

Our service icons.

Our Brand

- 1.1 Moving forward
- 1.2 Our brand personality
- 1.3 Our tone of voice
- 1.4 Our product segments

Our Elements

- 2.1 Our logo
- 2.2 Our red paper tab
- 2.3 Our localisation bar
- 2.4 Our colours
- 2.5 Our corporate font
- 2.6 Our online font
- 2.7 Our service icons
- 2.8 Our centre details
- 2.9 Our car signage

Our Application

- 3.1 Our logo positioning
- 3.2 Our soft curve
- 3.3 Our information hierarchy

Our Stationery

- 4.1 Our stationery range
- 4.2 Our QR codes

We have developed a new set of service icons for each product segment. These replace the 'K men' used previously.

The product segments can appear with or without the '*Something for everyone*' positioning statement and must always appear on a white background.

The two colour version should only be used when printing in CMYK is not an option.

As with other Kwik Kopy branding elements, '*Something for everyone*' and these services icons must be applied with surrounded by substantial white space and where possible be placed diagonally opposite the logo, i.e. bottom left or top right. In some instances it is ok to place both the logo and service icons along the base of artwork with the service icons low and left, while the logo low and right.

Careful attention to scaling is essential so that the service icons text is clearly legible. The service icons bar should be displayed at minimum width of 80mm.

Something for everyone.



Horizontal



Vertical

Something for everyone.



Stacked



Something for everyone.



Spot Colour

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These examples demonstrate incorrect use of our service icons.



Do not add coloured keylines around the service icons.



Do not position the service icons on coloured backgrounds or busy images.



Do not split the service icons in any other way than the stacked version.