



Kerr Recruitment

Logo & Brand Identity Guidelines

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0.1 Logo Specifics

Logo Clear Space

Grey stripped area indicates Safe Zone. Other graphical and visual elements can be safely positioned up to the adjoining Blue area.

Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the uppercase letters, known as the 'cap-height'. The width is equal to the height.)



Logo Construction

Blue (z) indicates overall proportions for the logotype and logomark. Height of (z), the cap-height, is equal to baseline of tag-line to baseline of logotype.

Green (x+y) indicates distance from center of logo to top of logomark, and logotype etc. The blue area must be kept free of all other graphical and visual elements.

Magenta indicates various item alignments and intersects (shown as circles). For example: the end of the logotype meets the 45 degree intersect from top of the logomark, or end of tag-line meets the 45 degree intersect from middle of the logomark.

Yellow/Grey (w) shows how complete logo is divided into 3 equal horizontal segments



0.2 Typeface Details

The Typeface Family

Only two font styles are used for the logo, and they are both from the same typeface family: Proxima Nova.

The Proxima Nova family consists of 3 typeface widths: Proxima Nova, Condensed and Extra Condensed. Each of the 3 type widths contains 14 fonts: 7 weights and 7 italics.

The huge variety of font weights and widths will ensure immense flexibility, and consistency for the future growth of the Kerr identity.

When to Use:

Proxima Nova Bold is the primary font used for the logotype/logo wording. It is also used to draw attention to the 2nd half of the tag-line.

It can also be used as the standard when stronger emphasis is needed, such as in: *stationery, website design, brochures and all forms of general correspondance.*

When to Use:

Proxima Nova Regular is to be used for all other forms of standard body text, ranging from: *stationery, website design, brochures and all forms of general correspondance.*

Proxima Nova *(Bold)*

ABCDEF
abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Proxima Nova *(Reg)*

ABCDEF
abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

0.2.1 Typography in Use

Proxima Nova (Bold)



Kerr Recruitment
We speak **your** language



Kerr Recruitment
Nous parlons **votre** langue

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

When to Use:

Promxima Nova Bold is used for: Kerr Recruitment, and is also used to highlight the second part of the tag-line.

When to Use:

Promixa Nova Regular is used for: first part of the tag-line.

Proxima Nova (Reg)



Kerr Recruitment
We speak **your** language

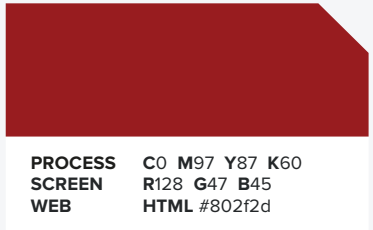


Kerr Recruitment
Nous parlons **votre** langue

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

0.3 Colour Specifications

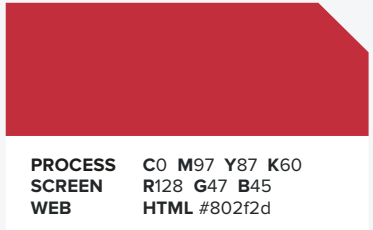
Pantone 7624C



PROCESS	C0 M97 Y87 K60
SCREEN	R128 G47 B45
WEB	HTML #802f2d



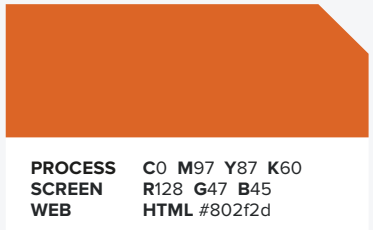
Pantone 1794C



PROCESS	C0 M97 Y87 K60
SCREEN	R128 G47 B45
WEB	HTML #802f2d



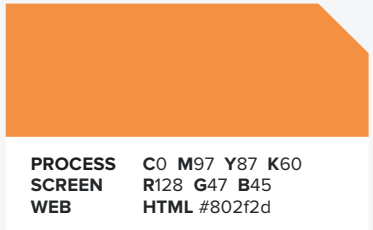
Pantone 166C



PROCESS	C0 M97 Y87 K60
SCREEN	R128 G47 B45
WEB	HTML #802f2d



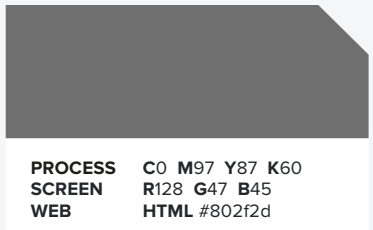
Pantone 152C



PROCESS	C0 M97 Y87 K60
SCREEN	R128 G47 B45
WEB	HTML #802f2d



Pantone Cool Grey 11CP



PROCESS	C0 M97 Y87 K60
SCREEN	R128 G47 B45
WEB	HTML #802f2d



0.4 Logo Styles

Primary Full Tone Colour

This is the primary logo to use, and includes a subtle Colour Burn to the overlapping arms. This is your main go-to version of the logo, except for limited exceptions below.

Primary Full Flat Colour

This is the flat colour version, and can be used in environments that might require a cleaner aesthetic.

Full Tone Greyscale

The greyscale version can be used for higher quality, but still B/W print reproduction, where a finer halftone screen is used.

Solid Black

The solid black version is only to be used for Fax, and some forms of black/white commercial printing applications, such as local newspapers etc, where course halftones screens are used.

Social Media

There 2 versions of the Social Media profile image. Each are saved with Transparent backgrounds.



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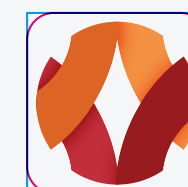
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The 1st one can be used for all round & square cornered profile destinations, such as: Twitter, Facebook etc, and is placed within a container (shown as cyan & magenta keylines).

The 2nd one is for circular profile destinations, such as: Google+, Instagram etc and as such does not come inside a container.

0.5

Logo Best Practices

Do Not: Logomark

To ensure your brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, modify any part of the logo.

Some examples of logo misuse are shown below.

Do Not: Logomark

Do not resize or change the position of the logomark.

Do Not: Fonts

Do not use any other font, no matter how close it might look to Proxima Sans.

Do Not: Slizing

Do not use squish or squash the logo. Any resizing must be in proportion.

Do Not: Colour

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines



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