



AEROSPACE

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# LOGO & BRAND USE GUIDE

**Updated:** July 2024





## USE OF THIS GUIDE

Welcome to the KF Aerospace Logo & Brand Use Guide. This document outlines the standards and guidelines for the use of the KF Aerospace logo and brand. As a leading aerospace company, maintaining a consistent and professional brand identity is essential to our success and reputation.

### TRADEMARK NOTICE

The KF Aerospace logo and brand are registered trademarks of KF Capital Ltd. Unauthorized use is strictly prohibited. Permission to use the logo and brand must be obtained from KF Aerospace and is subject to quality control measures to ensure that our brand identity is upheld.

### USAGE GUIDELINES

- Authorized Use Only:** The KF Aerospace logo may only be used with explicit permission. Unauthorized use is prohibited.
- Quality Control:** All uses of the logo are subject to KF Aerospace's quality control standards. This ensures that the logo is used in a manner that reflects our brand's values and reputation.
- No Alterations:** The KF Aerospace logo must not be altered in any way. This includes, but is not limited to, changes in color, proportion, or design elements. Any modifications to the logo are strictly prohibited.
- Consistent Application:** To maintain brand consistency, always use the logo as specified in this guide. This includes adherence to color schemes, sizing, and placement.
- Professional Representation:** The logo should always be presented in a professional and respectful manner. It should not be used in any context that could harm KF Aerospace's reputation.



## ADDITIONAL STATEMENTS

- **Respect for the Brand:** The KF Aerospace logo represents our company's heritage, values, and vision. It should always be used with the utmost respect and integrity.
- **Contact Information:** For any questions regarding the use of the KF Aerospace logo or to request permission, please contact the Brand Management Team at [communications@kfaero.ca](mailto:communications@kfaero.ca).
- **Compliance:** All uses of the logo must comply with the guidelines set forth in this document. Failure to adhere to these guidelines may result in the revocation of permission to use the logo and potential legal action.

Thank you for helping us maintain the integrity and consistency of the KF Aerospace brand. Your cooperation is essential in ensuring that our brand continues to reflect the excellence and professionalism of our company.



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## COLOUR PALETTE



#ee3f36

C      M      Y      K  
0      90      85      0

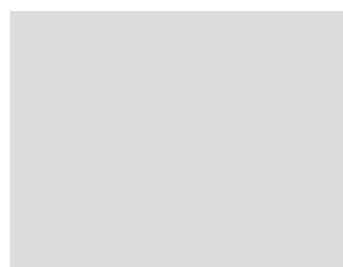
R      G      B  
239      65      54



#588585A

C      M      Y      K  
64      56      53      0

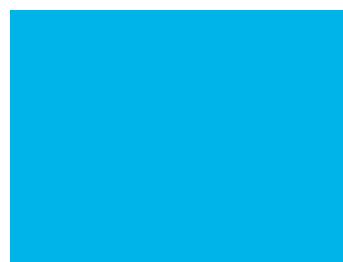
R      G      B  
239      65      54



#DDDDDC

C      M      Y      K  
12      9      10      0

R      G      B  
221      221      220



#00B4EA

C      M      Y      K  
84      1      2      0

R      G      B  
0      180      234



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## MAIN LOGO



## ICON





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## REVERSE LOGO



## ICON





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## LOGO SPACE GUIDELINES





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## USE OF KF TAGLINE

KF Aerospace's official company tagline is: **We're all about the craft.** In some cases, this may be used as an additional graphical element either as a standalone or paired with the KF logo as follows:

*Tagline:*

We're all about **THE CRAFT** ▾

*Logo with Tagline (Horizontal):*



*Logo with Tagline (Vertical):*





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## TYPOGRAPHY

*Primary:*

# Open Sans

**Title, Header, Attention Typeface**

Body, Paragraph Typeface

*Secondary:*

# Georgia

**Title, Header, Attention Typeface**

Body, Paragraph Typeface

*Acceptable:*

# Aptos

**Title, Header, Attention Typeface**

Body, Paragraph Typeface

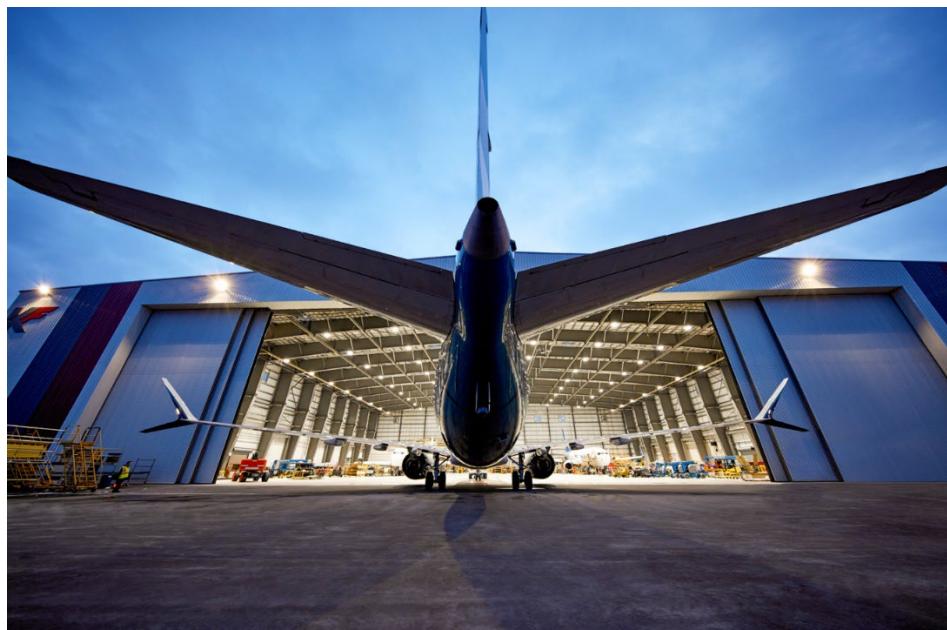


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## USE OF IMAGES/VIDEOS

At KF Aerospace, we generate many exciting images and videos through our work in the aviation sector. We are happy to provide images and videos of our aircraft, employees, and facilities upon request. However, the use of these images and videos is strictly subject to KF Aerospace's approval. Under no circumstances are images or videos of civilian or military customers on site tours or taken within KF Aerospace facilities permitted for public use without our express consent. This ensures the privacy and security of our clients and the integrity of our operations.



## QUESTIONS/CONTACT

General Inquiries: [communications@kfaero.ca](mailto:communications@kfaero.ca)

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- Sarah Kushneryk, Communications & Engagement Coordinator, [s.kushneryk@kfaero.ca](mailto:s.kushneryk@kfaero.ca)