LOGO/IDENTITY

PROPER USE

The Traditional Logo should not be manipulated in any way. The look should remain consistent throughout all media.

The trademark should have sufficient copy free space around it to ensure easy readability. It may not be surrounded or interrupted by shapes or designs that would appear to be part of the trademark unless certain permissions are granted for special campaigns or events. The copy free space is equal to the leading upward stroke of the symbol's "K." This copy free space should also be maintained throughout the use of the trademark when paired with the names of operating companies or divisions.

No other background should be used unless approved by the Marketing Communications Department.

*The Marketing Communications Department should be consulted for any projects that require branding or co-branding of promotional or print projects that utilize the Kirby Risk logos.

PARENT COMPANY FORMAT

The trademark is used alone when referring to the parent company or the entire corporation as a whole. It utilizes the symbol and the logotype but occasionally contains the "Responsive Service / Quality Products" tagline that is to be left justified to the parent company format as to contain the identity within the copy free space and present a clean uniform appearance.

Parent Company Format

Parent Company Format
With Tagline

Helvetica Neue
Light Italic/Bold Italic/Right Justified

OPERATING COMPANY FORMAT

These formats are comprised of the trademark and the operating company name but may also contain a tagline that is to be left justified to the parent company format. The operating company identity is to be right justified to the parent company format as   to contain the identity within the copy free space and present a clean uniform appearance.

Operating Company Format

Operating Company Format
With Tagline

LOGO/IDENTITY
PROPER USE

STYLIZED LOGO

The stylized logo is for digital use and should only be used on the web, email and presentations.

- Not to be used on apparel, uniforms or promotional goods.
- Not to be used on digital or paper prints.

CORPORATENAME
NAMING SYSTEM

The Corporate Trademark is the visual corporate symbol and logotype. It is the visual identity for the Kirby Risk Corporation, the operating companies and the divisions. Never refer to the company as "KR Company," "Kirby," or "Kirby Risk Supply."

The Kirby Risk name and trademark are the marketing identity for the entire Kirby Risk Corporation. Names are essential elements in our identity program that quickly differentiate a number of businesses and a wide range of products and services. The naming system is one way the identity program relates those businesses to the parent company and to each other.

1. The Familiar Name of the corporation is "Kirby Risk." Use this form of the name when referring to the corporation, the parent corporation or the operating companies. This form may be used in verbal conversation, answering the telephone or when the corporation is mentioned in headlines or text material.

2. The Legal Name of the corporation is "Kirby Risk Corporation" The legal name should be used when applying address signatures to printed materials such as stationery, envelopes, business cards, labels, forms, fliers, etc.

3. The Corporate Trademark is the visual corporate symbol and logotype. It is the visual identity for the Kirby Risk Corporation, the operating companies and the divisions. Never refer to the company as "KR Company," "Kirby," or "Kirby Risk Supply."

FONTS&TYPE
CORPORATE TYPE STYLES

For all trademark usage in conjunction with operating company names, positioning statements and addresses, the typeface must be the Helvetica Neue type family. The type styles within the Helvetica Neue typeface family are shown below.

The Helvetica Neue font family has a default setting and kerning and should not be changed. All fonts should not be distorted in any fashion. All fonts should remain consistent throughout all media. co-branding of promotional or print projects that utilize the Kirby Risk logos.

Helvetica Neue Reg Main Font
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Italic Main Font
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Condensed Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
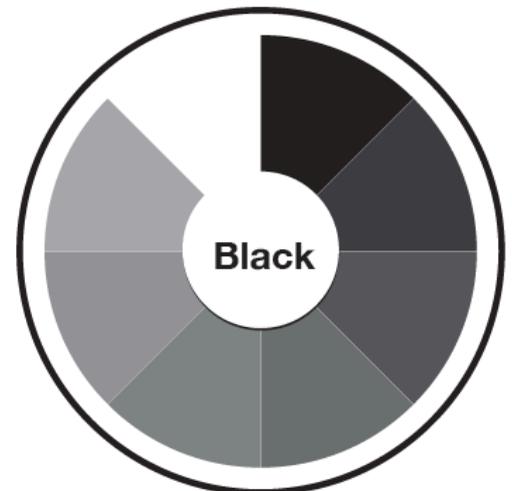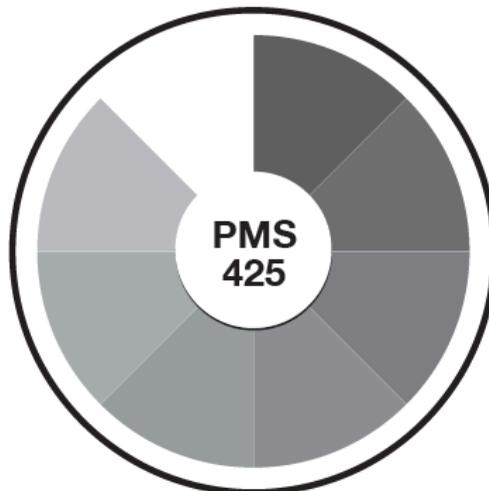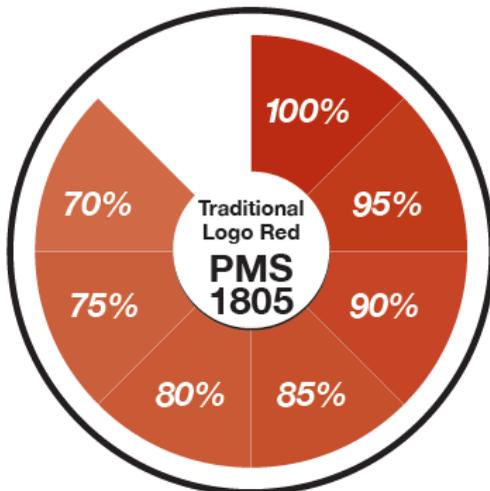abcdefghijklmnopqrstuvwxyz
1234567890

BRANDCOLORS
CORPORATE COLORS

The Kirby Risk corporate colors are Red, PMS 1805 and PMS Hexachrome Black. These colors must be accurately matched throughout all areas of the corporate identity program. Some of our colors are from a Pantone Color Matching System and Pantone Matching System (or PMS).

Color chips should be supplied to printers and other vendors for visual matching and continuity prior to print production. PMS and CMYK colors do not always accurately translate across the complete media spectrum so we provided a breakdown of the PMS/CMYK colors in various formats.

These colors are the standard of the brand image unless certain permissions are granted for special campaigns or events. Such permissions should come from the Marketing Communications Department at marketingcommunications@kirbyrisk.com.

	Primary Color		Secondary Color
Kirby Risk *Corporate Color*			
PANTONE	PMS 1805	PMS 425	PMS Hex Black
CMYK	0 | 91 | 100 | 23	0 | 0 | 77	0 | 0 | 0 | 100
RGB	191 | 49 | 26	95 | 96 | 98	0 | 0 | 0

Traditional Logo Red
PMS 1805
100% | 95% | 90% | 85% | 80% | 75% | 70%

PMS 425

Black

ONE-COLOR PRINT

From time to time, the trademark must be used in one-color print applications, such as premium gift items, as well as one-color trade advertising. The acceptable color guidelines include a PMS Hexachrome Black trademark on a White field, a White trademark on a PMS Hexachrome Black field, a White trademark on a PMS 425 (or 79% Black) color field, and a White trademark on a PMS 1805 field.