shown in this guideline.

Arial Narrow and Arial can be used as alternate san serif typefaces for text and captions.

Dispatch Bold is used in the circular type for the mission statement words. Dispatch Bold should only be used when extra legibility and prominence is necessary in display type.

Brand and Product Naming Typeface

**Officina Serif Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

**Officina Serif Book**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
0123456789&\*#@?!/+(.,::)

**Officina Sans Book**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
0123456789&\*#@?!/+(.,::)

Supporting Typeface (Display Only)

**Dispatch Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
0123456789&\*#@?!/+(.,::)

Alternate San Serif Typeface

**Arial Narrow**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

**Arial**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
0123456789&\*#@?!/+(.,::)

## Finding & Using the Right Logo

The three types of logos identified on page 2 can be found in the following folders:



Primary KERR WAY   Secondary KERR CONTRACTORS   Tertiary KERR ICON

Within these folders, the logo options are separated into three categories: print files to provide to vendors, the files the artwork was created in (native) and png files for screen use.

The KERR WAY folder has an extra level of organization to separate the color build options: 3-Color, 2-Color and 1-Color folders. There is also a layered psd file with low-resolutions layers of all the elements and color ways (not shown below).



### Glossary

**PMS** refers to Pantone Matching System and is used by printers to provide a consistent color match from one print run to the next. Many vendors, including corrugated printers and signage producers can interpret how closely their media will match a PMS color.

**CMYK** refers to the ink colors used in process printing: Cyan, Magenta, Yellow and Black.

**PNG** is a file compression format used for art and images that are to be viewed on screen only. It is preferable to jpg compression when the images are mostly vector based and does not lose quality when files resaved as jpgs do.

**EPS** is an abbreviation for Encapsulated Postscript, best used for transferring vector files (drawings and fonts).

**Native files** refers to the application the files were created in. All files are Adobe Illustrator CC 2014 vector art files (no rasterized images) and can be opened in Photoshop at any size necessary.

Image Reference	File Name	File Location
	GreenGoldBlackPMS.eps GreenGoldBlackCMYK.eps GreenGoldBlack.png	Primary KERR WAY > 3-Color KERR WAY > 3-Color KW print > 3C KW PMS eps Primary KERR WAY > 3-Color KERR WAY > 3-Color KW print > 3C KW CMYK eps Primary KERR WAY > 3-Color KERR WAY > 3-Color KW png
	GoldGreenBlackPMS.eps GoldGreenBlackCMYK.eps GoldGreenBlack.png	Primary KERR WAY > 3-Color KERR WAY > 3-Color KW print > 3C KW PMS eps Primary KERR WAY > 3-Color KERR WAY > 3-Color KW print > 3C KW CMYK eps Primary KERR WAY > 3-Color KERR WAY > 3-Color KW png
	2C_WhiteGreenBlackPMS.eps 2C_WhiteGreenBlackCMYK.eps 2C_WhiteGreenBlack.png	Primary KERR WAY > 2-Color KERR WAY > 2-Color KW print > 2C KW PMS eps Primary KERR WAY > 2-Color KERR WAY > 2-Color KW print > 2C KW CMYK eps Primary KERR WAY > 2-Color KERR WAY > 2-Color KW png
	2C_WhiteGoldBlackPMS.eps 2C_WhiteGoldBlackCMYK.eps 2C_WhiteGoldBlack.png	Primary KERR WAY > 2-Color KERR WAY > 2-Color KW print > 2C KW PMS eps Primary KERR WAY > 2-Color KERR WAY > 2-Color KW print > 2C KW CMYK eps Primary KERR WAY > 2-Color KERR WAY > 2-Color KW png
	1C_WhiteGreenPMS.eps 1C_WhiteGreenCMYK.eps 1C_WhiteGreen.png	Primary KERR WAY > 1-Color KERR WAY > 1-Color KW print > 1C KW PMS eps Primary KERR WAY > 1-Color KERR WAY > 1-Color KW print > 1C KW CMYK eps Primary KERR WAY > 1-Color KERR WAY > 1-Color KW png

Image Reference	File Name	File Location
	1C_WhiteGoldPMS.eps 1C_WhiteGoldCMYK.eps 1C_WhiteGold.png	Primary KERR WAY > 1-Color KERR WAY > 1-Color KW print > 1C KW PMS eps Primary KERR WAY > 1-Color KERR WAY > 1-Color KW print > 1C KW CMYK eps Primary KERR WAY > 1-Color KERR WAY > 1-Color KW png
	1C_WhiteBlackPMS.eps 1C_WhiteBlackCMYK.eps 1C_WhiteBlack.png	Primary KERR WAY > 1-Color KERR WAY > 1-Color KW print > 1C KW PMS eps Primary KERR WAY > 1-Color KERR WAY > 1-Color KW print > 1C KW CMYK eps Primary KERR WAY > 1-Color KERR WAY > 1-Color KW png
	HorizKerrContractorsGreenPMS.eps HorizKerrContractorsGreenCMYK.eps HorizKerrContractorsGreen.png	Secondary KERR CONTRACTORS > KERR CONTRACTORS print > KERR CONTRACTORS PMS Secondary KERR CONTRACTORS > KERR CONTRACTORS print > KERR CONTRACTORS CMYK Secondary KERR CONTRACTORS > KERR CONTRACTORS png
	HorizKerrContractorsGoldPMS.eps HorizKerrContractorsGoldCMYK.eps HorizKerrContractorsGold.png	Secondary KERR CONTRACTORS > KERR CONTRACTORS print > KERR CONTRACTORS PMS Secondary KERR CONTRACTORS > KERR CONTRACTORS print > KERR CONTRACTORS CMYK Secondary KERR CONTRACTORS > KERR CONTRACTORS png
	HorizKerrContractorsBlack.eps HorizKerrContractorsBlack.png	Secondary KERR CONTRACTORS > KERR CONTRACTORS print Secondary KERR CONTRACTORS > KERR CONTRACTORS png

Image Reference	File Name	File Location
	VerKerrContractorsGreenPMS.eps VertKerrContractorsGreenCMYK.eps VertKerrContractorsGreen.png	Secondary KERR CONTRACTORS > KERR CONTRACTORS print > KERR CONTRACTORS PMS Secondary KERR CONTRACTORS > KERR CONTRACTORS print > KERR CONTRACTORS CMYK Secondary KERR CONTRACTORS > KERR CONTRACTORS png
	VerKerrContractorsGoldPMS.eps VertKerrContractorsGoldCMYK.eps VertKerrContractorsGold.png	Secondary KERR CONTRACTORS > KERR CONTRACTORS print > KERR CONTRACTORS PMS Secondary KERR CONTRACTORS > KERR CONTRACTORS print > KERR CONTRACTORS CMYK Secondary KERR CONTRACTORS > KERR CONTRACTORS png
	VertKerrContractorsBlack.eps VertKerrContractorsBlack.png	Secondary KERR CONTRACTORS > KERR CONTRACTORS print Secondary KERR CONTRACTORS > KERR CONTRACTORS png
	SolidIconGreenPMS.eps SolidIconGreenCMYK.eps SolidIconGreen.png	Tertiary KERR ICON > KERR ICON print > KERR ICON PMS Tertiary KERR ICON > KERR ICON print > KERR ICON CMYK Tertiary KERR ICON > KERR ICON png
	SolidIconGoldPMS.eps SolidIconGoldCMYK.eps SolidIconGold.png	Tertiary KERR ICON > KERR ICON print > KERR ICON PMS Tertiary KERR ICON > KERR ICON print > KERR ICON CMYK Tertiary KERR ICON > KERR ICON png

Image Reference	File Name	File Location
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SolidIconBlack.eps

Tertiary KERR ICON &gt; KERR ICON print

SolidIconBlack.png

Tertiary KERR ICON &gt; KERR ICON png



OutlineIconGoldPMS.eps

Tertiary KERR ICON &gt; KERR ICON print &gt; KERR ICON PMS

OutlineIconGoldCMYK.eps

Tertiary KERR ICON &gt; KERR ICON print &gt; KERR ICON CMYK

OutlineIconGold.png

Tertiary KERR ICON &gt; KERR ICON png



OutlineIconGreenPMS.eps

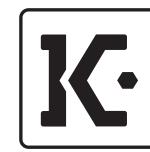
Tertiary KERR ICON &gt; KERR ICON print &gt; KERR ICON PMS

OutlineIconGreenCMYK.eps

Tertiary KERR ICON &gt; KERR ICON print &gt; KERR ICON CMYK

OutlineIconGreen.png

Tertiary KERR ICON &gt; KERR ICON png



OutlineIconGoldPMS.eps

Tertiary KERR ICON &gt; KERR ICON print &gt; KERR ICON PMS

OutlineIconGoldCMYK.eps

Tertiary KERR ICON &gt; KERR ICON print &gt; KERR ICON CMYK

OutlineIconGold.png

Tertiary KERR ICON &gt; KERR ICON png

