Kaspar Brand Guide

Why Follow The Guide?

As the parent company of seven subsidiaries, it is important for Kaspar Companies' brand to play the foundational role of a consistent image of quality products and services. In order to facilitate trust in our brand amongst the community, we need your help in preserving the integrity of the logo by replicating it the right way in accordance with the guidelines below.

Like the golden rule states, "Don't do anything to the logo that you wouldn't want done to you."

Color Values

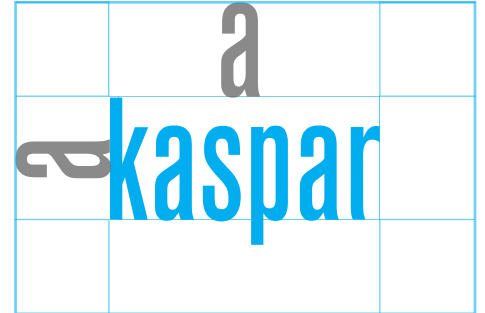CMYK: 100%, 0%, 0%, 0%

Pantone 306 C

Pantone 306 U

RGB: 0, 173, 239

Color

White on cyan

kaspar

Cyan on white

kaspar

Clearspace

The clearspace minimum is equivalent to the vertical height of the "a" in kaspar, regardless of the size at which the logo is reproduced.

a

kaspar

To ensure the legibility of the logo, it must be surrounded with a minimum amount of clearspace. This isolates the logo from competing elements such as photography, text or background patterns that may detract attention and lessen the overall impact. Using the logo in a consistent manner across all applications helps to both establish and reinforce immediate recognition.

What Not To do

Changing orientation	Streching or squeezing	Non-white background	Outlining	Color changes	Drop shadow
kaspar	kaspar	kaspar	kaspar	kaspar	kaspar

kaspar	kaspar	kaspa	kaspar 1/4 in.	kaspar	kaspar
Reconfiguration	Busy background	Cropping	Printing smaller than .25in	Recreation	Bevel/emboss

Header Font: Helvetica Neue Thin 28 pt.

Secondary Header Font: Helvetica Neue Bold 13 pt.

Body Font: Helvetica Neue Regular, size 10 pt. When producing a body of text on a document, follow this guideline for the overall type appearance brand presence while keeping your type left-aligned. The specified type choices and sizes allow for readability and consistency among all documents and stationery used by employees.