

Kippy<sup>®</sup>evc

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BRAND BOOK

# LOGOTYPE HORIZONTAL VERSION

POSITIVE

Kippy<sup>®</sup>evc

NEGATIVE

Kippy<sup>®</sup>evc

# LOGOTYPE VERTICAL VERSION

POSITIVE

Kippy®  
evo

NEGATIVE

Kippy®  
evo

# LOGOTYPE EVO VERSION

POSITIVE



NEGATIVE



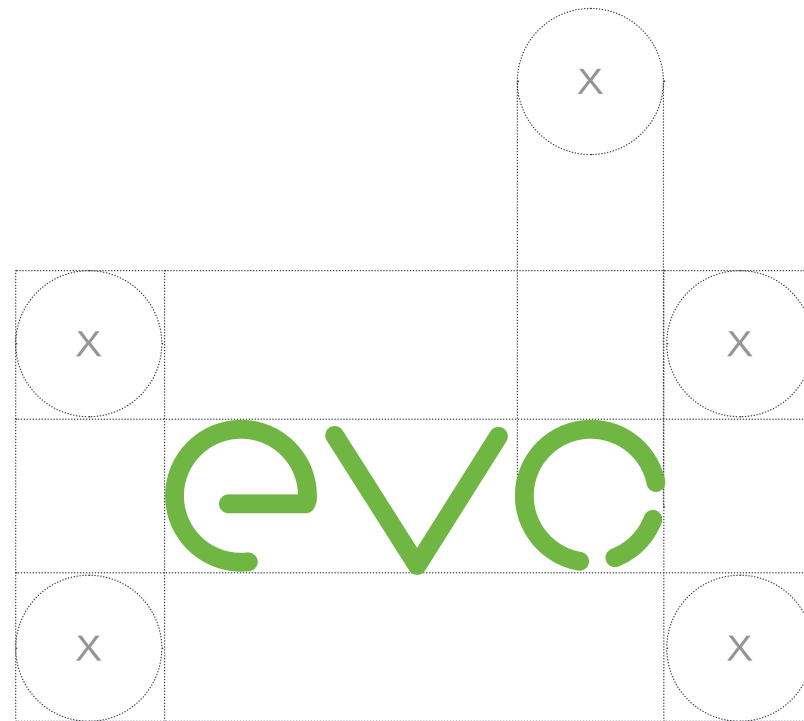
# WHITE SPACE HORIZONTAL



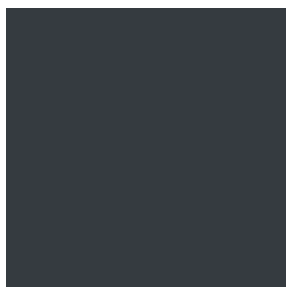
# WHITE SPACE VERTICAL



# WHITE SPACE EVO



# COLOURS



C:10 M:0 Y:0 K:90  
R:58 G:60 B:61  
#3a3c3d



PANTONE: 369 C  
C:61 M:5 Y:100 K:0  
R:136 G:175 B:40  
#88af28



# FONT

## AVENIR LT STD

35 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,;:&!?\$%

65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,;:&!?\$%

85 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,;:&!?\$%

## MISTAKES TO AVOID

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