

# BRAND GUIDELINES

2023



## LOGO USAGE

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### PRIMARY LOGO – TWO COLOR HORIZONTAL

The two-color horizontal logo should be used in most situations unless the space calls for the stacked setup.



### SECONDARY LOGO – TWO COLOR STACKED

The two-color stacked logo should be used only in situations where the horizontal logo is inappropriate for the space.

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### ONE COLOR AND REVERSE LOGOS

The one color logo should only be used in special situations when two-colors are not an option. White logos should only be used on dark backgrounds.



### EXCLUSION ZONE

The logo must be reproduced with a clear area around it that is free from other graphic elements. This area is known as the exclusion zone. The exclusion zone is created by the height of icon in the wordmark.



Kingdom  
COMPANIES GROUP

1" or 96px

Kingdom  
COMPANIES GROUP

1.25" or 120px

### MINIMUM SIZE

It's imperative to maintain legibility. The stacked logo should never appear smaller than 1" wide in print or 96px wide in digital uses. The horizontal logo should never appear smaller than 1.25" wide in print or 120px wide in digital uses.

## COLORS

### PRIMARY COLORS

The copper and teal are the primary colors for Kingdom Companies. They should be the main colors used in branded materials.



#### COPPER

Pantone: 2314c  
CMYK: 28-54-82-10  
RGB: 173-118-68  
HEX: #ad7644



#### TEAL

Pantone: 4189c  
CMYK: 88-57-54-37  
RGB: 30-73-81  
HEX: #1e4951

## FONTS

### PRIMARY LOGO FONT

Prospectus Pro M Bold

#### PROSPECTUS PRO M BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 . , ? ! @ # \$ % ^ & \* ( )

### FONT FAMILY

Prospectus Pro Thin  
*Prospectus Pro Thin Italic*

Prospectus Pro Light  
*Prospectus Pro Light Italic*

Prospectus Pro Regular  
*Prospectus Pro Italic*

Prospectus Pro SemiBold  
*Prospectus Pro SemiBold Italic*

Prospectus Pro Bold  
*Prospectus Pro Bold Italic*

Prospectus Pro Black  
*Prospectus Pro Black Italic*

### SECONDARY LOGO FONT

Brandon Grotesque Bold

#### BRANDON GROTESQUE BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 . , ? ! @ # \$ % ^ & \* ( )

### FONT FAMILY

Brandon Grotesque Regular

Brandon Grotesque Medium

Brandon Grotesque Bold

Brandon Grotesque Black

### USAGE & HIERARCHY

#### HEADLINE

Brandon Grotesque Medium 18pt

#### SUBHEAD

Brandon Grotesque Bold 10pt

Lecaborp orest, venis ipsapis est voluptia secest  
exceste velluptaquae cum rectur simi, od ma sitiore re  
im que nisquae istio corem.

Brandon Grotesque Regular 9pt

# STATIONERY EXAMPLES

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To whom it may concern,

Lorem ipsum dolor sit amet. At assumenda dolor sed commodi quidem ea galisum provident sit veritatis vero qui animi aperiam qui dolorem quia. Non molestiae distinctio in tempora ullam est suscipit nihil aut dolor vero ut porro explicabo et ducimus eaque aut expedita cupiditate.

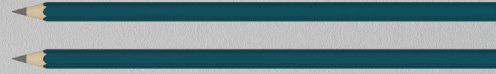
Et unde minus et inventore adipisci ab odit sint et quia velit aut omnis natus? Sed dolor similique sit quod soluta ea voluptatem dolor! Est dolore atque ab reiciendis totam ut saepe reiciendis qui beatae cumque non distinctio repellendus sit amet dicta aut rerum quidem. Nam fugit reprehenderit rem voluptatum asperiores qui omnis fuga aut nobis sapiente vel voluptatibus eius aut necessitatibus voluptates.

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Sincerely,  
Team Member

1234 Address Lane • City, St 00000

(000) 000-0000 • KINGDOMCOMPANIES.COM



1234 Address Lane  
City, St 00000

FIRSTNAME LASTNAME  
1234 Address Lane  
City, ST 00000



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