



# KINGDOM HOUSE

CHANGE BEGINS WITHIN

STYLE GUIDE + BRAND STANDARDS



**CHANGE  
BEGINS  
WITHIN**

## COLORS: PRIMARY

Specified color values for various output applications

**CMYK** // For use with any standard 4-color print process, including offset, inkjet, laser, color copiers, and any digital printing.

**RGB** // For use in any on-screen application, including websites, video, digital displays, ebooks, mobile apps, interactive kiosks, etc.

**HEXADECIMAL** // For use only when working in HTML and other interactive and web-based applications.

**PANTONE** // For use with screenprinting output only. These values are optically matched for that purpose alone, and will not maintain perceptual accuracy if converted back to other color modes for use with other applications.

CARIBBEAN  
**GREEN**



**CMYK** 78 / 2 / 66 / 0  
**RGB** 5 / 177 / 130  
**HEX** 04B182  
**PANTONE** PMS 339c

BUNTING  
**NAVY**



**CMYK** 100 / 95 / 41 / 49  
**RGB** 19 / 24 / 64  
**HEX** 131840  
**PANTONE** PMS 2768c

CERULEAN  
**CYAN**



**CMYK** 76 / 0 / 6 / 0  
**RGB** 0 / 187 / 229  
**HEX** 00BBE6  
**PANTONE** PMS 306c

BAHAMA  
**BLUE**



**CMYK** 98 / 70 / 24 / 7  
**RGB** 0 / 85 / 134  
**HEX** 005586  
**PANTONE** PMS 7692c

PRIMROSE  
**YELLOW**



**CMYK** 10 / 0 / 53 / 0  
**RGB** 234 / 236 / 148  
**HEX** EAEC94  
**PANTONE** PMS 587c

## TYPOGRAPHY:

### FAMILIES

Signature typefaces that help establish and maintain the brand aesthetic

*HANDY SANS CONDENSED by Elena Genova*

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*ROUND*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

*REGULAR*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

*ROBOTO by Christian Robertson*

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*CONDENSED - BOLD*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

*LIGHT*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**PRINT LOGO:**  
PRIMARY

For all primary usage and application

VERTICAL



HORIZONTAL



VERTICAL w/TAG



HORIZONTAL w/TAG



VERTICAL w/URL



HORIZONTAL w/URL



**PRINT LOGO:**  
SECONDARY

For support or alternate  
usage and application

*VERTICAL REVERSE*



*HORIZONTAL REVERSE*



*VERTICAL ALT.*



*HORIZONTAL ALT.*



*VERTICAL REVERSE ALT.*



*HORIZONTAL REVERSE ALT.*



## LOGO USAGE: SPACING + SIZING

Guidelines for surrounding space and minimum size

The KINGDOM HOUSE logo should always be surrounded by an area of unused space, where no type or other visual elements are present.

When using both the vertical and horizontal variations, the minimum space should be no less than the height of the letter 'H'. Whenever possible, the ideal spacing is the combined height and width of the letter 'H'.

For sizing purposes, the minimum desired heights of all elements of the logo are listed below.



### PRINT



### SCREEN



## LOGO USAGE:

### DON'Ts

Examples of undesired logo usage and treatment

#### DO NOT DISTORT



#### DO NOT EMBELLISH



#### DO NOT INVERT OR CHANGE COLORS





## COLORS: SECONDARY

For applications that call for accent and variety

**SCREENS** // These are opacity screens of the five main KINGDOM HOUSE Primary Colors: Caribbean Green, Bunting Navy, Cerulean Cyan, Bahama Blue, and Primrose Yellow. They are achieved by decreasing the opacity/fill of those colors to the exact percentages listed below.

NOTE: Do not use Screens in the absence of the KINGDOM HOUSE Primary Colors, or in any logo variations. They exist solely to support and expand the palette for a richer tonal range.

