

# The Master Logo

A QUICK GUIDE v1.0

## DIFFERENT FILE FORMATS

To ensure the new KWL logo can be applied consistently across a number of applications, two different file formats have been produced. These are .eps and .jpeg (Wherever possible the eps file should be used).

1.



This is the KWL logo. It should always be reproduced from master artwork, never recreated in any form, and should never be reproduced smaller than 20mm in width.

## TYPOGRAPHY

Typestyle consistency is essential in projecting a uniform and recognisable design style. The KWL primary typeface is Quay, all weights can be used. The KWL secondary typeface is Conduit, all weights can be used.

## QUAY - HEADLINE & BODY COPY

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

## CONDUIT - SUB HEADLINES & SMALL COPY

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## 1. TWO COLOUR LOGO

This is the preferred option for use against a white background. Never flip the colours of the logo.

## 2A&B. COLOURED BACKGROUND

These are the preferred options for use when the logo is shown on KWL Purple.

## 3. BLACK ONLY LOGO

This logo is to be used only when we cannot use the two colour or single colour logo due to print restrictions.

## PRIMARY COLOUR PALETTE

The primary colour palette includes the colours which make up the logo. Colours from the primary palette should be the main colours used in any communications.



**KWL PURPLE**  
C85 M100 Y0 K12  
Pantone® 268  
Web #4F2D7F  
R79 G45 B127



**KWL GREY**  
C33 M18 Y13 K40  
Pantone® 430  
Web #818A8F  
R129 G138 B143

## SECONDARY COLOUR PALETTE

The secondary palette includes a carefully selected range of support colours for the primary palette.



**KWL GREEN**  
C84 M0 Y38 K0  
Pantone® 326  
Web #00BFB6  
R0 G191 B182



**KWL PINK**  
C0 M100 Y18 K3  
Pantone® RUBINE RED  
Web #F1008C  
R241 G0 B140



**KWL BLUE**  
C76 M0 Y5 K0  
Pantone® 306  
Web #00C2E3  
R0 G194 B227



**KWL YELLOW**  
C0 M14 Y100 K0  
Pantone® 116  
Web #FFDE00  
R255 G222 B0

2A.



2B.



3.

