

BRAND IDENTITY

GUIDELINES



KAPTO



KAPTO Brand Identity Guidelines

Entangled, Inc

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KAPTO is

an enterprise software and services company that helps businesses be more competitive by using the artificial intelligence to streamline their document processing workflow.

When using the KAPTO name in body copy, it should appear with all capital letters. (e.g., KAPTO).



The KAPTO logo is an abstract mark. It is a visual translation of KAPTO’s brand attributes. Our abstract mark conveys energy, motion and robustness. It is KAPTO’s visual signature. Just as a personal signature always looks the same, similarly KAPTO’s logo should always appear in a specified and consistent manner

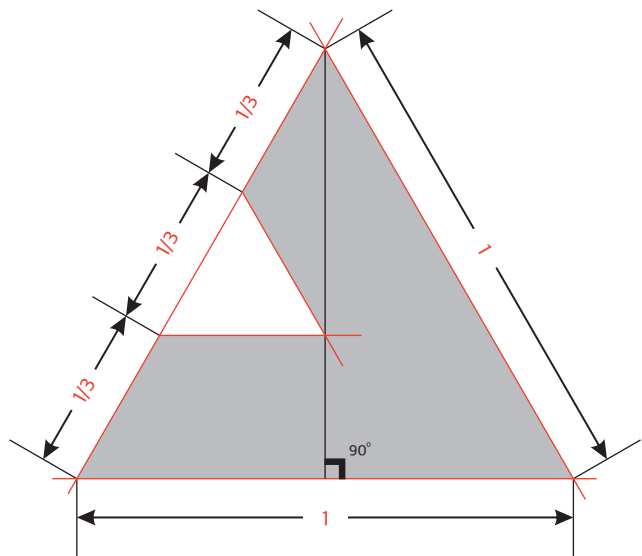
Typography

Apple SD Gothic Neo is KAPTO’s corporate typeface. There are several style and weight options within this font family. The correct styles and weights to use are listed below. These fonts are to be included in all print communications such as brochures, advertising, and digital media.

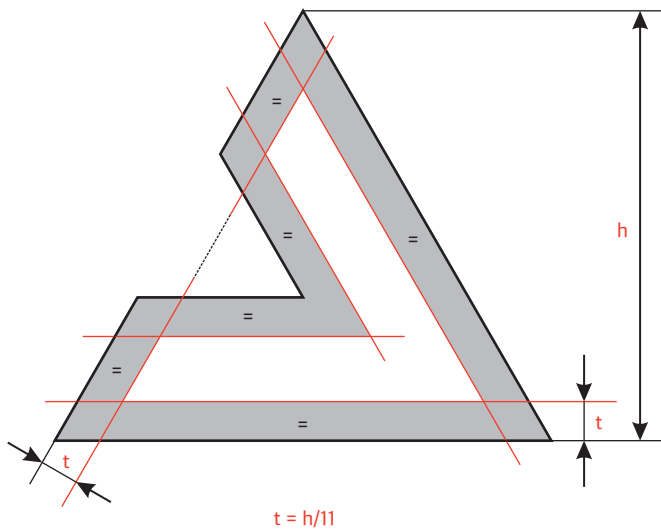
Apple SD Gothic Neo (Thin)	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Apple SD Gothic Neo (Ultra Light)	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Apple SD Gothic Neo (Light)	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Apple SD Gothic Neo (Regular)	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Apple SD Gothic Neo (Medium)	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Apple SD Gothic Neo (SemiBold)	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Apple SD Gothic Neo (Bold)	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Apple SD Gothic Neo (ExtraBold)	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Apple SD Gothic Neo (Heavy)	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Logo Design (vertical)

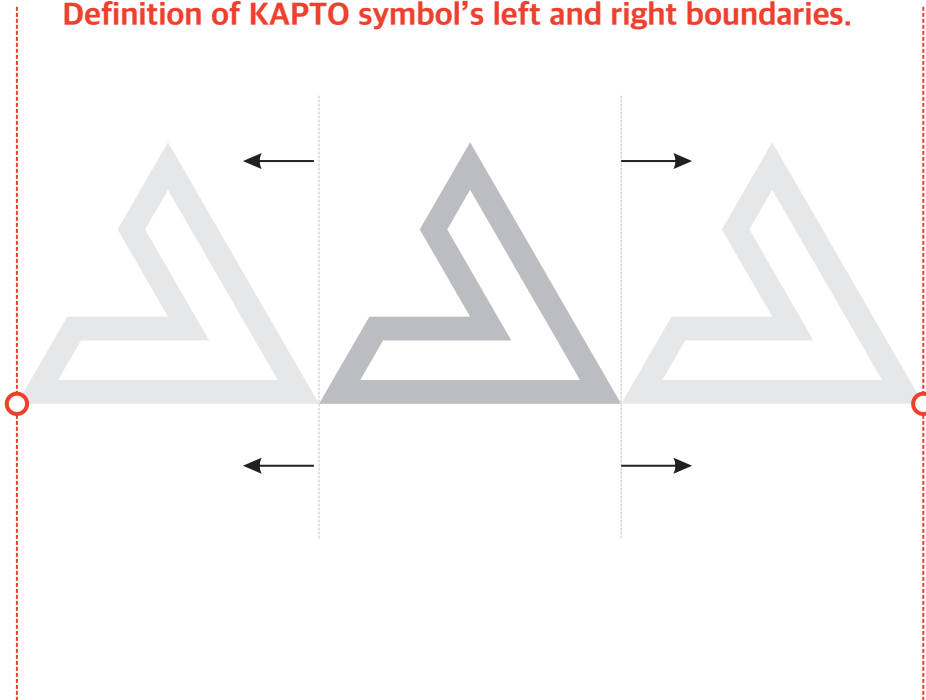
KAPTO symbol overall shape build.



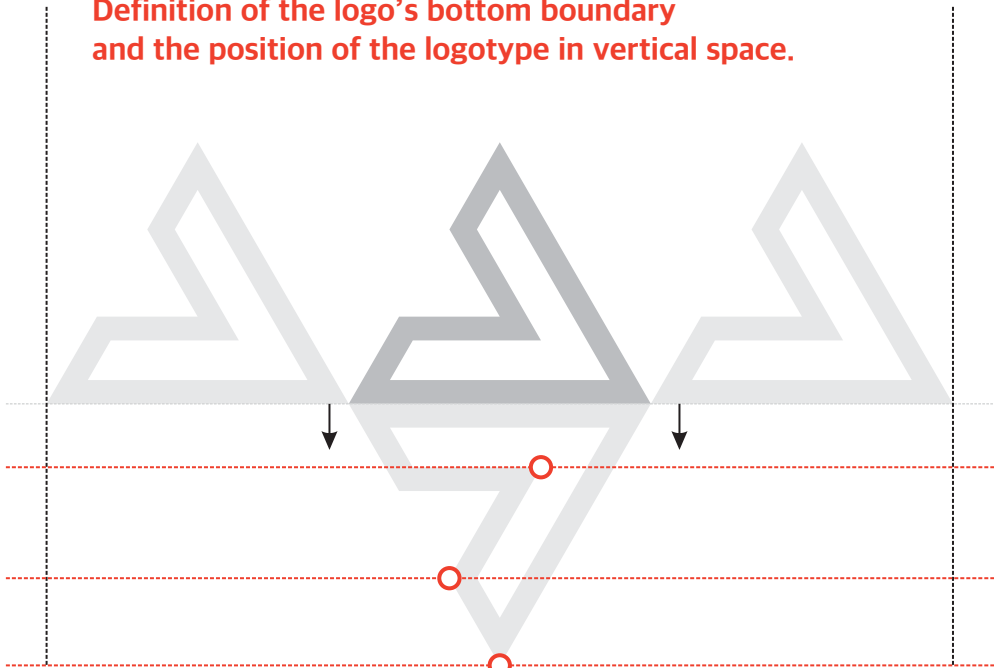
KAPTO symbol inner contour definition.



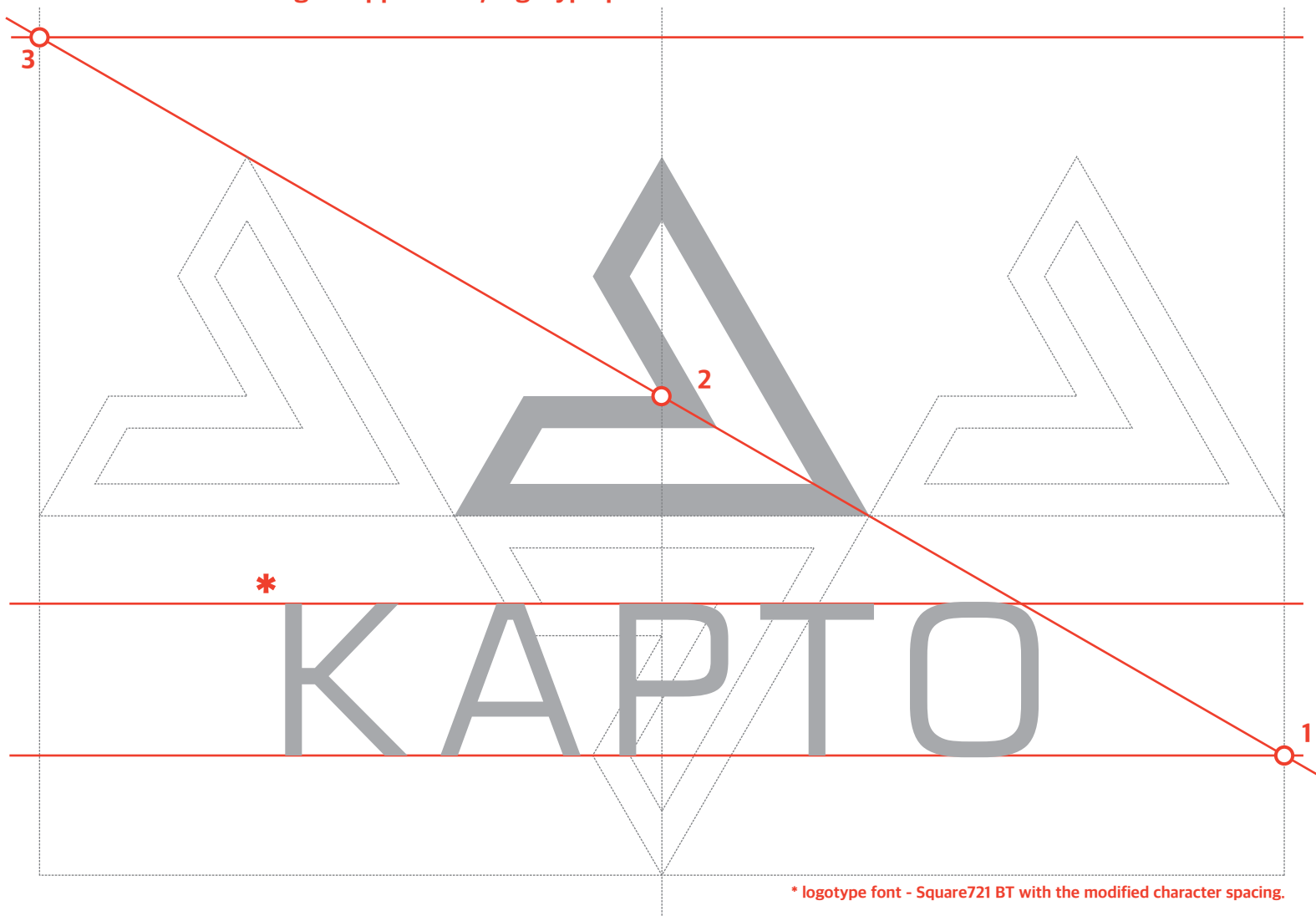
Definition of KAPTO symbol's left and right boundaries.



Definition of the logo's bottom boundary and the position of the logotype in vertical space.



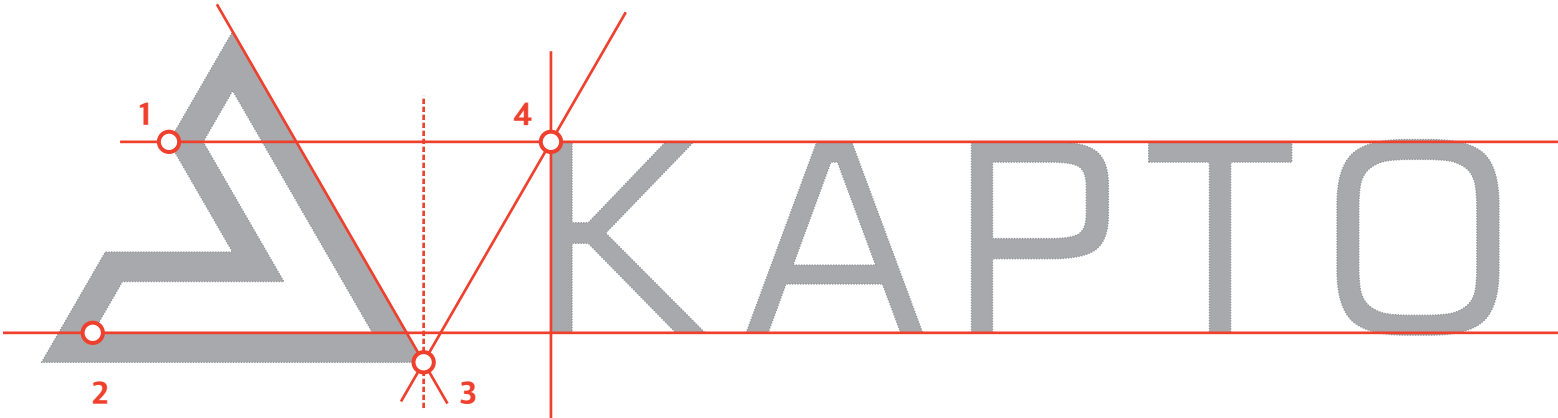
Definition of the logo's upper limit, logotype position and the reference to the used font.



* logotype font - Square721 BT with the modified character spacing.

Logo Design
(horizontal)

KAPTO symbol and logotype relationship definition.



KAPTO logo upper and lower boundary.



KAPTO logo left and right boundaries.



Negative Space



Vertical Layout



Horizontal Layout

For maximum impact and instant recognition, the KAPTO symbol (abstract mark) and the logotype should not be crowded by other visual elements. Adequate white space should be left around the logo so that its prominence is not compromised. The illustration at left gives a visual guide for providing the necessary white space. The definition of the minimal white space (negative space) is given in the LOGO DESIGN section of this manual.

KAPTO is represented with two logo versions. A horizontal version and a vertical version. For consistency, please use the horizontal version only where the vertical logo will not fit.

Scale

One way to maintain visual consistency in KAPTO’s identity program is to scale the logo for various applications. Arranging the logo with other design elements is like arranging a couch in a living room. The wrong size couch can make the room seem too crowded or too empty. Good designs (rooms or pages) use scale to enhance usability and provide pathways. Provided below are recommended sizes for placing the logo on certain documents.



12 mm
2p
10.472 in
11 pt approx.

minimum allowable
scale
use only in extreme
cases: credit line,
subsidiary



26—39 mm
6—9p
1—1.5 in
24—36 pt approx.

small formats stationery items
Web applications
advertisements
brochures
packaging



40 mm +
10p +
1.75 in +
42 pt approx. +

large formats
proposal covers fliers
posters
exhibits

Color Signature



two-color signature

This is the most desirable application of the KAPTO logo. It should be used in all cases when color is available.



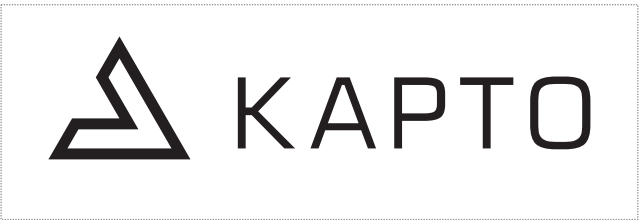
one-color signature

This is the second most desirable application. It should be used when the two-color version is not possible. The accent mark



black version

The black-and-white version is to be used when color is not an option, such as newspaper ads.



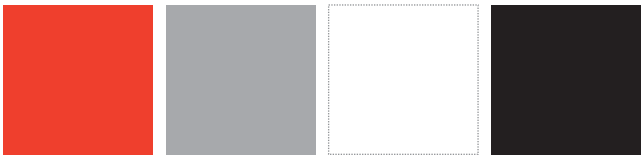
white versions

The white version is provided for usage when the area of placement provides ample contrast.



Color Palette

To maximize brand recognition, the logo has been designed to be reproduced using specific core colors, and must not be reproduced using any other colors. In addition to the core color palette, a support palette has been selected to ensure the consistent use of color across the various printed and electronic elements of the KAPTO marketing program.



PANTONE P 45-8 C			
CO M91 Y92 K0	CO M0 Y0 K40	CO M0 Y0 K0	CO M0 Y0 K100
R239 G74 B62	R170 G172 B174	R255 G255 B255	R55 G53 B53
HEX #EF4A3E	HEX #AAACAE	HEX #FFFFFF	HEX #373535

Logo Backgrounds

The KAPTO logo may be placed on various backgrounds. The background should always provide contrast for legibility. Whenever possible, place the logo by itself. When using the white logo on background subjects such as photographs or illustrations, extra precautions must be taken. First, evaluate the area of placement as to how dark/light or simple/complex it is. If the area is dark and simple, reverse the logo to white. If the area is light, refer to page COLOR SIGNATURE and use the two-color KAPTO logo specifications.

white

light

medium

dark

Incorrect Usage

Because of the growing complexity of the market environment, controlling exposure of the KAPTO logo is vital. When displaying the logo, maintain consistency with its established configuration and the way in which it is displayed. These illustrations represent misuses of the logo. Do not alter the logo in any manner.

3D in 2D application



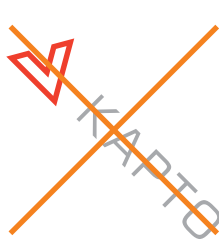
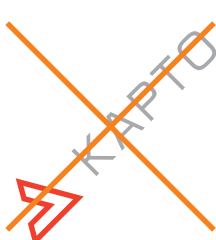
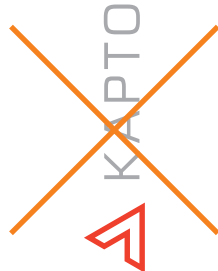
distortion



incorrect colors



incorrect orientation



incorrect sign and logotype relationship



